Meeting Notice

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Commission Vice Chair
Councilmember Rebecca Kaplan, City of Oakland

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Mayor Jerry Thorne

City of San Leandro
Vice Mayor Michael Gregory

City of Union City
Mayor Carol Dutra-Vernaci

Executive Director
Arthur L. Dao

Alameda County Transportation Commission

Thursday, December 05, 2013, 2 p.m.
1111 Broadway, Suite 800
Oakland, CA 94607

Mission Statement

The mission of the Alameda County Transportation Commission (Alameda CTC) is to plan, fund and deliver transportation programs and projects that expand access and improve mobility to foster a vibrant and livable Alameda County.

Public Comments

Public comments are limited to 3 minutes. Items not on the agenda are covered during the Public Comment section of the meeting, and items specific to an agenda item are covered during that agenda item discussion. If you wish to make a comment, fill out a speaker card, hand it to the clerk of the Commission, and wait until the chair calls your name. When you are summoned, come to the microphone and give your name and comment.

Reminder

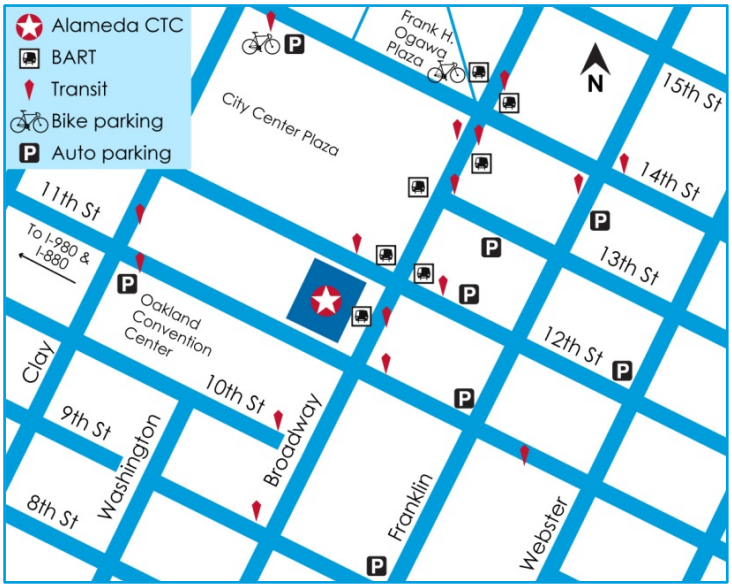
Please turn off your cell phones during the meeting. Please do not wear scented products so individuals with environmental sensitivities may attend the meeting.

Glossary of Acronyms

A glossary that includes frequently used acronyms is available on the Alameda CTC website at www.AlamedaCTC.org/app_pages/view/8081.

Location Map

Alameda CTC
1111 Broadway, Suite 800
Oakland, CA 94607



Alameda CTC is accessible by multiple transportation modes. The office is conveniently located near the 12th Street/City Center BART station and many AC Transit bus lines. Bicycle parking is available on the street and in the BART station as well as in electronic lockers at 14th Street and Broadway near Frank Ogawa Plaza (requires purchase of key card from bikelink.org).

Garage parking is located beneath City Center, accessible via entrances on 14th Street between 1300 Clay Street and 505 14th Street buildings, or via 11th Street just past Clay Street.
To plan your trip to Alameda CTC visit www.511.org.

Accessibility

Public meetings at Alameda CTC are wheelchair accessible under the Americans with Disabilities Act. Guide and assistance dogs are welcome. Call 510-893-3347 (Voice) or 510-834-6754 (TTD) five days in advance to request a sign-language interpreter.

Meeting Schedule

The Alameda CTC meeting calendar lists all public meetings and is available at www.AlamedaCTC.org/events/upcoming/now.

Paperless Policy

On March 28, 2013, the Alameda CTC Commission approved the implementation of paperless meeting packet distribution. Hard copies are available by request only. Agendas and all accompanying staff reports are available electronically on the Alameda CTC website at www.AlamedaCTC.org/events/month/now.

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Commission Meeting Agenda
Thursday, December 05, 2013, 2 p.m.

1111 Broadway, Suite 800, Oakland, CA 94607 • PH: (510) 208-7400 • www.AlamedaCTC.org

Chair: Supervisor Scott Haggerty, Alameda County, District 1

Vice Chair: Councilmember Rebecca Kaplan, City of Oakland

Executive Director: Arthur L. Dao

Clerk: Vanessa Lee

1. **Pledge of Allegiance**

2. **Roll Call**

3. **Public Comment**

4. **Chair/Vice Chair Report**
   4.1 Recognition of Beth Walukas

5. **Executive Director Report**

6. **Approval of Consent Calendar**
   On November 14, 2013, Alameda CTC standing committees approved all action items on the consent calendar, except Item 6.1.

		Page	A/I*
6.1.	Approval of October 24, 2013 Minutes Recommendation: Approve the October 24, 2013 meeting minutes.	1	A
6.2.	I-580 Express Lane Projects Workshop: Concept of Operations Review	7	I
6.3.	I-580 Corridor High Occupancy Vehicle Lane Projects (PN 720.5/724.4/724.5): Monthly Progress Report	55	I
6.4.	I-580 Express Lane Projects (PN 720.4/724.1): Monthly Progress Report	65	I
6.5.	Congestion Management Program: Summary of the Alameda CTC's Review and Comments on Environmental Documents and General Plan Amendments	79	I
6.6.	Draft 2014 Alameda CTC Legislative Program	81	A/I
6.7.	Goods Movement Collaborative and Plan Update	97	I
6.8.	Cap and Trade Principles and AB 32 Scoping Plan Update Recommendation: Approve Cap and Trade Principles.	111	A
6.9.	2014 Level of Service Monitoring Request for Proposal Recommendation: Approve the release of a Request for Proposals (RFP) for preparation of the 2014 Level of Service (LOS) Monitoring Study and authorize the Executive Director, or a designee of the Executive Director, to negotiate and execute a professional services agreement with consultants or consultant teams selected as a result of the RFP process in accordance with procurement procedures	119	A

*(A = Action Item; I = Information Item)

6.10.	Safe Routes to Schools Annual Update	167	I
6.11.	I-580 Express Lanes Project (PN 720.4/724.1) Outreach and Education Plan: Issuance of Request for Proposals for Public Outreach and Education Services Recommendation: Authorize the release of a Request for Proposals (RFP) for implementation of a Public Outreach and Education Plan for the I-580 Express Lanes and authorize the Executive Director, or a designee of the Executive Director, to negotiate and execute one or more professional services agreements with consultants or consultant teams selected as a result of the RFP process in accordance with procurement procedures.	175	A
6.12.	Report of Pavement Condition Of Bay Area Jurisdictions for 2012	221	I
6.13.	Alameda CTC FY2013-14 First Quarter Investment Report Recommendation: Approve the Alameda CTC FY2013-14 First Quarter Investment Report.	233	A
6.14.	Alameda CTC FY2013-14 First Quarter Financial Report Recommendation: Approve the Alameda CTC FY2013-14 First Quarter Financial Report.	245	A
6.15.	Alameda CTC Contract Equity Annual Utilization Report for FY2012-13 Recommendation: Approve the Contract Equity Annual Utilization Report for payments processed between July 1, 2012 and June 30, 2013.	259	A
6.16.	Alameda CTC Staff Benefits for Calendar Year 2014 and Salaries for Fiscal Year 2014-2015 Recommendation: Approve the Alameda CTC Staff Benefits for Calendar Year 2014 and Salaries for Fiscal Year 2014-2015 and Adopt Resolution No. 13-013	273	A
6.17.	Advisory Committee Appointments Recommendation: Approve the advisory committee appointment	285	A

7. Community Advisory Committee Reports
(Time limit: 3 minutes per speaker)

7.1.	Bicycle and Pedestrian Advisory Committee- Midori Tabata, Chair	289	I
7.2.	Citizens Watchdog Committee – James Paxson, Chair	303	I
7.3.	Paratransit Advisory and Planning Committee – Sylvia Stadmire, Chair	311	I

8. Planning, Policy and Legislation Committee Action Items
On November 14, 2013, the Planning, Policy and Legislation Committee approved the following action items, unless otherwise noted in the recommendations.

8.1.	Approval of Transportation Expenditure Plan	321	A
8.2.	Presentation of Priority Development Investment and Growth Strategy Implementation (Verbal)		I

9. Programs and Projects Committee Action Items

On November 14, 2013, the Programs and Projects Committee approved the following action items, unless otherwise noted in the recommendations.

9.1.	Revised State Transportation Improvement Program (STIP) Fund Estimate Recommendation: 1) Approve Revised 2014 Regional Transportation Improvement Program (RTIP) Program based on the Revised STIP Fund Estimate, and 2) Approve exchange of 2014 STIP funds.	375	A

10. Finance and Administration Committee Action Items

On November 14, 2013, the Finance and Administration Committee approved the following action items, unless otherwise noted in the recommendations.

10.1.	Alameda CTC Draft Audited Comprehensive Annual Financial Report and the ACTIA Limitations Worksheet for the Year Ended June 30, 2013 Recommendation: Approve the Alameda CTC draft audited Comprehensive Annual Financial Report and the ACTIA Limitations Worksheet for the year ended June 30, 2013.	377	A

11. Member Reports (Verbal)

12. Adjournment

Next meeting: January 23 , 2013

All items on the agenda are subject to action and/or change by the Commission.

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1. Pledge of Allegiance

2. Roll Call
A roll call was conducted and a quorum was confirmed.

3. Public Comment
Public Comments were heard by the following:
Dave Campbell

4. Chair/Vice Chair Report
Chair Haggerty recognized Assemblymember Wieckowski and Councilmember Suzanne Chan, thanking them both for their work throughout Alameda County as it relates to transportation.

5. Executive Directors Report
Art Dao informed the Commission that the November Committee Meetings had been rescheduled to November 4, 2013.

6. Consent Calendar

6.1. Approval of September 26, 2013 Minutes A

Recommendation: Approve the September 26, 2013 meeting minutes.

6.2. I-580 Express Lane Projects Workshop: Concept of Operations Review I

6.3. I-580 Corridor High Occupancy Vehicle Lane Projects (PN 720.5/724.4/724.5): Monthly Progress Report I

6.4. I-580 Express Lane Projects (PN 720.4/724.1): Monthly Progress Report I

6.5. Congestion Management Program: Summary of the Alameda CTC's Review and Comments on Environmental Documents and General Plan Amendments I

6.6. Congestion Management Program: Final 2013 Annual Conformity Requirements A

Recommendation: Approve the finding that all local jurisdictions are in conformance with the Congestion Management Program (CMP) annual conformity requirements and approve the Deficiency Plan status reports regarding SR 260 Posey Tube eastbound to I-880 northbound freeway connection, SR 185 northbound between 46th and 42nd Avenues, and Mowry Avenue eastbound from Peralta Boulevard to SR 238/Mission Boulevard.

6.7. Authorization for Alameda CTC Executive Director to Negotiate and Execute a Professional Services Contract for the Goods Movement Collaborative and Plan A

Recommendation: Authorize Executive Director to negotiate and execute a contract for Development of a Countywide Goods Movement Collaborative and Plan.

6.8. Sustainable Communities Technical Assistance Program (SCTAP) List of Applications Received I

6.9. 2014 State Transportation Improvement Program (STIP): Final Regional Transportation Improvement Program (RTIP) A

Recommendation: 1) Approve Resolution 13-012 for the 2014 RTIP Program which includes the list of projects approved by the Commission in September 2013, and 2) Approve any Project Specific Resolutions for projects that will require administration by the Alameda CTC.

6.10. Measure B/Vehicle Registration Fee Compliance Reserve Policies and Monitoring Procedures A

Recommendation: Approve Measure B/Vehicle Registration Fee Compliance Reserve Policies and Monitoring Procedures for administration of local program distributions.

6.11. Central County Same Day Transportation Programs A

Recommendation: Approve an amendment to the current Memorandum of Understanding with the City of Hayward to obtain additional funds of $154,000 to support the Central County Same Day Transportation Contract and authorize the Executive Director to execute all necessary agreements.

6.12. Webster Street SMART Corridor Project (PN 740.0): Amendment No. 4 to the Professional Services Agreement CMA A10-010 with Harris & Associates Inc. A

Recommendation: Approve the amendment and authorize the Executive Director to execute Amendment No. 4 to Agreement No. CMA A10-010 with Harris & Associates, Inc. for construction management services.

6.13. Guaranteed Ride Home Contract Extension and Augmentation A

Recommendation: Approve an extension to Professional Services Agreement A12-0007 with Nelson/Nygaard Consulting Associates for Guaranteed Ride Home Program Operations through November 1, 2014 and allocate $115,000 of TFCA funding for an additional year of program operations and program enhancements.

6.14. Dumbarton Corridor Improvements Project (PN 625.0): Nomination of tri-city candidate projects for RM2 allocation, program remaining Measure B, and commit to re-direct the future STIP funds to Planning A

Area 3 projects

Recommendation: 1) Approve the nomination of the Tri-City candidate projects to receive the remaining RM2 allocation, 2) Program $13 million in Measure B funds to the Central Avenue Overpass Project, and 3) Re-direct the $69 million future STIP commitment to Planning Area 3 projects.

6.15. Various Projects: Amendments to Professional Services and Grant Agreements for Time Extensions A

Recommendation: Approve time extensions and authorize the Executive Director to execute amendments for requested time extensions to Professional Services and Grant Agreements in support of the Alameda CTC's Capital Projects and Program delivery commitments.

6.16. Alameda CTC Contracting and Procurement Policies A

Recommendation: Approve the Alameda CTC Contracting and Procurement Policies that consolidate contracting and procurement policies from ACCMA and ACTIA and include new policies to govern Alameda CTC's contracting and procurement processes.

6.17. CalPERS Resolution to Allow Tax Deferred Deductions for Service Credit Purchases in the Pension Plan A

Recommendation: Approve the CalPERS resolution to allow tax deferred deductions for service credit purchase payments withheld from payroll.

Commissioner Ortiz pulled item 6.14 off the Consent calendar for further discussion. She wanted to know why AC Transit wasn't listed in the list for funding and she questioned if AC Transit was directly apart of the development process. Art Dao stated that AC Transit wasn't specifically called out in the list. He also stated that the list of capital projects was developed without AC Transit in the room however; the final funding decision is ultimately up to MTC. Commissioner Kaplan made an amendment to the recommendation that stated that Alameda CTC staff would work with AC Transit to ensure that RM2 money could also be used for AC Transit Express operations.

Commissioner Kaplan motioned to approve item 6.14 as amended. Commissioner Ortiz seconded the motion. The motion passed unanimously.

Commissioner Kaplan motioned to approve the rest of the Consent Calendar. Commissioner Dutra-Vernaci seconded the motion. The motion passed unanimously.

Community Advisory Committee Reports

7.1. Bicycle and Pedestrian Advisory Committee

Midori Tabata, BPAC Chair stated that the committee met on October 17, 2013. She stated that the committee reviewed new members appointed to the committee at its organizational meeting. She stated that the next scheduled meeting is January 9, 2014.

7.2. Citizens Watchdog Committee

There was no one present from the CAC.

7.3. Paratransit Advisory and Planning Committee

Sylvia Stadmire, Chair of PAPCO, stated that the committee met on September 23, 2013. She also stated that the committee held the Annual Mobility Workshop at the Ed Roberts Campus on October 2, 2013. She concluded by reviewing vacancies on the committee and stated that PAPCO's next meeting is scheduled for October 28, 2013.

8.1. Congestion Management Program (CMP) Public Hearing Agenda

Tess Lengyel introduced this item by informing the Commission that state law requires that the CMP be updated every two years. She stated that the program was developed in partnership with local jurisdictions, transit agencies and partner regional agencies. Tess reviewed the timetable and schedule for the CMP and provided an overview of the main elements in the program.

Saravana Suthanthira discussed the technical review, findings and changes to the LOS standards, deficiency plans, transportation demand management, multi-modal performance elements, land use analysis program evaluation and capital improvement program. She highlighted key actions including policy and legislation actions, enhanced land use and transportation connection in the county to incorporate into the 2013. Saravana recommended that the Commission approve the draft CMP with ACTAC's recommendations to address rural needs and priority conservation areas.

A public hearing was opened for this Item. There were no public comments heard during the public hearing. The public hearing was closed.

Commissioner Worthington motioned to approve this item. Commissioner Harrison seconded the motion. The motion passed unanimously.

8.2. Legislative Update

Tess Lengyel updated the Commission on state and federal initiatives as well as the Alameda CTC Legislative Program. Tess reviewed legislative concepts in the program and stated that staff worked with partner agencies and local jurisdictions

to develop the program. She stated that the program had five categories with a recommended added category for goods movement.

This item was for information only.

8.3. Transportation Expenditure Plan Steering Committee Update (Verbal)

Tess Lengyel reviewed the TEP Steering Committee outcomes. She stated that the committee met on October 24, 2013, directly before the Commission meeting. There were two recommendations from the steering committee. 1) The placement of the transportation sales tax measure on the November 2014 ballot 2) Authorization to perform an economic analysis of the TEP.

There was a public comment heard on this item by: Brian Lester

Commissioner Marchand motioned to approve this Item Commissioner Kaplan seconded the motion. The motion passed unanimously.

9. Programs and Projects Committee Action Items

9.1. Alameda CTC Semi-Annual Programs Status Update

John Hemiup provided the Alameda CTC semi-annual Programs status update. He provided information on allocation and distributions of funds for the Measure B and the VRF Programs. John highlighted tax revenue for the first half of the fiscal year, reviewed the 37-active projects, fund balances and future tasks.

This Item was for information only.

9.2. Alameda CTC Semi-Annual Capital Projects Update

Raj Murthy presented the Alameda CTC Semi-Annual Capital Projects Update. He provided a review of the program summary, active projects summary percentages by phase, a status on the four measure B projects, an update on the capital project allocation plan FY 13/14 and programming for the Prop 1B Bond projects. Raj concluded by reviewing upcoming projects, and current and upcoming milestones.

This Item was for information only.

10. Finance and Administration Committee Action Items

10.1. Declaration of Official Intent to Reimburse Certain Measure B Expenditures from Proceeds of Indebtedness

Patricia Reavey recommended that the Commission approve a resolution of official intent to reimburse certain Measure B expenditures from proceeds of indebtedness. Patricia stated that approving the recommendation would allow

the Alameda CTC to reimburse the Measure B capital fund for current expenditures from bond proceeds once the debt financing is finalized.

Commissioner Worthington motioned to approve this Item. Commissioner Kaplan seconded the motion. The motion passed unimously.

11. Adjournment

The meeting adjourned at 3:57pm

The next meeting is:
Date/Time: Thursday, December 5, 2013 @2:00 p.m.
Location: Alameda CTC Offices, 1111 Broadway, Suite 800, Oakland, CA 94607

Attested by:

Vanessa Lee,
Clerk of the Commission

DATE:	November 27, 2013
SUBJECT:	I-580 Express Lane Projects Workshop: Concept of Operations Review
RECOMMENDATION:	Provide input on key concepts that define the development of the I-580 Express Lanes.

Summary

Development and implementation of the I-580 Express Lanes ("Project") is underway from Hacienda Drive to Greenville Road in the eastbound direction and from Greenville Road to San Ramon Road/Foothill Road in the westbound direction. The Project will expand commuter choices and maximize efficiency of this highly congested corridor by employing emerging technologies, such as congestion value pricing and automated violation enforcement. The Project is ahead of most other regional express lanes under development in the Bay Area (in the I-80, I-680, I-880, SR 237 and US 101/SR 85 corridors), as part of an overall 550-mile express lane network.

Several design, operations, enforcement and educational decisions must be made to ensure consistency with other Bay Area express lanes. This would facilitate the Public's understanding, acceptance, and utilization of express lanes within the regional network. Staff is implementing a series of workshops with the Commissioners to provide updates on design and operational decisions and seek input on key policy issues. In the July, September and October 2013 Workshops, staff provided an overview of overarching design and policy issues, detailed information about automated violation enforcement and associated policy (toll ordinance) and legislation needs, and a description and schedule outline for adopting/approving toll policies and business rules.

The November 2013 Workshop will focus on the following:

- **Policy**: Toll ordinance and legislation needs, and
- **Public education and outreach**: Updates on outreach plan development and regional coordination.

This item is for information only.

Background

The I-580 corridor has consistently been rated as one of the top three congested freeway segments within the San Francisco Bay Area region. As the next step in strategic investments in this corridor, the Alameda CTC is implementing express lanes in both the east and westbound directions. The express lanes will include the implementation of an Electronic Toll System (ETS) to collect revenue generated by single-occupant users of the express lanes. See Attachment A for project location and access configuration.

The express lane concept is an innovative transportation solution that utilizes technology to optimize the existing corridor capacity to provide traffic congestion relief and travel reliability. The draft Concept of Operations plan developed for the Project is consistent with industry protocols and describes implementation of new and improved technologies to address traffic congestion. Because the express lane implementation is still a relatively new concept, staff began providing periodic updates to the I-580 Policy Committee about the key concepts beginning in November 2012.

At the July 2013 Workshop, staff discussed the overarching concepts of Project implementation including:

- Express lane access design (near continuous access)
- Toll pricing strategies (zone tolling)
- System design, including automated toll violation enforcement
- Associated toll ordinance and legislation needs (for requiring HOV users to carry switchable transponders)
- Operating organizational structure
- Agency coordination
- Planned public education and outreach strategies

At the September 2013 Workshop, staff discussed the following:

- System design associated with toll and occupancy violation enforcement, and system-operations monitoring through cameras and dashboard
- Policy decisions and customer service center operations associated with employing automated toll violation enforcement
- Switchable transponders that define vehicle occupancy (i.e. a driver can select 1,2 or 3 on the transponder to self-declare number of occupants)
- Legislation needs, requiring HOV users to carry transponders
- Other policy issues such as HOV Degradation (requirement to maintain minimum speed in HOV lanes), National Interoperability (system capabilities to read any transponder issued by other national toll operator), and Caltrans Deputy Directive No. 43 (a draft policy directive, issued for the design and operations of managed lanes)

- Continued collaboration on planning outreach strategies for region-wide implementation

At the October 2013 Workshop, staff explained and provided a timeline for adopting the following:

- Toll policies
- Business rules/agreements

Staff will continue to provide detailed information on a series of topics and will request feedback from the Commissioners on policy issues to keep project development moving forward. Attachment B includes the list of recently completed and planned topics for a focused discussion at upcoming meetings.

At the November 2013 meeting, staff will provide a brief overview of past policy discussions, and additional updates on toll ordinance and legislation needs, and public education and marketing strategy - plan development.

This staff memorandum includes the following topics:

- Policy and Legislation
- Public Education and Outreach

1. Policy and Legislation

At the September 2013 Workshop, staff discussed the following policy issues:

- HOV degradation
- FHWA MAP-21 interoperability
- Caltrans deputy directive 43
- Toll ordinance (for enacting toll violation enforcement/collecting penalties)
- Legislation needs (for requiring HOV users to carry switchable transponders)

Past discussions and new updates since the items were discussed at the September 2013 Workshop are included in the following material.

HOV Degradation: The MAP-21 (i.e. Moving Ahead for Progress in 21st Century) requires state agencies to ensure that HOV facilities do not degrade when allowing other vehicles onto the HOV lane as either HOV eligible (such as the clean air vehicles) or toll paying vehicles. As outlined in Title 23 United States Code Section 166 (d)(2)(A)&(B), a minimum average operating speed of 45 mph shall be maintained for at least 90 percent of the time, over a consecutive 180-day period during the morning or evening weekday peak hour periods (or both). If the facility is degraded, certain performance monitoring,

evaluation and reporting requirements will have to be met, in addition to implementing corrective action within 180 days after the facility is deemed degraded.

The dynamic pricing tool that is in development for the I-580 Express Lane facility will ensure that a minimum average speed of 45 mph is maintained during the hours of operations. If the average speeds are below 45 mph, the dynamic model will switch the lane mode to "HOV Only" in order to prevent the toll paying users access to the lane.

MAP-21 Interoperability: Section 1512 (b) of the MAP-21 requires that all toll facilities on federal-aid highways implement technologies or business practices that provide for the interoperability of electronic toll collection programs no later than July 6, 2016. This means that a transponder issued by a toll operator shall meet national operability and shall be read by any toll reader located on a federal-aid highway throughout the United States.

Staff is working closely with California Toll Operators Committee (CTOC) and Bay Area Toll Authority (BATA) to ensure that the readers to be installed on I-580 are capable of reading transponders that meet the national interoperability requirements.

Deputy Directive No. 43: In June 2013, Caltrans circulated, for local agency review, its draft Deputy Directive No. 43 (DD-43) regarding managed lane facilities. Staff sought clarification on oversight costs, Caltrans' intention to seek new authority for managed lanes and its effect on existing authority, and revenue sharing. Within the next four months, Caltrans plans to host a series of workshops throughout the state to address local toll operators' comments. Staff will share the final directive with the Commission upon Caltrans completing the final revisions.

Toll Ordinance: As discussed during the September workshop, current law allows the Commission to adopt a toll ordinance to enact the toll violation penalties. Staff continues to explore options for addressing how the Alameda CTC will issue toll violation notices.

In April 2012, the Los Angeles County Metropolitan Transportation Authority (LA Metro) adopted a toll ordinance for similar purposes that included:

- Lane usage requirements
- Liability for failure to pay
- Penalties and delinquent fees
- Violation processing and associated administrative processes

Staff reviewed LA Metro's ordinance, discussed it with Santa Clara Valley Transportation Authority (VTA) and BATA and is in the process of outlining a toll ordinance for eventual adoption by the Commission that will designate Alameda CTC as the "issuing" agency. Staff is also exploring options to delegate the administrative process to a "processing agency" that will process the toll violation penalty/delinquent noticing and fee collection processes and provide customer services, including the services related to handling

customer toll dispute and hearing processes. Additional details will be provided at the November 4th Workshop.

Legislation needs: To facilitate the automated violation enforcement system and to distinguish between the HOV, toll paying and toll evading vehicles, each traveler in the express lanes will be required to carry a transponder. Per these requirements, the express lane technology can easily single out the toll violators. In addition, the requirements will reduce the volume of license plate imaging that would otherwise have to be processed through an Optical Character Recognition (OCR) software review processes.

Currently, the HOV users are allowed to travel for free in the express lane facilities, and the HOV eligibility on I-580 is two or more (2+). The Vehicle Code section 149.5 (b) stipulates that unrestricted access to the Alameda County express lanes by HOV vehicles shall be available at all times. Therefore, legislative efforts are necessary to clarify the Vehicle Code and require HOV users to carry transponders while accessing the express lane facility.

LA Metro and other toll operators in the region will have to pursue similar legislation in order to enforce the toll transponder requirement for all users. Staff has been coordinating with these toll operators to collectively seek legislation for requiring all users to carry transponders while travelling in express lanes. Additional details will be provided at the November 4th Workshop.

4. Public Education and Outreach

The goals of the public education and outreach are to inform corridor users, including commuters, transit users and freight carriers, of the changes that are coming to the I-580 corridor, what to expect, the benefits of the project, and how it will operate. As described in past workshops, staff is working towards completing a public education and marketing plan by the end of this calendar year. The draft plan will serve as a guide for the scope of services that will be released in an RFP in early December, subject to approval by the Commission. The draft plan is included as Attachment C and is will go through the Programs and Projects Committee and to the Commission for approval this month. The draft plan addresses the following:

- Education and outreach goals
- Target audiences
- Key messages
- Information distribution methodologies and materials
- Timeline for pre-project implementation educational efforts
- Marketing for FasTrak® accounts
- Project opening activities and the post-opening, on-going educational and informational marketing efforts

Staff continues to collaborate with other regional partners to jointly address how to "brand" the facility to ensure that the traveling public has a clear understanding of the I-580 express lanes in relation to the larger network that is under development. In addition, this effort aims to effectively market the lanes as a new transportation solution that offers choice, reliability and a way to expand the utility of the existing lanes to address congestion. The above referenced outreach plan will also outline opportunities and a targeted effort to collaborate with our regional express lane partners. Implementation of the public education and marketing strategies are expected to commence in spring 2014 well in advance of the planned opening of the facility in the fall of 2015, and extend at minimum six months beyond the opening date. Additional details will be provided at the November 4th Workshop.

Fiscal Impact: There is no fiscal impact.

Attachments

A: I-580 Project Limits and Access Configuration

B: Express Lane Workshop Discussion Items

C: Express Lane Public Outreach and Education Plan for Alameda County

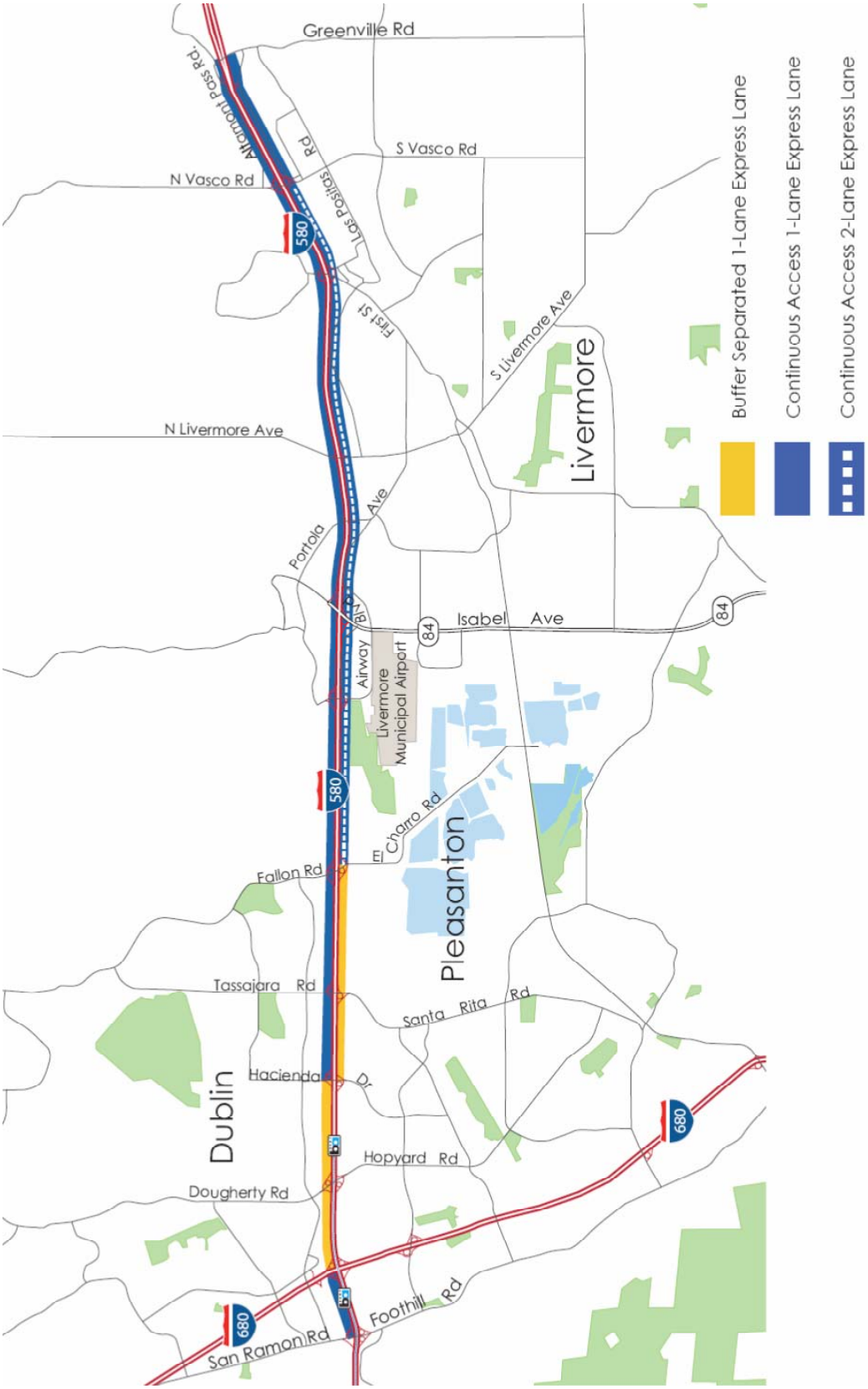
Staff Contact

Stewart Ng, Deputy Director of Programming and Projects

Tess Lengyel, Deputy Director of Planning and Policy

Kanda Raj, Project Controls Team

A: I-580 Project Limits and Access Configuration



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B: Express Lane Workshop Discussion Items

I580 PC/I680 Sunol JPA Meeting Date	List of Items
July 8, 2013 **(Completed)**	1. Design and Infrastructure a. Lane Design for Access b. Equipment and lane design to support pricing strategies and messaging 2. Operations and Enforcement: Concept of Operations, including Enforcement 3. Policy Overview: Legislation and Ordinance 4. Public Education and Marketing Strategies 5. Agency Coordination
September 9, 2013 **(Completed)**	1. Design and Infrastructure (Responses to inquiries) 2. Operations and Enforcement (Focused discussion on enforcement) 3. Policy and Legislation a. HOV Degradation b. FHWA MAP-21 Interoperability c. Toll Ordinance d. Legislation {clean up Vehicle Code 149.5(b)} e. Caltrans Deputy Directive-43 4. Public Education and Marketing Strategies 5. Agency Coordination
October 14, 2013 **(Completed)**	1. Brief Overview of Past Discussions on a. Design and Infrastructure b. Operations and Enforcement c. Policy and Legislation d. Public Education and Marketing Strategies

	e. Agency Coordination 2. Focused Discussion on a. Toll Polices b. Business Rules
November 4, 2013	1. Policy and Legislation a. Brief overview of past policy discussions (I) b. Updates on a. Toll Ordinance and Legislation (I) b. Public Education and Marketing Strategies (I)
Spring 2014	1. Operations a. Hours of Operations (I) b. HOV Occupancy Requirements (I) c. Revenue Study Results (I) d. Financial Breakeven Analysis (I) 2. Policy and Legislation a. Toll Ordinance (I) b. Legislation Need (I) c. Draft Agreement (toll collection & customer services) (I) e. Caltrans Deputy Directive No. 43 (I) 3. Public Education and Marketing Strategies (I) 4. Agency Coordination
Summer 2014	1. Policy and Legislation a. Revenue Reinvestment (A) b. Toll Ordinance (A) c. Legislation Need (legislative action) (I) d. Agreement (toll collection & customer services) (A)

	2. Public Education/ Marketing Strategies (plan implementation) (I)
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Spring/summer 2015	1. Operations: System Design – Business Rules (I) 2. Policies a. Agreement (roadway maintenance services) (A) b. Agreement (occupancy violation enforcement) (A) 3. Construction Update (I) 4. Public Education and Marketing Strategies (I) 5. Agency Coordination (I) (A) – Action Item (I) – Informational/Input Item

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Alameda County Transportation Commission

October 23, 2013

EXPRESS LANES PUBLIC OUTREACH AND EDUCATION PLAN FOR ALAMEDA COUNTY

Contract No. CMA #A08-030

SOLEM & ASSOCIATES

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Executive Summary

Alameda County Transportation Commission (Alameda CTC) is poised to launch the new I-580 Express Lanes in fall 2015. Preparing and educating motorists for the changes coming to I-580 will involve an integrated branding, marketing, education and communications program. The communications must be implemented through a systematic process that results in positive word of mouth for the project, safe and proper use of the lanes, manageable enforcement and a model for future projects in the planned regional Express Lanes network.

These lanes are a forerunner of 500+ miles of a planned Bay Area Express Lanes Network. They will operate differently than Alameda CTC's I-680 Express Lanes or Santa Clara Valley Transportation Authority's (VTA's) Highway 237 project: I-580 will feature a new and different set of operating and usage rules that will create a new paradigm for Express Lane FasTrak® users, carpoolers and general purpose lane users alike. The potential requirement that all I-580 Express Lanes user vehicles, including carpools and vanpools, be equipped with a new type of FasTrak device creates additional opportunities and challenges.

The goal of this program is the early and easy adoption of the lanes, demonstrated by the number of new FasTrak accounts opened in the target market area prior to and soon after launch as well as the safe and frequent use of the lanes by target audiences. Achieving these goals will require meeting several objectives:

a) Research to identify current operational, environmental or community concerns regarding existing Express Lanes and the new I-580 operations so Alameda CTC can ensure its communications and marketing plan addresses these issues.

b) Messaging that ensures easy understanding and access, addresses any perceived deficits in the product that are identified in the research, and minimizes the learning requirements for using the I-580 Express Lanes and FasTrak.

c) Coordinating and collaboration with the Metropolitan Transportation Commission (MTC), Bay Area Toll Authority (BATA); other regional express lane operators, the Department of Motor Vehicles (DMV); and other partners, public and private, including surrounding counties.

d) Introducing the I-580 Express Lanes early, gaining trial usage by early adopters, establishing positive word of mouth and expanding the market.

Successful outreach will rely on a strategy that touches all the bases – community outreach, employer outreach, media and materials that explain the I-580 Express Lanes to multiple audiences in multiple languages. To launch the public outreach program, specific materials may need to be developed quickly, including content for BATA's FasTrak (bata.mtc.ca.gov) and 511.org websites, a brochure, Infographic, how-it-works video, PowerPoint presentation, maps and FAQs. With this material in hand, Alameda CTC can utilize its robust community outreach team to reach potential customers where they live, work and play; to serve as a point of contact; to give presentations in the community; and to respond to requests for information.

The I-580 education effort will concentrate on building FasTrak penetration in key ZIP Codes as identified both by market research and by conducting a new license plate capture program to identify morning commuter origin addresses. Residential communities directly adjacent to I-580 will be targeted since use of I-580 among these communities occurs frequently.

In addition, special care will be paid to educate carpoolers. Encouraging people who currently carpool and vanpool to buy-in to the program may be the single biggest marketing challenge, as using the new lanes will likely require the account holder to put down an initial deposit to open a FasTrak account even though using the lanes is free as a carpool. All outreach and education will also emphasize proper use and enforcement of the lanes and will address social justice issues.

Sales and distribution of FasTrak are managed and controlled by BATA, so the I-580 communications plan foresees Alameda CTC working closely with BATA to expand the number of locations where I-580 drivers can obtain FasTrak transponders. Alameda CTC and BATA could make a limited-time introductory offer to commuters who don't already have FasTrak similar to the offer made during the opening of the I-680 Express Lanes.

Employers in the target market areas are also a major stakeholder group, as they have influence with both local government agencies and their own employees. Developing employer support will speed up early FasTrak account openings and Express Lanes usage. In order to reach this audience, Alameda CTC can work closely with MTC's 511 Regional RideShare program and existing communications channels to reach the local employer audience.

Marketing and public outreach for the I-580 Express Lanes will include a very active earned media and special events program, developing coverage based on the success of the I-680 Express Lanes, construction milestones, the new I-580 Express Lanes project—and the benefits of managed lanes throughout the Bay Area. Bay Area news outlets have previously responded well to transportation stories and to the I-680 story in particular, so the I-580 Express Lanes should expect good coverage for briefings, construction updates, explanation of enforcement, introduction of signs and striping, project kickoff and other milestones.

Marketing the I-580 Express Lanes does not end when the project opens. Other Express Lanes throughout the country, including Alameda CTC's I-680 Express Lanes, have shown steady increases in usage as more and more people learn about the lanes after they open. This process can be accelerated through a well-planned, post-opening component of the marketing plan, including advertising after 60, 120 and 180 days, earned media surrounding milestones, periodic reports to city councils and e-mail communications to FasTrak subscribers, as well as continued region-wide outreach and education.

1. Situation Analysis

Alameda County Transportation Commission (Alameda CTC) is poised to launch the new I-580 Express Lanes in fall 2015, approximately 25 months from now.

- These lanes are a forerunner of 500+ miles of a planned Bay Area Express Lanes Network.
- They will operate differently than Alameda CTC's I-680 Express Lanes or Santa Clara VTA's 237 project and feature a new and different set of operating and usage rules. This, in turn, will create a new paradigm for Express Lane FasTrak users, carpoolers and general purpose lane users alike.
- The potential requirement that all I-580 Express Lanes user vehicles, including carpools and vanpools, be equipped with a new type of FasTrak device creates additional opportunities and challenges.
- Education and marketing for this project will require close coordination with the Metropolitan Transportation Commission (MTC) as well as several other partner agencies in the Bay Area such as the Bay Area Toll Authority (BATA), California Highway Patrol (CHP), Caltrans and local transportation Congestion Management Agencies (CMAs), to name a few.
- Partnerships with both public and private organizations will be essential to ensure consistency of message as well as broad dissemination of information regarding how to use the lanes.

The I-580 Express Lanes will once again place Alameda County on the leading edge of creating new transportation choices by utilizing innovative technology for Bay Area travelers.

Preparing and educating motorists for the changes coming to I-580 involves considerable branding, marketing, education and communications efforts. The communications must be implemented through a systematic process that results in positive word of mouth for the project, safe and proper use of the lanes, manageable enforcement and a model for future projects in the planned regional Express Lanes network.

2. Concept for Marketing I-580 Express Lanes and FasTrak

The following section includes a business mission statement, key goals and attendant objectives for shaping the I-580 Alameda Express Lanes and the FasTrak product, price, distribution and promotion strategies. The concept covers the project marketing phase, defined here as the period extending from the present time through opening in 2015 to six (6) months post launch.

Mission

The primary mission of this effort is to successfully launch the I-580 Alameda County Express Lanes through the use of effective marketing and education designed to accelerate the ramp-up in usage of the new lanes, ensure the efficient and safe usage of the facility and to position the lanes as part of a larger network of Express Lanes and transportation solutions in the Bay Area.

Goals

The goal of this program is the early and easy adoption of the lanes, demonstrated by the number of new FasTrak accounts opened in the target market area prior to and soon after launch as well as the safe and frequent use of the lanes by target audiences.

Objectives

Achieving these goals will require meeting several objectives:

a. **Perform research** – Identify current operational, environmental or community concerns from stakeholders and potential customers regarding existing Express Lanes and the new I-580 operations so Alameda CTC can ensure its communications and marketing plan addresses these issues.

As the technology used in the express lane and tolling industry continues to advance, the I-580 Express Lanes model will become an industry standard for improved congestion management and reduction in express lane violators. Because the I-580 Express Lanes will allow continual access and is expected to utilize a switchable transponder (see image on right), they will differ enough from how the I-680 Express Lanes operate to warrant additional marketing research to identify user concerns and develop messaging that addresses any new concerns.

"Switchable" FasTrak Transponder
The switchable FasTrak transponder allows the driver to indicate the number of occupants in the vehicle by moving the switch on the transponder to the appropriate setting 1, 2, or 3. *Source: LA Metro*

In addition, questions about "fairness" and "equity" often arise during the course of development and implementation of projects

such as this. It will be important to explore possible equity solutions and implement one with regional partners.

Another key opportunity is to ensure that a concerted effort is made to identify barriers and obstacles to using the Express Lanes product and service safely and as intended. The goal is to reduce customer effort and ensure a good experience when using the facility. The way to address this is to take a customer-level view of the product and service and ensure that the facilities and FasTrak transponder are indeed understandable to the public and potential users.

There is a unique opportunity for precise public-opinion research due to this being the second Express Lanes facility to be implemented in Alameda County and the third in the Bay Area. Focus groups among the readily available population of current I-680 Express Lane users can be utilized to examine customer needs as they relate to this transportation innovation. Alameda CTC can learn a wealth of information directly from current and users and then use this information to craft messaging and an outreach approach that stresses the most important concerns identified.

Another critical research initiative is a license plate capture survey to identify individual I-580 commuters in cooperation with the DMV. This will enable Alameda CTC to validate previous focus group findings as well as to educate and outreach directly to commuters who are most likely to use the Express Lanes. Additional outreach can then be aimed at potential customers in the same geographic location as those identified in the license plate capture with the assumption that people in the same neighborhoods often share the same commute patterns.

b. **Ensure easy understanding, use and access** – Address any perceived deficits in the product that are identified in the research, and minimize the learning requirements for using the 580 Express Lanes and FasTrak. FasTrak must be easy to get and easy to use on the Express Lanes and will need to be heavily demonstrated and promoted especially in the primary market area.

The key to successfully marketing the Alameda Express Lanes is the need to coordinate and mobilize the full resources of Alameda CTC and its partnerships with MTC, BATA and the relevant local CMAs, the DMV and other partners, public and private, including surrounding counties, in support of a successful launch of the new Alameda County Express Lanes on I-580. The public will need to be educated on the rules for access and transponder usage well in advance of the Express Lanes openings. Since there are several Express Lanes facilities scheduled for development in the near future, it is critical for the partner agencies to stay well informed about the project and be included in any discussions on policies which may affect subsequent Express Lanes/FasTrak projects.

c. **Introduce the I-580 Express Lanes early** – The lanes need to be introduced to the public as early as possible and continually promoted well through the opening. This introduction goes beyond the new lanes themselves and includes promoting Alameda CTC and its partners whenever possible.
    1. Leverage the success of the I-680 Express Lanes project and FasTrak in the region as evidence of the popularity and solid benefits of a related and nearby project. Alameda CTC has a success story that needs to be told, and telling it will go a long way towards building excitement and acceptance of the new lanes despite the technical differences between them.
    2. Promote Alameda CTC and its partners as leaders in providing transportation solutions in the region and the I-580 Express Lanes as an early example of how the Bay Area Regional Express Lane Network will look and operate. In coordination with regional outreach work by MTC, reminding people of Alameda CTC's leadership in this field will help build awareness and credibility for the project and reap benefits for other agency initiatives.
    3. Start marketing early and focus continually on building awareness and education especially in the primary market:
        - Potential users, especially carpoolers, need to know what they need to do to open a FasTrak account, properly install a FasTrak transponder in their vehicle, set it to the proper commute mode and use the lanes correctly and safely.
        - All users need to know how the facility works to minimize any potential safety concerns about the facility as well as understand pricing and payment methods to make using the facility is as easy as possible. They should be educated so as to eliminate misperceptions.
        - Depending on when BATA begins introducing switchable toll tags regionally, even current FasTrak users on other facilities will need a full round of education.
        - The public needs to learn about the congestion management benefits of this new alternative.
        - Explore the use of signage and stakeholder and media tours to raise awareness about the continual access system, to announce the opening date and give the website address for more information.
        - Promote account and usage information on a website which supplies information about the project, including a full explanation on how to acquire and properly use a transponder and also demonstrates safe use of the lanes.
        - Explore the possibility of trial usage of the facilities by working with BATA to create promotional offers such as offering free toll credits when opening a new FasTrak account so potential users can discover available destinations and benefits of using the facility.

d. **Gain trial usage by early adopters** – Prospective customers should be given ample opportunity to get acquainted with the I-580 Express Lanes and FasTrak in a hands-on way. Several methods for achieving this are outlined below:

1. Stakeholder and media tours and demonstrations using map, video and graphics at community events should become an integral part of the outreach and education program.
    - Ideally, Alameda CTC's robust public outreach capabilities should be tasked to carry the word to major employment centers and communities in the target market areas and to demonstrate and promote the acquisition of FasTrak by carpoolers and solo drivers alike. (Reaching these audiences is further addressed in Section 6 below.)
    - Outreach can be reinforced with a FasTrak introductory offer and modest community-based direct advertising that begins three months before the lanes open, if possible, through coordination with other CTCs and MTC.
2. A FasTrak interest list should be initiated on the Express Lanes website to establish, cultivate and update an early adopter group.
3. In partnership with BATA, current FasTrak customers residing in the primary market areas should be communicated with on a regular basis to build awareness and anticipation for the opening of the lanes. Other Bay Area FasTrak customers and other FasTrak agencies should be kept apprised of progress on this new FasTrak travel opportunity.

e. **Establish positive word of mouth** – Positive testimonials and referrals from satisfied customers are very powerful tools for building credibility and positive word of mouth. The continued use of I-680 Express Lanes is evidence that these projects are popular and work as intended, and I-580 commuters can be assured the new lanes will work for them. The I-680 Express Lanes also highlights Alameda CTC's transportation innovation and leadership in the Bay Area. It will be essential that Alameda CTC build on the positive feelings and awareness that experience and earlier market research revealed exists about the 680 project and establish and maintain positive word of mouth leading up to the introduction of the I-580 Express Lanes.

In early 2014, it will be important to invest in communications to continue to build a positive perception of Alameda CTC and its partners, as applicable, within the primary marketing area. This can be achieved by highlighting upcoming transportation improvements, including improvements to SR 84 and the auxiliary lane and subsequent HOV lanes on I-580, through a partnership program designed to distribute information about the improvements through local business partners and other outreach venues. This effort would include in-kind trades and incentives for businesses to distribute educational materials to their employees.

Establishing these partnerships will set the stage for local business to become ambassadors for the upcoming Express Lanes. Not only is this method very effective, as the information and positive feedback about the new facility come from an established and trusted independent third-party business owner or employee, but it is also very cost effective.

Additionally, during this time, a critical component of introducing the project early will be to pay special attention to education and outreach to mayors, city council members and staff in cities whose residents use I-580. Elected officials and local jurisdictions need full knowledge and understanding of the project so they can answer questions posed by their constituents, show support for the project and share in demonstrating the benefits of the lanes. By the end of 2014, the messaging emphasis will shift to the success of the I-680 Express Lanes in anticipation of introducing the I-580 Express Lanes opening a year later.

Following the I-580 Express Lanes opening, provide the media and FasTrak customers with testimonials and data on travel time saved by the Express Lanes. Statistics on growing usage tied to milestones ("the first 90 days," "the first six months," etc.) are natural fits for post-opening earned media. (Specific media targets are addressed in Section 6 below.)

Nine to twelve months following the launch of the I-580 Express Lanes, launch a follow-up marketing effort to support a growth phase that will bring both Alameda County Express Lanes closer to their full potential. Every Express Lane project in the country has experienced a ramp-up period and growing use over the first 36 months as the area's commuters go through "the learning curve" about the lanes' benefits. This growth (and thus Alameda CTC's revenue) can be accelerated with periodic marketing pushes after opening.

f. **Expand the market** – Currently there are several other Express Lanes facilities planned for the Bay Area over the next few years. These other facilities can benefit greatly from the increased awareness and positive publicity and word of mouth generated by Alameda CTC's efforts to promote the I-580 Express Lanes. Alameda CTC will continue to attend regularly scheduled meetings and work closely with regional partners to ensure they are aware well in advance of any education and outreach initiatives which may be leveraged to support future projects and, indeed, that marketing of the I-580 Express Lanes is tied cohesively to MTC's Bay Area Regional Express Lanes Network.

3. Branding

Branding a new transportation concept and project is an important component of the communications and marketing effort for the I-580 and I-680 Alameda County Express Lanes. As used here, a "brand" refers to the complete experience a consumer has with the specific product and service offering. This experience extends beyond what is said about the product or how the project is promoted to include user perceptions about ease of use, safety, reliability and customer service.

Significantly, there are regionwide implications to be considered when planning for the new Alameda Express Lanes brand, namely the 500+ mile Bay Area Express Lanes Network. These additional lanes will be managed by different partners, including MTC and several regional CTCs, the Silicon Valley Express Lanes Program on the SR 237/I-880 (and planned on Highway 101) as well as new Express Lanes planned for the Contra Costa County portion of I-680, and on I-80 in Solano County.

At this point, this consortium of agencies still has the opportunity to incorporate the entire network under one unified brand which will enhance the consumer's experience and understanding of Express Lanes. Individual Express Lanes facilities will still vary in operational rules and local outreach, but creating a single brand for the current and future Express Lanes will create a strong sense of direction and unity among the regional partners, messaging to the public will be simpler, and future Express Lanes will have a built-in brand value which can be more easily utilized to bring their projects up to speed quicker. Additionally, when this brand is developed, consideration should be given to maintaining consistency with the FasTrak brand already established by BATA and the Bay Area bridges so as to leverage and benefit from credibility of this existing brand which is well known in the Bay Area.

Both Alameda CTC and MTC have expressed interest in pursuing this option, and this section has been developed assuming a unified brand will be implemented and utilized for the region moving forward. Preliminary suggestions for value statements, timing and audiences for the new brand are listed below:

Bay Area Express Lanes (I-580 and I-680 and regionwide)
Value Statement: Express Lanes are an innovative, fair and proven transportation solution that utilize technology to optimize existing freeway capacity throughout the Bay Area and provide traffic congestion relief, expanded travel options, increased travel reliability and revenue sources to pay for future transportation improvements.

Timing: July 2014 – The Bay Area Express Lanes brand should be developed after a new round of consumer research has been completed to ensure messaging, imaging and benefits are accurate. The timing of this brand development occurs in unison with planning for the I-580

Express Lanes operated by Alameda CTC but will need to be a multiagency collaboration, incorporating existing facilities such as the VTA Silicon Valley Express Lanes Program (SR 237, SR 85 and US 101 corridors) and the Alameda County Express Lanes Program (I-680 and I-580) as well as any planned or future Express Lanes programs, based upon coordination and desire of partner agencies.

Target Audiences: Bay Area commuters and residents, regionwide city councils, government agencies, Caltrans and local media, including San Joaquin County.

Target Audiences Specific to Alameda CTC: I-580 and I-680 corridor commuters, current FasTrak customers, cities along the corridor and farther to the east and major local businesses that utilize the corridor to transport good and services.

4. Audience Strategy

Market Segmentation

The I-580 education and outreach efforts should first concentrate on building FasTrak penetration in key ZIP Codes identified by market research and by conducting a new license plate capture program to identify morning commuter origin addresses. A license plate capture program was performed on I-580 and I-680 in 2008 prior to the launch of the I-680 Express Lanes, and while the results of that research are referenced below, the key target areas for I-580 should be reassessed with a new license plate capture program. Residential communities directly adjacent to I-580 should also be targeted since access to I-580 among these communities is expected to occur frequently.

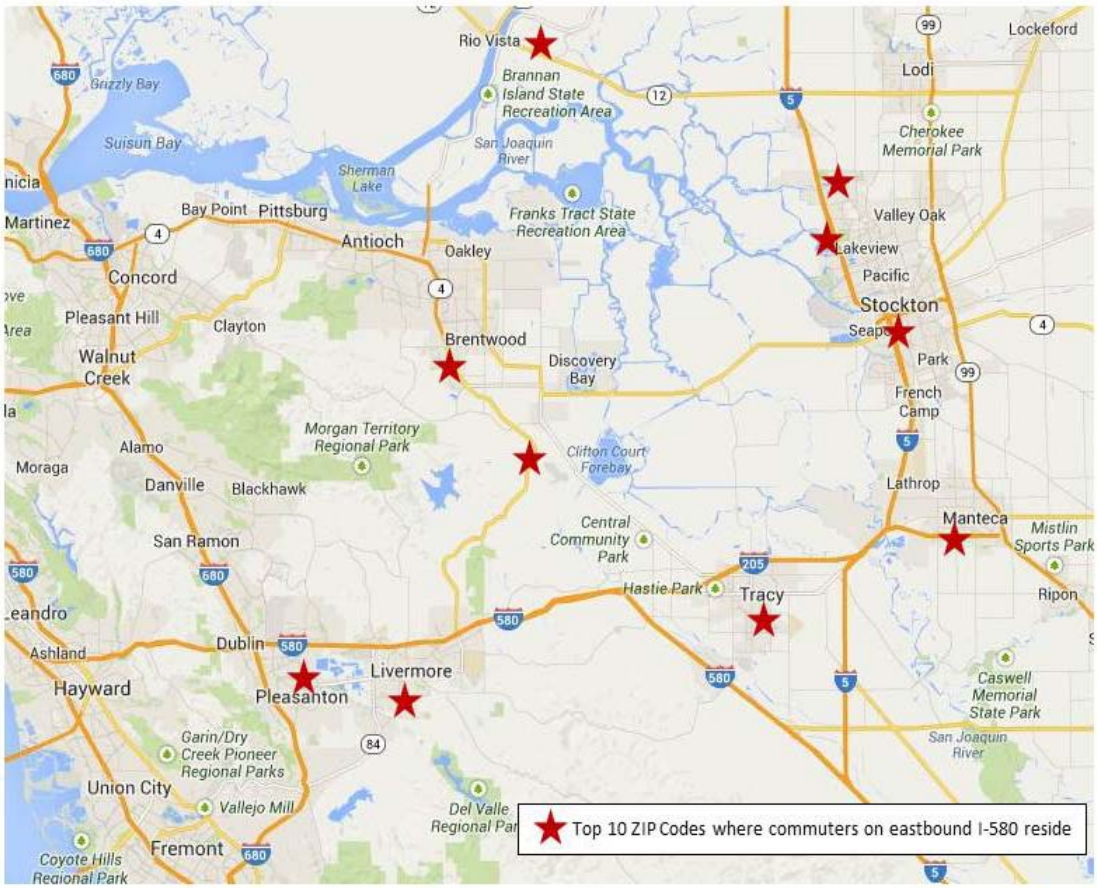
Figure 3.1 shows the top 10 ZIP Codes, along with pertinent 2011 demographic data, which were found to be the most common origins where eastbound I-580[i] morning commuters reside.

Figure 3.1 – Demographics of the Origin of I-580 Commutes by ZIP Code

City	Origin ZIP Code	No. of Trips	% of All Trips	Population	Household Median Income	Average Age
Livermore	94550	16,626	48.00%	45,154	$101,448	35.2
Stockton	95203	5,000	14.44%	15,155	$ 38,600	30.3
Tracy	95376	3,131	9.04%	48,593	$ 62.360	32.0
Pleasanton	94566	2,193	6.33%	40,443	$118,306	38.3
Brentwood	94513	2,173	6.27%	51,493	$ 87,486	33.1
Byron	94514	1,426	4.12%	1,393	$ 70,383	38.2
Rio Vista	94571	1,222	3.53%	7,515	$ 57,599	40.7
Manteca	95337	445	1.28%	30,478	$ 65,427	32.7
Stockton	95209	426	1.23%	41,533	$ 73,622	33.6
Stockton	95219	358	1.03%	27,370	$ 75,088	35.2

Based on this analysis, the average commuter driving during morning commute hours on eastbound I-580 is 35 years old and has an annual household income of $68,802 per year. For this data set, the overwhelming majority of commuters live in Livermore. The following map illustrates these locations:

Figure 3.1 – I-580 Top 10 Home City Locations



What is instructive about this data from the license plate capture research is that while more than half the morning trips began in Alameda County, the remainder originate out of county and come primarily from San Joaquin County. This creates a new challenge for Alameda CTC in terms of outreach, as the agency will need to conduct active outreach in a neighboring county. This outreach could begin as soon as early 2014 with the primary audiences being local civic and community organizations (such as Chambers of Commerce), city officials, top businesses, other transportation partners, including the San Joaquin Council of Governments and their Member Agencies, and other stakeholders in the area. Following that, consumer outreach would also be needed in order to directly reach potential FasTrak users. (Please see Section 6 for Outreach Strategy.)

A new license plate capture survey conducted in the near future may produce different results than the 2008 study, so the information presented above will need to be updated before outreach efforts commence. As we know, employment and residential data is vastly different now compared to five years ago before the economic and housing crisis of 2008.

Additionally, by coordinating with the California DMV, the license plate capture will provide Alameda CTC with addresses of every license plate holder identified. This list can be cross-checked to remove current FasTrak customers, leaving a strong list of potential customers to target via direct mail. This tactic was utilized for the launch of the I-680 Express Lanes and proved to be a very effective way to reach the target audience.

Customer Types – Segmenting the audience by customer type helps to choose approaches, messaging and media that, in general, appeals to the audience. In order to achieve rapid acceptance and use of the I-580 Express Lanes, the customer base within the top ZIP Codes identified by the license plate capture should be segmented to focus messaging based on characteristics of each specific audience group. When Alameda CTC performs additional research, these customer types and their demographic and other characteristics should be confirmed. Additionally, new customer types may be identified.

1. *Current FasTrak Account Holders* – Since current FasTrak account holders are already familiar with the concept of FasTrak and have active accounts, demonstrating the benefits of the Express Lanes on I-580 should be fairly easy. This can be done by developing an information strategy with direct mail and e-mail blasts to target current FasTrak customers in an arrangement with BATA to send information to current FasTrak holders through e-mails or account statement messaging in the top ZIP Codes discovered from the license plate capture. The following chart shows the number of FasTrak accounts currently in the targeted ZIP Codes:[ii]

Figure 3.3 – Current FasTrak Accounts in Targeted ZIP Codes

City	ZIP Code	# Accts
Livermore	94550	6,453
Stockton	95203	128
Tracy	95376	1,925
Pleasanton	94566	8,659
Brentwood	94513	6,611
Byron	94514	518
Rio Vista	94571	1,955
Manteca	95337	867
Stockton	95209	680
Stockton	95219	937
Total		**28,733**

Figure 3.3 indicates that there are 28,733 FasTrak accounts established in areas which have been identified as having the most likely potential Express Lanes users as determined by the 2008 license plate capture. While these FasTrak customers acquired the device to use on Bay Area bridges, the I-680 Express Lanes and other Express Lanes

facilities, this customer base provides a built-in base of potential users for the I-580 Express Lanes.

It is important to note that with the new rules and regulations related to the I-580 Express Lanes continual access and anticipated FasTrak transponder requirements for carpoolers, including new types of transponders, specific messaging will need to be included in any communications directed at these customers to clarify the differences between the new lanes and the existing I-680 Express Lanes.

2. *Carpoolers* – Encouraging people who currently carpool and vanpool to buy-in to the program may be the single biggest marketing challenge, as using the new lanes will likely require the account holder to make an initial deposit to open a FasTrak account even though using the lanes is free as a carpool. This will be perceived by some as "paying" to drive as a carpool in a previously "free" lane. In a similar project in Los Angeles, LA Metro consultants estimated it could take up to a year for some carpoolers to obtain FasTrak transponders to use on the new I-10 and I-110 ExpressLanes.[1] The consultants cautioned that particular care needs to be taken when addressing the needs of this group. Specific tactics to address carpoolers are addressed in the next section.

3. *Additional Customer Type* – By evaluating similar Express Lanes projects across the country, additional customer types have been identified and effectively described. In particular, research performed in 2010 for the I-15 Express Lanes by the San Diego Association of Governments (SANDAG) revealed two customer types who are likely to also exist in this project area: *"Competitors"* and *"Social Media Drivers."* SANDAG was able to then target these audiences through messaging designed specifically for them.
    a. *Competitors* are known for their competitive instinct. They experience a psychological pleasure in knowing they are moving past **other** commuters. Competitors have an above average knowledge of Express Lanes and will know of the I-680 Express Lanes and may even already own a FasTrak transponder. They will understand the new rules of the I-580 Express Lanes quickly and look very favorably on their opening, as they serve to help them achieve their goal of moving past traffic and are willing to pay for this convenience.
    b. *"Social Media Drivers"* – This group is named after their affinity toward social media, as 35% of commuters surveyed by SANDAG said social media was a good way to reach them. Interestingly, one-third of this same group said they always use the general purpose lanes—meaning they are potential Express Lanes customers. Alameda CTC should know this audience exists and that they are more inclined to track the Express Lanes projects in the area via Facebook and Twitter than through traditional media channels.

[1] InMotionConsulting.*Making the Switch*: How Metro Can Ensure Carpooler Access to Los Angeles' New HOT Lanes. March 16, 2010. Executive Summary. Pg 29.

5. Strategy – Promotion, Price, Distribution and Product

1. Potential FasTrak Customer Strategy – Solo drivers

a. Product Strategy

Previous experience in Express Lanes implementation projects shows the main product concerns among solo drivers (both existing FasTrak users and potential users) are understanding how the lanes will work (in this case how "continuous access" works) and how pricing and enforcement will be addressed.

Continuous Access and Fair Pricing – Introduction and Education – Unlike the I-680 Express Lanes or Express Lanes in Southern California, the new I-580 Express Lanes will allow continuous access into and out of the lanes. The Express Lanes will be separated from the general purpose lanes by a dashed white line, and ingress and egress will be unlimited throughout the corridor. Although this operating mode is similar to the operation of most Bay Area HOV lanes, previous research indicates this type of access creates an initial concern among drivers about the possible large number of vehicles randomly entering and exiting the lanes and the perceived potential for accidents, cheating and bottlenecks. In addition, it is critical to clarify and clearly explain how continuous access lanes will be priced to ensure that users pay only for what they use.

Switchable Transponder – Introduction and Education – Similar to the education needed to explain continuous access, Alameda CTC will need to educate commuters on a new type of switchable FasTrak transponders with the ability for users to "self-declare" the number of individuals in their automobile. This type of transponder was recently introduced on the LA Metro Express Lanes where considerable efforts were made to educate the public on how to properly use them. As with any new or upgraded technology, both potential and current FasTrak users will need to understand how to safely and properly use the *new* device.

Enforcement – When the I-680 Express Lanes were introduced, focus groups demonstrated a motorist concern that the lanes might fill up with violators, thus defeating the purpose of the project. It is reasonable to anticipate similar concerns will exist with the I-580 Express Lanes, especially because all vehicles using the lanes will need to use FasTrak and the lanes will operate with continuous access (uninformed commuters will most likely think you can just "dodge" the tolling gantries and avoid being noticed as a user of the lanes or falsely "self-declare" the number of individuals in their automobile). Furthermore, experience with similar projects shows that paying customers deeply resent cheaters and violators. It will be very important for the credibility of the program that Alameda CTC work out an effective arrangement with the CHP so that use of the lanes is vigorously enforced, especially in the early days of

operation. A visible CHP presence in the lanes in the weeks and months following their opening is a potent deterrent to cheating. Messaging, materials and outreach should emphasize enforcement and the penalties for misuse.

It is important to note that CHP enforcement during the initial months doesn't necessarily mean tickets should be issued for all violators. There will be an ongoing need to educate drivers, and close coordination with the CHP can be a part of the education process to ensure drivers understand the rules of the lanes. In other words, for some introductory period, violators can be treated as potential customers—they have already demonstrated an affinity for using the lane; the next step is to get them to pay for it. As one example, the Minnesota Department of Transportation worked closely with the Minnesota State Patrol following the opening of the I-35W MnPASS Express Lanes to remove Express Lanes violators, but instead of giving them tickets, State Patrol officers would provide MnPASS Express Lanes information handouts and explain the rules of the new lanes. This coordination proved to speed up the public's acceptance and proper use of the lanes and went a long way to promote goodwill with commuters.

b. Price Strategy

It is important to educate customers on how and why the lanes cost what they do. Some resistance to Express Lanes can often be mitigated through a brief explanation on how traffic congestion determines trip cost. Determining and communicating the business rules of price and access are critical elements of the marketing plan.

c. Sales and Distribution Strategy

Sales and distribution of FasTrak are managed and controlled by BATA, so this important detail needs to be coordinated with BATA early on. Currently, consumers can acquire FasTrak transponders at certain Costco, Safeway and Walgreens locations; through the website; by mail; by fax; at walk-in centers; or by calling the FasTrak Customer Service Center (CSC) and creating an account. There are only a limited number of these stores in the primary marketing target area for I-580 drivers. Alameda CTC should endeavor to work closely with BATA to expand the number of locations where consumers can purchase FasTrak transponders. There are currently a limited number of retail outlets selling FasTrak in Fremont and Livermore and none in Stockton or Tracy or any other locations east of Livermore. The number of participating Costco and Safeway stores will need to be increased in these new target markets.

New FasTrak customers in these areas are most likely signing up in order to use the I-580 Express Lanes (since they have declined for many years to sign up and use FasTrak when crossing Bay Area bridges). Therefore, Alameda CTC will need to coordinate with BATA on what new kinds of marketing materials could be included in packaging and

literature in the BATA fulfillment kit—such as everything you need to know to use the lanes.

Also, point-of-purchase displays offering information on how to open a FasTrak account and use the new lanes could be placed throughout the market area. This would further increase awareness and promote new sales. A program will also need to be put in place to restock these displays.

d. Promotion Strategy

In order to create the awareness needed about the new lanes by opening day, Alameda CTC will need to promote the lanes through various means to foster the early adoption of transponders by carpools and solo drivers. Some initial directives related to promotion include:

- Establish a goal by estimating the number of transponders needed to be distributed to solo drivers during the first year.
- Use earned media and special events to frame the projects, create a "News Bureau" to distribute a steady stream of information and create a buzz. (See Section 6 - Earned Media and Special Events for more information.)
- Promote FasTrak and the Express Lanes directly to major employers in the market area and at the home end through an aggressive Mobile Customer Service Center outreach program.
- Use on-facility promotion, including banners and electronic variable message signs, to create awareness of the new Express Lanes. Promote a "countdown" message leading up to the opening of the Express Lanes.
- Utilize Alameda CTC's own resources to effectively promote the lanes, including utilizing the outreach team, bus tails, bus wraps, partner websites, social media, etc.
- Utilize Alameda CTC's agency partners such as 511.org and BATA's FasTrak website, AAA and other partners.
- Evaluate and update the information on Express Lanes included in FasTrak retail packets.
- In the final weeks before opening and over the first weeks following opening, advertise with drive-time radio spots and messages during traffic and weather updates.

e. Introductory Offer

The I-580 Express Lanes must appeal initially to people who are currently using I-580 as a means of daily commuting, many of whom do not have FasTrak today. To accelerate their adoption of FasTrak transponders, Alameda CTC could work with BATA to make a limited-time introductory offer to commuters who don't already have FasTrak. This could be done as the basis of or in conjunction with one of BATA's periodic

promotional pushes This will help demonstrate the value of obtaining and using the product and encourage early use. This tactic proved successful during the launch of the I-680 Express Lanes and has been used by BATA to build FasTrak usage. Alameda CTC should coordinate with BATA to begin planning a promotion or to tie into a planned or scheduled BATA promotion. The following table lists promotional offers introduced by various tolling facilities to provide an idea of what the standard industry practice is:

Agency	Location	Promotion
Bay Area Toll Authority	Golden Gate Bridge, Caltrans Bay Area Bridges and I-680 Express Lanes	I-680 Express Lanes Promotion: ▪ $10 in toll credits for sign-up before x date.
San Diego Association of Governments I-15 Express Lanes	San Diego, CA	▪ "Free" transponder for sign-up by x date. ▪ $25 in toll credits when signing up using MasterCard
LA Metro	Los Angeles, CA	▪ Equity Plan: Low-income residents of Los Angeles County with an annual household income at or below $39,060 qualify for a $25 credit when they set up their account. The monthly $3 account maintenance fee is waived. ▪ AAA Membership Discount: AAA members receive a 20% discount on their prepaid toll balance at account opening (an $8 value).
Transportation Corridor Agencies	Orange County, CA	▪ "Free" transponder for sign-up by x date. ▪ $25 in toll credits when signing up using MasterCard
E-ZPass® Consortium	Delaware DOT New Jersey Turnpike Garden State Parkway Atlantic City Expressway Port Authority of NY/NJ	Original Marketing Plan: ▪ "Free" transponder for sign-up by x date. ▪ $25 in toll credits 2004 – New Jersey Turnpike: ▪ Discount for use of ETC over cash.
91 Express Lanes – Opened as a private toll road and now owned by Orange County Transportation Authority	Orange County, CA	▪ "Free" transponder for sign-up by x date. ▪ $25 in toll credits
MnPASS Express Lanes	Minnesota Department of Transportation	▪ $25 in FREE toll credits for signing up before x date ▪ $25 in FREE transit credits for signing up before x date
SBX Express Lanes	South Bay Expressway	▪ $25 in FREE transit credits for signing up before x date

2. Potential FasTrak Customer Strategy – Carpoolers

Carpools and vanpools pose a potential issue for the introduction of the lanes. That is, there will be an effort and a cost associated with continuing to use what's now the HOV lane: opening a FasTrak account (the required $25 deposit), installing a switchable tag and learning how to properly use it. Perceptions about promotion and cost should be thoroughly vetted via focus groups during the market research phase. Absent that research, the following is a discussion of how the problem might be approached:

a. **Promotion Strategy** – Create awareness and foster the early adoption of FasTrak transponders by carpoolers and vanpools. Consider implementing the following:
   - Clearly differentiate Express Lanes from HOV lanes and other Express Lanes facilities. They are a new travel choice with a new set of rules. While the lanes will be branded with the I-680 Express Lanes, the differences in use will need to be widely promoted.
   - Feed the word-of-mouth grapevine that the requirement of opening a FasTrak account for everyone using the new Express Lanes is coming, and let people become used to the idea.
   - Use license plate video capture on the existing eastbound HOV facility and westbound general purpose lanes to create a database of addresses of carpoolers, and initiate a "drip" mailing program leading up to the opening of the lanes.
   - Use on-facility promotion (banners and electronic variable message signs) as mentioned above.
   - Use earned media to get carpool-specific information to the public.
   - Use advertising targeted to carpoolers to reinforce and support the effort.

b. **Price Strategy** – Carpoolers with FasTrak can already receive discounts on Bay Area bridges. On I-580, they will be able to use the new Express Lanes free of charge. In order to offset the cost to carpoolers and vanpools of paying the initial deposit for a FasTrak transponder, consider offering promotional discounts for early adopters and create an opt-in reward program.
   - Through a "limited-time" promotional offer, provide the first XX thousand transponders for carpools "free of charge" (no deposit required), or consider offering a "$25 toll credit and/or waive the initial $25 deposit—a "$50 value" to carpoolers who register early for FasTrak.
   - Such a promotion could provide an early carpool customer base, positive earned media and positive testimonials from carpoolers.
   - To overcome possible objections related to the initial deposit needed when opening a FasTrak account, consider allowing a very low deposit and replenishment amount. Condition it on the understanding there can be no more than one or two replenishment charges per month on their credit card.
   - Create an opt-in rewards program for carpoolers.

- The program would reward carpoolers with a gas card or similar reward for their frequent use of the lanes.
- The BATA system would likely have to record the number of trips with the transponder in carpool mode, or a separate system would have to be developed to allow carpoolers to track their trips. This could be promoted as a pilot program and limited to FasTrak carpool customers.
- The program provides an incentive for carpoolers to use the lanes as they currently do. This approach could incentivize infrequent carpoolers to use the lanes more frequently and avoid any associated fees. Previous research conducted by LA Metro supports this approach:
  i. "Carpoolers differ in their perception of the (Metro) program's value. Frequent carpoolers have a lower willingness to pay for a transponder deposit, most likely because they think they will not benefit from using the system as much as single drivers and occasional carpoolers."[2]
  ii. It is important to note that "frequent carpoolers," those who carpool 5+ days a week, made up the largest percent of carpoolers along the corridors in Los Angeles, and the same may be true about the I-580.[3]
  iii. "Carpoolers prefer an ongoing points-based rewards program to an upfront subsidized transponder deposit and are in favor of expanding the rewards beyond what Metro has already established in the current Rewards program."[4]

c. **Distribution** – Ensure sufficient distribution channels are available to get FasTrak transponders into the hands of carpoolers.
   - Explore the possibility of working with BATA to develop a Mobile Customer Service Center with the ability to open new accounts and sell transponders remotely from locations such as:
     - Park and Ride lots
     - Employment centers or through HR departments
     - Local community events at the home end
     - Consider the cost benefit of developing a retail distributor.
     - Consider a separate landing page for carpools and vanpools that can be promoted through carpool promotions.
     - Review all elements of the Express Lanes customer website, and ensure that it is as user friendly as possible and that the sign-up process is easy; emphasize the ease of signing up.

[2]InMotionConsulting.*Making the Switch*: How Metro Can Ensure Carpooler Access to Los Angeles' New HOT Lanes. March 16, 2010. Executive Summary. Pg ii.
[3]Los Angeles County Metropolitan Transportation Authority.*License Plate Survey Draft Report*. Prepared by Parsons Brinckerhoff. 2009. Pg 10.
[4]InMotionConsulting. *Making the Switch*: How Metro Can Ensure Carpooler Access to Los Angeles' New HOT Lanes. March 16, 2010. Executive Summary. Pg ii.

6. Social Justice Strategy

A common initial reaction to the Express Lanes concept is to criticize them as being "unfair" and either aimed towards higher-income earners or that they represent a form of "double taxation." Alameda CTC should be prepared to address these myths and concerns early on and as part of the I-580 Express Lanes Marketing Plan.

In fact, research for existing Express Lanes clearly show that lower-income earners use the lanes as often as other socio-economic groups. In addition, the myth seems to evaporate once a lane is in operation and people see that it gives a choice to avoid congestion to all people when they need it. The social justice issue is best addressed through a combination of information on actual usage elsewhere and early education to set the record straight. It will be crucial for Alameda CTC to use results from outreach and research to help shape and communicate policies, product and service in ways that will make the program acceptable to future users. It is also important to carefully frame the project based on its benefits to commuters, including new commute choice, improved access and reliable, safe travel. For example, in a 2008 Santa Clara VTA survey,[iii] potential FasTrak users were asked about their plans to use Express Lanes after they were introduced. The results indicated lower-income earners were just as likely to use the lanes as other income groups.

Additionally, Alameda CTC can demonstrate their attention to this issue by considering an Equity Program for low-income commuters similar to one developed by LA Metro for the I-10 and I-110 Express Lanes. In that program, corridor users with an annual household income (family of 3) equal to or below $39,060 (twice the 2013 federal poverty level) could receive a $25 credit when they set up their account. This policy was deemed a successful way of combating the equity issue. For reference, see:
https://www.metroexpresslanes.net/en/about/ExpressLanes_Factsheet_Toll_Credit_Program.pdf

Alameda CTC also needs to communicate solid answers on the use of toll revenues and address the question of "Where does the money go?" Building support for the project will occur more quickly if the public is convinced that revenues are well spent and can potentially go to support additional improvements in the corridor, including public transit improvements.

The perception that taxpayers are being charged twice for the Express Lanes is also a common misconception. The idea that "I already paid for these roads with my tax dollars, why do I have to pay again to use them?" arises frequently. To address this issue and educate the public, communications, messaging and education materials need to stress:

- Solo commuters who *choose* to pay a toll can access the lanes, something they cannot do now.

- The benefits for commuters of toll revenues are being “recycled” to provide greater transportation improvements and/or options for all commuters
- This is a better use of existing roadway, and the toll amount would be less than the increase in taxes necessary to build and maintain additional lanes.

Additionally, dynamic pricing needs to be described succinctly so that prospective users understand and believe it is designed to reduce congestion in all lanes and, perhaps more important, will ensure a congestion-free Express Lanes. The benefits of the Express Lanes choice, congestion-free commute and environmentally sound nature of the lanes need to be kept at the forefront of communications.

Ultimately, the public wants assurance that the idea will work and that it will be fair. Demonstrating the Express Lanes are a proven concept and clearly communicating how social justice issues are being addressed through the messaging and marketing tactics described above will go a long way to alleviate concerns.

7. Community-Based Marketing Plan – Outreach, Marketing and Communications

Successful outreach will rely on a strategy that touches all the bases as well as materials that explain the I-580 Express Lanes to multiple audiences. To launch a public outreach effort, the following materials will need to be developed based on the scope of the final marketing and outreach plan:

- Web-based content to be housed on BATA's FasTrak (bata.mtc.ca.gov) and 511.org websites that contains information and links to sign up for FasTrak, as approved by MTC/BATA, and content for Alameda CTC's website
- Informational Brochure which includes an Infographic showing how the Express Lanes work, translated in to Spanish and Mandarin and possibly additional languages
- How-It-Works Video
- Standard PowerPoint presentation describing the project, illustrating the timeline, explaining continual access and addressing social equity issues
- Display Boards for use at community events, presentations and speaking events, including a map of the project area as well as one of the entire planned Express Lanes network, easy to understand highlights/benefits of the project and a project timeline
- Invitation/Mailer for any planned Open Houses
- Comment Cards to be distributed after events to gather feedback from participants
- A "Press Kit" comprised of the following:
    - Fact Sheets, including a Fact Sheet about equity
    - FAQs
    - Maps of I-580 and I-680
    - B-Roll, including photos and videos of the project facility
- A "Commuter Resource Kit" that would include the main informational pieces in this list as well as additional transportation-related information, including transit schedules, bike to work information, working from home information, flex-schedule information (commuting during off-peak hours), etc.
- E-mail Content
- Point-of-Purchase Informational Displays
- Promotional Items
- Advertising Components which may include:
    - Print Ads
    - Radio Spots
    - Billboards
    - Bus Tails
    - Vehicle Wraps
    - Web Banner Ads
    - On-facility Banners and Signage

Stakeholder Communications and Outreach

Alameda CTC will need to schedule presentations at city council meetings in cities whose residents use I-580, so that mayors, city council members and local staff have full knowledge and understanding of the project and are prepared to answer questions posed by constituents. This should be done well in advance of the project opening and can begin in early 2014.

Of course, Alameda CTC will need to tightly coordinate its outreach efforts with MTC throughout the project. MTC is currently coordinating the planning and implementation of more than 500 miles of Express Lanes in the Bay Area and has already obtained substantial relevant information, including a fairly extensive environmental justice outreach which included interviews and focus groups.

By continuing to work closely with MTC and BATA, Alameda CTC can be sure to incorporate their knowledge base and adopt already discovered best practices in order to achieve:

- Smooth operations (including trying to limit the volume and wait times at BATA's call center)
- Safe and proper use of the lanes
- Minimum violation and enforcement issues

Community Outreach

As a cornerstone of marketing efforts, Alameda CTC will need to utilize its robust community outreach team to reach potential customers where they live, work and play. This team, or an identified community liaison, will need to develop and manage the day-to-day activities of a grassroots effort to support the opening of the Express Lanes and have extensive knowledge of the lanes as well as FasTrak. Additionally, this team will represent the project and serve as a point of contact, give presentations in the community and respond to requests for information. The components of the community outreach program can include the following:

- Master Schedule – A master schedule of speaking engagements, community events and other outreach opportunities can be developed and maintained. This schedule should be coordinated with any earned media program. The Alameda CTC community outreach team should proactively reach work to fill this schedule month by month and week by week.
- Speakers Bureau – Alameda CTC can operate a Speakers Bureau using consultant resources as needed. Opportunities to speak to employer and community groups in both Alameda and San Joaquin counties should be identified. If an Alameda CTC speaker is not available, presentations should be given by the community liaison.
- Participation at Community Events – Alameda CTC needs to continue to be visible at as many events and opportunities as possible. Incorporating demonstrations of transponder usage and advance sign-ups for FasTrak toll tags could help generate buzz and lay groundwork for a solid transponder base prior to the Express Lanes opening.

- Public Participation Requirements – Project Open Houses and Public Meetings should be added to the Community Outreach program as needed if any public participation requirements exist.

Employer Outreach

Employers in the target market areas represent a major stakeholder group, as they have influence with both local government agencies and their own employees. Developing employer support will speed up early FasTrak account openings and Express Lanes usage. In order to reach this audience, Alameda CTC will need to expand its existing database of major employers in the area along with important characteristics that will assist in reaching potential Express Lanes users. Additionally, Alameda CTC can work closely with MTC's 511 Regional RideShare program to reach the employer audience, and can utilize existing communications channels to reach users of the Guaranteed Ride Home program.

This database entails a comprehensive list of mid-size (100–500 employees) to large (500+ employees) employers along the I-580 project corridor and east into San Joaquin County. The results of the license plate capture survey should drive the geographic focus of the employer outreach.

The data gathered on each employer should including the following:

- Company name, business type, number of employees, relevant employment characteristics (such as full-time vs. part-time, unions, shifts), etc.
- Key contact name and title for this program (e.g., Human Resource Director, Benefits Manager, Facilities Director, CEO, COO and Property Management firm, if applicable)
- Name of business park and at least two neighboring companies
- Local food court or lunch establishments (for potential flyer distribution or other outreach activities)
- Local chamber or business association name and membership status.
- Commute resources: transit accessibility, nearest I-580 on-ramp and Park and Ride lot(s), Bike to Work paths, vanpool and rideshare amenities
- Commuter benefits offered, if any, including benefits related to Regulation 14, Rule 1: The Bay Area Commuter Benefits Program

After the database is complete, Alameda CTC should conduct an employer situational analysis of the I-580 corridor. This would entail developing a summary and description of the following so as to understand talking/message points and issues that businesses, commuters and residents experience within the corridor.

- An overview of the biggest and highest priority employers and most active companies in local issues, especially traffic
- Traffic congestion, road construction, bottlenecks, timely delivery of goods and related topics identified in any research

- Employer and employee perceptions about the strengths, weaknesses, opportunities and threats facing the installation of the I-580 Express Lanes
- Other timely topics

Preliminary research identified the following top five employers in Pleasanton:

Company	Employees
Kaiser Permanente	3,974
Safeway	3,225
Workday Incorporated	1,699
Oracle	1,479
Pleasanton Unified School District	1,272

Top five employers in Livermore:

Company	Employees
Lawrence Livermore National Laboratory	8,750
Valley Care Health System	1,300
Livermore Valley Joint Unified School District	1,120
Comcast	1,000
Sandia National Laboratory	910

Top five employers in Tracy:

Company	Employees
Safeway Distribution Center	2,000
Tracy Unified School District	1,600
Defense Distribution Depot San Joaquin	1,375
Deuel Vocational Institute	1,300
Sutter Tracy Community Hospital	568

Then, Alameda CTC will conduct outreach to establish partnerships with individual employers. Usually this process begins one year in advance of the opening of the Express Lanes to ensure relationships are fully established by the time the lanes open. In this case, Alameda CTC should begin as soon as early 2014, since there are several planned transportation improvement projects scheduled in the near future which would benefit from the word of mouth generated by these employer relationships. This process can begin with identifying any existing relationships with employers in the area, then moving on to high-priority targets. The goals of these partnerships would include:

a) Identify, prioritize and define the role of employer partners. Educate them on what can they do to help ensure a safe and easy transition to new transportation options in their corridor.
b) Promote the value and benefits of partnering with Alameda CTC in order to educate their employees about existing and planned projects and events. These benefits may

include less employee commute time, less commute stress, easier accessibility to local projects/meetings, etc.

c) Facilitate and standardize partnership strategies for ongoing communication and feedback between Alameda CTC and employer partners.

Earned Media and Special Events

Marketing and public outreach for the I-580 Express Lanes will include a very active earned media and special events program. This program is designed to raise awareness and educate motorists in the marketing area about Alameda CTC's role in transportation improvements in the corridor, the success of the I-680 Express Lanes, construction milestones, the new I-580 Express Lanes project—and to promote the benefits of managed lanes throughout the Bay Area. The program must be carried out in tight coordination with the public affairs staff of the MTC, particularly John Goodwin and Randy Rentchler.

Bay Area news outlets have previously responded well to transportation stories, so the I-580 Express Lanes should expect good coverage for briefings, construction updates, explanation of enforcement, introduction of signs and striping, project kickoff and other milestones.

Alameda CTC will need to develop a News Bureau approach to develop and prepare spokespersons, both staff or Board members; provide one-to-one briefings with reporters; project tours for reporters; a steady stream of news releases to local media; and a series of special events designed to highlight and promote the planned media messages leading up to the opening and launch of the 580 Express Lane project. Materials for the News Bureau include:

Press Kit – Create an informational press kit as a message platform for the educational effort, which provides factual, up-to-the minute information about the project. The press kit should include the following items: a fact sheet, an FAQ, maps of I-680 and I-580, infographics of both projects, an entry and exit informational handout, an informational video, logos and graphics. The press kit should be made available online through the project website.

Media List – Revisit and develop the list of more than 40 local and regional media organizations, including TV, radio, daily newspapers, community papers and blogs. Special attention should be paid to the *San Francisco Chronicle*, Bay Area Newspaper Group (in particular transportation writer Gary Richards, the region's preeminent traffic reporter), and local radio traffic reporters. Because many I-580 drivers originate in the San Joaquin Valley, media lists will be broadened beyond Bay Area outlets to include news outlets in Tracy, Sacramento, Stockton, Modesto, etc., as well as local student publications.

Press Releases – Develop a schedule of press releases to distribute information throughout the project timeline to news organizations in the Bay Area and Central Valley. Topics should include:

- Alameda CTC's role in transportation improvements in the area
- Transportation and construction project announcements, milestones and completions
- Bay Area Regional Express Lanes Network plans and vision
- The success of the 680 Express Lanes – tied to milestones in usage or anniversary dates
- Opening date for the 580 Express Lanes announced
- The promotional offer for new customers
- New transponder and lane operations
- Express Lanes opening
- Milestones and key dates thereafter

Community Calendars – Create and continually update calendars with information on what events the Alameda CTC community outreach team will be attending, and distribute them for the months leading up to the opening of the 580 Express Lanes. The calendars should be placed in high-traffic areas in the target market area at such locations as coffee shops, dry cleaners and community bulletin boards.

Special News Events – A series of cornerstone events should be used to highlight progress on the project, to promote the opening and to attract coverage by the local news media. These events should be coordinated with MTC to accentuate the integration of the 580 Express Lanes with the Regional Express Lanes Network and coordinated with the CHP to accentuate safety and enforcement at every opportunity. The events include:

Reporter Briefing – Invite TV, radio and newspaper reporters for a formal announcement of when the Express Lanes would open, and fully describe the electronic toll collection system, highlighting the differences between the I-680 Express Lanes and the new I-580 Express Lanes.

Lane Striping, Signage and Project Tour – A media briefing and project tour featuring Express Lanes Joint Power Authority board members, the CHP and Alameda CTC staff. The purpose of the briefing is to give reporters and news crews a firsthand look at how the new Express Lanes would operate and be enforced, show what new signs drivers will see and describe how continuous access striping would look before the Express Lanes open.

Grand Opening/Kickoff Event – A grand opening kickoff event will be used to officially open the lanes, with a high-ranking elected official serving as the moderator for the event. Government officials, along with CHP, Caltrans, partner transit agencies and Alameda CTC staff should participate in the event. B-roll of the new lane access and striping should be distributed to the television stations to help illustrate their coverage of the lane opening.

As with the I-680 Express Lanes launch, Alameda CTC will need to encourage media outlets to begin coverage early and continue all day. Alameda CTC should expect the Express Lanes Opening Day will be covered extensively starting at 5 a.m. by every TV station in the area. Alameda CTC should plan an afternoon briefing with first-morning statistics, which will be part of the evening news coverage.

Paid Media Strategy Overview

Advertising generally plays a supportive role to any educational and community outreach program, so while funding for such advertising may be limited, there are still some options to consider as the project launch date draws closer:

- Facebook Ads by ZIP Code – Facebook provides the means to reach targeted areas on any type of budget. Area selection can be determined by city name or ZIP Code, and ads can be run until a daily maximum dollar amount is reached. This type of limited, focused advertising would work well when the community outreach teach targets a specific area.
- Patch.com – Similar to Facebook, Patch.com can be used to target specific cities on a limited basis to complement outreach efforts. Patch.com currently has community-specific sites in Livermore, Pleasanton and Brentwood.
- Google Ads by ZIP Code – Again, Google Ads represent an affordable tool that can be used in target areas during specific times.
- Radio – Radio ads have a larger budget attached to them but represent one of the best ways to reach the target audience when they are most likely to be thinking about commuting and traffic on their way to and from work.
- Partnerships or co-advertising with businesses and organizations:
    - AAA has previously partnered with LA Metro during launch of the ExpressLanes and currently advertises 20% off the initial prepaid toll deposit of $40.
    - WHEELS bus service provides public transportation by the Livermore/Amador Valley Transit Authority to serve the communities of Dublin, Livermore and Pleasanton.
    - Altamont Commuter Express (ACE) provides commuter service from Stockton to San Jose through Pleasanton in the AM and reverse direction in the PM. Trains run on weekdays only.
    - Local malls may also represent possible partnerships.

Advertising

In the event that Alameda CTC decides to augment their communication efforts with traditional advertising, the follow section offers an initial paid media strategy and list of possible media channels.

Paid media marketing strategies include a combination of broad-reaching :30-second and :60-second radio commercials and :10-second and :15-second traffic sponsorships, geo-targeted

out-of-home advertising, and digital ads and local community newspapers in residential communities directly adjacent to the I-580 project area.

Broad-reaching radio

The media strategy with radio utilizes stations that have a strong reach with adults 25–54 and 35+ and household income of $65K+ to match the demographics of Express Lanes users. The following stations would lend well to reaching both female and make audiences that commute west utilizing I-580 as far east as Livermore and northeast in Rio Vista and Brentwood.

- KIOI Star 101.3 FM
- KOIT 96.5 FM
- KQED Public Radio
- KGO 810AM News
- KNBR Sports AM
- KCBS AM News
- KLLC 97.3 FM

Traffic sponsorships

Total Traffic & Weather Network sponsorships reach a large and high-quality audience in traffic media. Stations in the Total Traffic network include KMEL 106.1, KKSF 103.7, KUFX 98.5, KCNL 104.9, KSJO 92.3, KYLD 94.9, KISQ 98.1 and KIOI 101.3.

:10-second and :15-second sponsorships (within local radio content) will offer the ability to impact commuters with a message that is read in-content separate from the commercial stop-set. Sponsorships are embedded in traffic, news, weather and sports reports.

Outdoor advertising (billboard, bus cards, transit boards, bulletins, and posters)

Out-of-home advertising is an effective way to reach commuters. There are many vendors that can provide bulletins, posters and transit advertising to reach commuters traveling the I-580 or adjacent communities that take on- and off-ramps and service streets as part of their I-580 commute. The following out-of-home vendors can provide mapping of key locations that can target commuters along and adjacent to I-580.

- Titan Media (Transit advertising)
- Lamar Outdoor
- CBS Outdoor
- Clear Channel Outdoor

Print Advertising

Static display ads, inserts and post-its (when available) will provide the opportunity to educate commuters about the changes in a longer format that can be more educational and designed to drive home the messaging points. Print publications can offer community reach in the East Bay such as:

- *The Independent* (Serves Livermore and Pleasanton)
- *Tri-Valley Times*
- *Contra Costa Times*
- *The Record* (Stockton)
- *Tracy Press*
- *Caravan News* (Stockton)
- Business specific for executives, such as *East Bay Business Times*

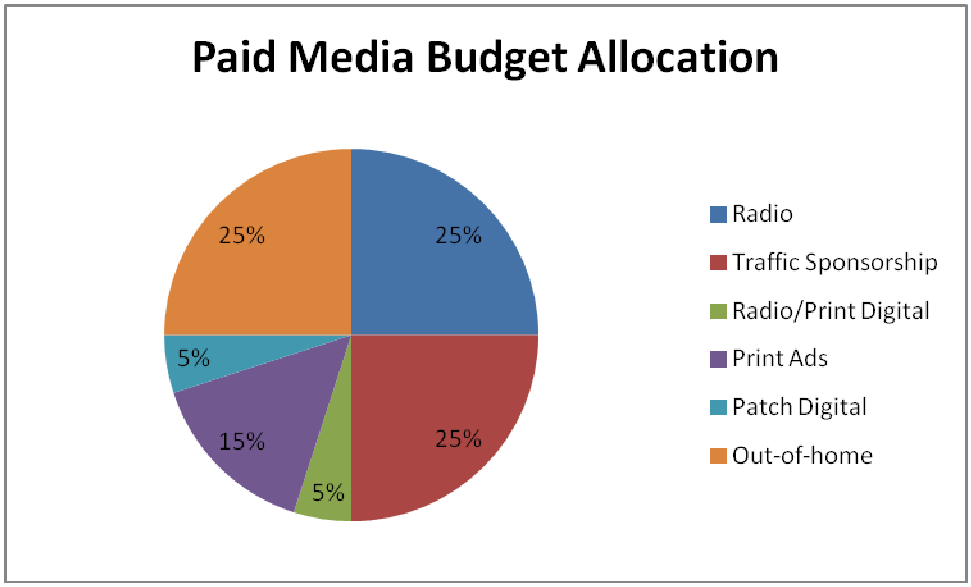
Due to higher cost, we do not recommend advertising in regional papers that reach mass audiences, such as the *San Francisco Chronicle* or *Sacramento Bee*.

Digital Advertising

Geo-targeting communities can be a cost-effective way to reach commuters in the respective areas where they live, particularly with news sites such as SFGate.com. The radio stations outlined above can package digital advertising and streaming to support radio commercials airing. Many print publications have digital opportunities to package with print display ads as well. Additional opportunities may include a stand-alone website such as Patch.com.

Media Budget

It is recommended that the paid media budget be allocated as follows:



Going forward

Marketing the I-580 Express Lanes does not end when the project opens. Other Express Lanes throughout the country, including Alameda CTC's I-680 Express Lanes, have shown steady increases in usage as more and more people learn about the lanes after they open. This process can be accelerated through a well-planned, post-opening component of the marketing plan. Elements include:

1. New cycles of advertising after 60, 120 and 180 days
2. Earned media surrounding milestones (100,000th customer, six-month progress report, etc.)
3. Launch-Day and success reports to city councils
4. Ongoing e-blasts and communications to subscribers

A summary of activities relating to the launch of the I-580 Express Lanes and a conceptual schedule for each element of the Marketing Plan are listed in the accompanying spreadsheet. Additionally, a map illustrating the locations of current FasTrak account holders by ZIP Code is also attached.

[i] Eastbound Trip Distribution by Zip Code on I-580 Between Hacienda Drive and Greenville Road 4-Hour PM Peak, Wilbur Smith Associates, October 2008

[ii] FasTrak Current Account Holder Locations by Zip Code, BATA, September 2013

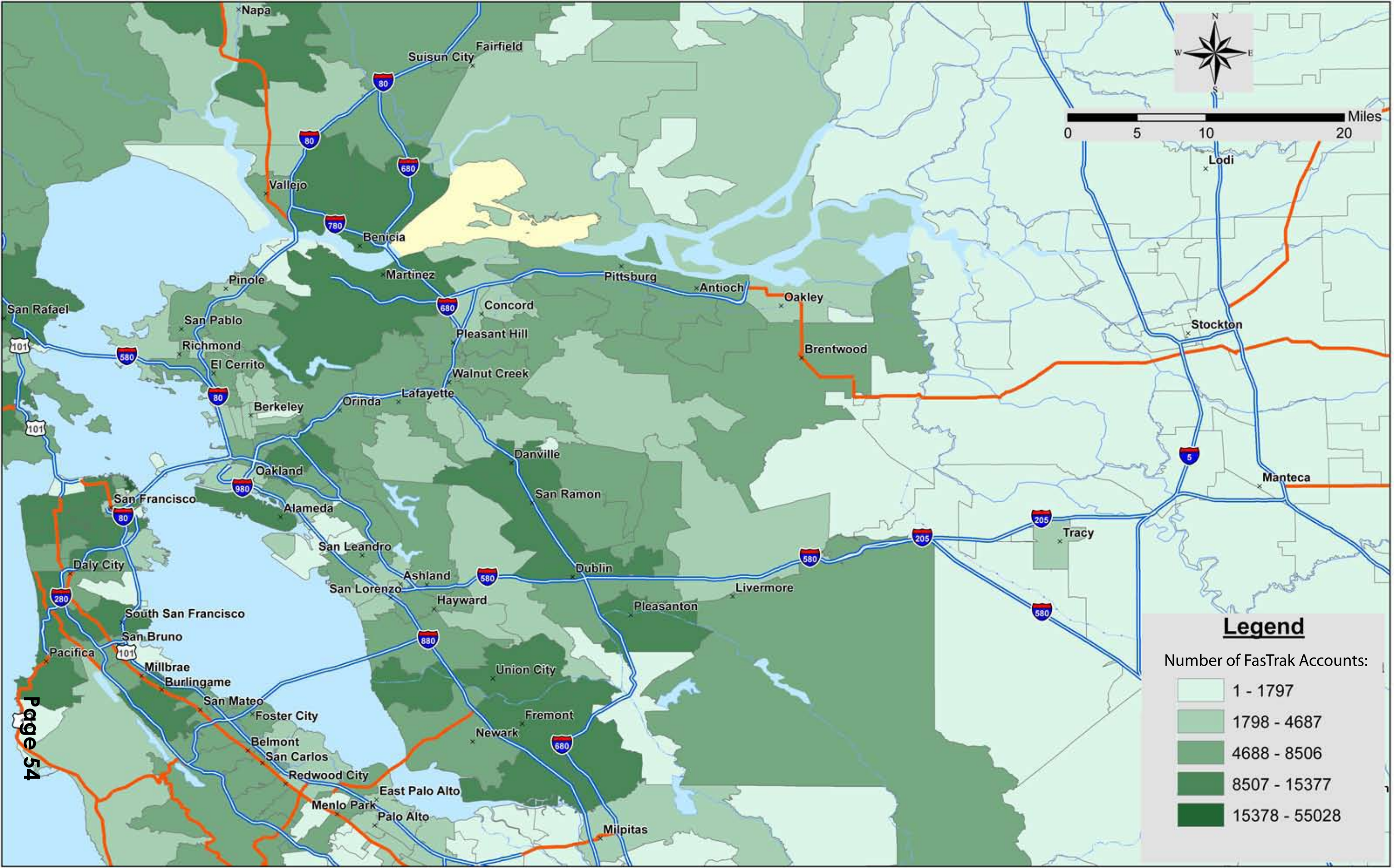
[iii] A Public Opinion Survey of Highway 101 and State Route 85 Drivers, SA|Opinion Research, September 2008

Conceptual I-580/I-680 Express Lanes Public Education, Marketing Deliverables and Marketing Schedule

*Consultant NTP in MARCH 2014

**Based on 580 Express Lane to open October 2015

	2013				2014												2015												2016							
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July*	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct**	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug
Public Outreach Plan Development																																				
Develop Public Outreach Plan	■	■																																		
Outreach Focus: ACTC					■	■	■			■	■							■	■	■																
Outreach Focus: Route 84 Expressway								■	■																											
Outreach Focus: EB 580 Aux Lane												■	■																							
Outreach Focus: WB 580 HOW Lane												■	■																							
Outreach Focus: 680 EL Success													■	■	■	■	■																			
Outreach Focus: 580 EL Opening																					■	■	■	■	■	■	■									
Outreach Focus: Getting FasTrak																							■	■	■	■	■									
Research																																				
Determination of Research Needs				■													■																			
License Plate Capture Survey:														■																						
- Third Party Vendor Facilitation													■	■																						
- Coordination with DMV														■	■	■	■	■	■																	
- Address List Acquisition for 580																			■																	
- Integration of License Plate Capture Survey into Plan																				■																
Integration of Research Findings Into Plan					■															■																
Focus groups - discussion guide, logistics, facilitation											■								■																	
Results review												■								■																
Meeting with City Councils																																				
Meeting location and logistics					■												■																			
Contact List Development					■	■												■	■																	
Design/Produce/Print Collateral Material					■												■																			
Fact sheet/FAQ/comment card writing and production					■												■																			
Staffing and attendance						■	■	■										■	■	■																
Post-event report writing and coordination							■	■	■										■	■	■															
Public Meeting in Market Area																																				
Open house location and logistics																						■	■	■	■											
Contact List Development																	■	■	■	■	■	■	■	■	■											
Design/Produce/Distribute Invitation Mailer																						■	■	■	■											
Design/Produce/Print Collateral Material																					■															
Fact sheet/FAQ/comment card writing and production																					■															
Staffing and attendance																						■	■	■	■											
Post-event report writing and coordination																							■	■	■	■										
Branding																																				
I-580 Express Lanes Outreach Development											■	■																								
Region-wide Express Lane Brand Development											■	■																								
Marketing to Consumers																																				
Coordination with BATA etc. for FasTrak issues									■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Internet/Website																																				
Websites Reviews																				■	■															
Customer Database Development																							■	■	■	■										
E-Mail Campaign Design																						■														
Website Links/Co-op															■	■	■	■	■	■	■															
Build E-Mail Campaign List																						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Grassroots: Community Outreach																																				
Community Outreach Events Displays Creation (tent, etc.)																				■	■															
Speakers' Bureau and Event Schedule Development																				■	■	■	■	■	■											
Express Lanes Presentation Development																		■	■																	
580 Market Area Development - POP/Community Events																							■	■	■	■	■									
Community Group Presentations																				■	■	■	■	■	■	■	■									
1 on 1 briefings with stakeholders																						■	■	■	■	■	■									
Grassroots: Map/Infographic																																				
580 Maps												■	■																							
580 Infographic												■	■																							
Grassroots: Video																																				
Edit current video/add new footage to include 580													■																							
Advertising Program																																				
Media Plan Development																	■	■	■	■	■															
Creative Development																■	■	■	■	■	■															
Media Buy (to be broken down)																						■	■	■	■	■										
Material Development																					■	■														
Material Production/Printing																						■	■													
On-Facility Advertising																									■	■										
Social Media																																				
Facebook/Twitter Account Creation																						■														
ACTC Facebook Ad /Twitter Updates																						■	■	■	■	■	■	■	■	■	■	■				
Partner Facebook/Twitter Updates					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■				
Promotions																																				
Promotion Creation - $XX Free Toll Credits																				■	■															
Promotion Implementation																								■	■	■	■	■								
Media Relations																																				
Earned Media/Special Events: Media Tours																																				
Media Tour Event Facilitation																									■	■						■				
Grand Opening Events																										■						■				
Earned Media/Special Events: Newsletter																																				
Email list aquision for eNewsletters																				■	■	■	■	■	■	■				■	■	■				
Writing of eNewsletters																				■	■	■	■	■	■	■	■	■	■	■	■	■				
Earned Media/Special Events: Press Kit																																				
580 Fact sheet/FAQ (electronic)																						■														
Materials Printing																						■	■													
B-roll Production																									■											
Support MTC, ACTC, Regional PartnerMeetings																																				
Attend meetings (in person or via phone) - dates TBD																																				
Project Team meetings																																				
Attend meetings (in person or via phone)											■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■								


Napa
Fairfield
Suisun City
Vallejo
Benicia
Martinez
Pittsburg
Antioch
Oakley
Brentwood
Concord
Pleasant Hill
Walnut Creek
Lafayette
Orinda
Berkeley
Richmond
El Cerrito
San Pablo
Pinole
San Rafael
Danville
San Ramon
Oakland
Alameda
San Francisco
San Leandro
Ashland
San Lorenzo
Hayward
Dublin
Livermore
Pleasanton
Tracy
Lodi
Stockton
Manteca
Daly City
South San Francisco
San Bruno
Pacifica
Millbrae
Burlingame
San Mateo
Foster City
Belmont
San Carlos
Redwood City
East Palo Alto
Menlo Park
Palo Alto
Union City
Fremont
Newark
Milpitas
Miles
0
5
10
20
Legend
Number of FasTrak Accounts:
1 - 1797
1798 - 4687
4688 - 8506
8507 - 15377
15378 - 55028

ALAMEDA County Transportation Commission

Memorandum

6.3

1111 Broadway, Suite 800, Oakland, CA 94607 • PH: (510) 208-7400 • www.AlamedaCTC.org

DATE:	November 27, 2013
SUBJECT:	I-580 Corridor High Occupancy Vehicle Lane Projects (PN 720.5 / 724.4 / 724.5): Monthly Progress Report
RECOMMENDATION:	Receive a monthly status update on the I-580 Corridor High Occupancy Vehicle Lane Projects.

Summary

The Alameda CTC is sponsoring the I-580 Corridor High Occupancy Vehicle (HOV) Lane Projects along the I-580 corridor in the Tri-Valley. This monthly progress report is intended to provide a status update of the various projects currently underway in the corridor. This item is for information only.

Background

The Alameda CTC is the sponsor for the I-580 Corridor High Occupancy Vehicle (HOV) Lane Projects which include HOV lanes in the Eastbound and Westbound directions between Pleasanton and Livermore. The projects provide increased capacity, safety and efficiency for commuters and freight along the primary corridor connecting the Bay Area with the Central Valley. In its role as project sponsor, the Alameda CTC has been working in partnership with Caltrans, the Metropolitan Transportation Commission (MTC), Alameda County, and the cities of Livermore, Dublin, and Pleasanton to deliver the projects.

The I-580 Corridor HOV Lane Projects will be completed with the construction of three final projects in the Livermore Valley (two westbound HOV segments and one eastbound auxiliary (AUX) lanes project). All of these projects are currently in construction and are being administered by Caltrans. Construction activity began in March 2013 and the project partners held a groundbreaking ceremony in June 2013.

Attached for the Committee's review are the September 2013 progress reports for the I-580 Eastbound HOV Lane Project (Segment 3 Aux Lanes) and the I-580 Westbound HOV Lane Project (Segments 1 and 2).

Fiscal Impact: There is no fiscal impact.

Attachments

A: I-580 Eastbound HOV Lane Project Monthly Progress Report (PN 720.5)

B: I-580 Westbound HOV Lane Projects Monthly Progress Report (PN 724.4/724.5)

C: I-580 Corridor HOV Lane Projects – Location Map

Staff Contact

Stewart Ng, Deputy Director of Programming and Projects

Stefan Garcia, Project Controls Team

ATTACHMENT A
I-580 Eastbound HOV Lane Project (PN 720.5)
Monthly Progress Report
Through October 1, 2013

PROJECT DESCRIPTION

The Eastbound I-580 HOV Lane Project is completing one final construction segment, Segment 3 Auxiliary (AUX) Lanes, between Hacienda Drive and Greenville Road. The Project scope includes:

- Construction of auxiliary lanes from Isabel Avenue to First Street;
- Pavement width necessary for a double express / high occupancy toll (HOT) lane facility;
- Final lift of asphalt concrete (AC) pavement and striping for entire eastbound project limits from Hacienda Drive to Portola Avenue;
- The soundwall that was deleted from the I-580/Isabel Avenue Interchange Project; and,
- The widening of two bridges at Arroyo Las Positas in the eastbound direction.

CONSTRUCTION STATUS

Traffic Handling & Night Work

Construction activities include both day and night work. Significant work is involved in rehabilitating the existing pavement which requires closing traffic lanes; however, no complete freeway closures are anticipated. Due to heavy daytime traffic volumes, closing traffic lanes in the daytime is not feasible. For this reason, pavement rehabilitation work can only be done during nighttime hours. Night work will include setting lane closures and shifting traffic lanes (placement of safety barrier (k-rail) and striping work), existing pavement rehabilitation work (crack and seat, slab replacement and overlay) and electrical work. Caltrans lane closure charts permit the contractor to perform this work at night between 9pm and 4am. Work behind k-rail and all bridge work is expected to occur during day time hours.

Construction Challenges

Alameda CTC staff is working in close coordination with Caltrans to implement the project within limited funding. Challenges and managed risks for this project include:

- Bird Nesting on structures and in adjacent field areas
- Completion of work in the Arroyo Las Positas in the 2013 season
- Installation of future HOT Lane components to facilitate HOT Lane completion

Completed Activities – 30% of the contract work was completed as of 9/20/13

Construction activities began in April 2013. Work completed to date includes:

- Las Positas Creek (EB and WB) bridge widening
- Installation of bird exclusion measures at bridge locations
- Widening of major box culvert at Arroyo Seco and modification of drainage facilities
- Several retaining walls

Ongoing & Upcoming Activities

Caltrans maintains a project website (http://www.dot.ca.gov/dist4/projects/i580wbhov/) and conducts public information and outreach efforts in cooperation with Alameda CTC. Ongoing and upcoming work activities include:

- Construct and backfill remaining retaining walls
- Winterization measures project-wide

FUNDING AND FINANCIAL STATUS

The I-580 Eastbound HOV Project is funded through federal, state and local funds.

Funding Plan – SEGMENT 3

Project Phase	Funding Source ($ x million)						
	CMIA	RM2	TVTC	FED	SHOPP	Meas. B	Total
PA&ED						0.02	**0.02**
PS&E		1.72	1.30	0.23			**3.25**
ROW		0.17	0.08			0.28	**0.53**
Construct Cap	17.87	2.20	0.14		4.69	6.57	**31.47**
Construct Sup	2.53	1.12	0.10			0.71	**4.46**
Total	**20.40**	**5.21**	**1.62**	**0.23**	**4.69**	**7.58**	**39.73**
Total Project Cost: $39.7M							

SCHEDULE STATUS

The EB Auxiliary Lane project between Hacienda Drive and Greenville Road was advertised on July 9, 2012; bids were opened on October 5, 2012. Caltrans awarded the contract to OC Jones & Sons (with a bid 6.33% below the Engineer's Estimate) on November 16, 2012. Construction is planned to complete in late 2014.

Project Approval	December 2011 (A)
RTL	May 2012 (A)
CTC Vote	May 2012 (A)
Begin Construction (Award)	November 2012 (A)
End Construction	November 2014 (T)

ATTACHMENT B
I-580 Westbound HOV Lane Projects (PN 724.4/724.5)
Monthly Progress Report
Through October 1, 2013

PROJECT DESCRIPTION

The Westbound I-580 HOV Lane Project includes three segments:

- **SEGMENT 1** – WB HOV Eastern Segment from Greenville Road to Isabel Avenue.
- **SEGMENT 2** – WB HOV Western Segment from Isabel Avenue to San Ramon Road.
- **SEGMENT 3** – Bridge widening at Arroyo Las Positas Creek. This work is included in the construction contract for the EB HOV Lane Project (see Attachment A).

CONSTRUCTION STATUS – SEGMENTS 1 & 2

Traffic Handling & Night Work

Construction activities include both day and night work. Significant work is involved in rehabilitating the existing pavement which requires closing traffic lanes; however, no complete freeway closures are anticipated. Due to heavy daytime traffic volumes, closing traffic lanes in the daytime is not feasible. For this reason, pavement rehabilitation work can only be done during nighttime hours. Night work will include setting lane closures and shifting traffic lanes (placement of safety barrier (k-rail) and striping work), existing pavement rehabilitation work (crack and seat, slab replacement and overlay) and electrical work. Caltrans lane closure charts permit the contractor to perform this work at night between 9pm and 4am. Work behind k-rail and all bridge work is expected to occur during daytime hours.

Construction Challenges

Alameda CTC staff is working in close coordination with Caltrans to implement the project within limited funding. Challenges and managed risks for the project include:

SEGMENT 1 (Eastern Segment)

- Installation of future HOT Lane components to facilitate HOT Lane completion
- Additional widening of the North Livermore Avenue structure to accommodate HOT Lane width requirements
- New retaining wall to account for recent, accelerated erosion within the Arroyo Seco Creek adjacent to the widening necessary for westbound lanes
- Coordination of concurrent work with ongoing Caltrans projects in the area to reduce cost
- Bird Nesting on structures and in adjacent field areas
- Revision of pavement slab replacement locations to prioritize in areas most in need

SEGMENT 2 (Western Segment)

- Installation of future HOT Lane components to facilitate HOT Lane completion
- Elimination of a retaining wall to reduce project cost
- Changes to the pavement cross section to reduce project cost
- Bird Nesting on structures and in adjacent field areas

- Revision of pavement slab replacement locations to prioritize in areas most in need

Completed Activities

Construction activities began in March 2013. Work completed to date includes:

SEGMENT 1 (Eastern Segment) – *20% of the contract work was completed as of 9/20/13*

- Bridge widening at Arroyo Las Positas (2 locations)
- Arroyo Seco culvert extension
- Construct major drainage facilities (e.g. double box culvert)
- Concrete pavement slab replacements
- Temporary striping, shift traffic lanes and placement of k-rail on outside shoulder from Greenville to Airway

SEGMENT 2 (Western Segment – *31% of the contract work was completed as of 9/20/13*

- Stage 1 median widening from Airway to Hacienda
- BART Barrier modifications
- Temporary striping, shift traffic lanes and placement of safety barrier (k-rail) to allow for Stage 2 outside widening
- Bridge widening at Dougherty Undercrossing near Dublin BART station
- Bridge widening at Tassajara Creek

Ongoing & Upcoming Activities

Caltrans maintains a project website (http://www.dot.ca.gov/dist4/projects/i580wbhov/) and conducts public information and outreach efforts in cooperation with Alameda CTC. Ongoing and upcoming work activities include:

SEGMENT 1 (Eastern Segment)

- Excavate and construct retaining walls and soil nail walls
- Bridge widening at North Livermore Avenue
- Soundwall construction at Vasco Road
- Winterization measures project-wide

SEGMENT 2 (Western Segment)

- Precast concrete pavement slab replacements are in progress
- Stage 2 outside widening
- Winterization measures project-wide

FUNDING AND FINANCIAL STATUS

The I-580 Westbound HOV Lane Project is funded through federal, state and local funds available for the I-580 Corridor. The total project cost is $143.9M, comprised of programmed (committed) funding from federal, state and local sources.

Funding Plan – SEGMENT 1 (Eastern Segment)

Project Phase	Funding Source ($ x million)							
	CMIA	RM2	TCRP	FED	SHOPP	Meas. B	TVTC	Total
Scoping		0.53	0.04					**0.57**
PA&ED		4.38						**4.38**
PS&E		2.29	0.11	0.15		1.69	0.42	**4.66**
ROW		1.16				0.04		**1.20**
Utilities		0.32						**0.32**
Const Cap	35.34		5.92	6.19	13.54	1.60		**62.59**
Const. Sup	6.52		1.59			1.08		**9.19**
Total	**41.86**	**8.68**	**7.66**	**6.34**	**13.54**	**4.41**	**0.42**	**82.91**
Total Project Cost: $82.9M								

Funding Plan – SEGMENT 2 (Western Segment)

Project Phase	Funding Source ($ x million)							
	CMIA	RM2	TCRP	FED	SHOPP	Meas. B	TVTC	Total
Scoping		0.36	0.02					**0.38**
PA&ED		2.92						**2.92**
PS&E		1.53	0.07	0.10		1.12	0.28	**3.10**
ROW		0.77				0.03		**0.80**
Utilities		0.21						**0.21**
Const Cap	33.73		2.49		9.61	0.10	0.30	**46.23**
Const. Sup	6.75					0.58		**7.33**
Total	**40.48**	**5.79**	**2.58**	**0.10**	**9.61**	**1.83**	**0.58**	**60.97**
Total Project Cost: $61.0M								

SCHEDULE STATUS

SEGMENT 1 (Eastern Segment):
The Westbound HOV Eastern Segment from Greenville Road to Isabel Avenue was advertised on July 16, 2012 and bids were opened on September 19, 2012. Caltrans awarded the contract was awarded to Ghilotti Construction Company, Inc. (with a bid

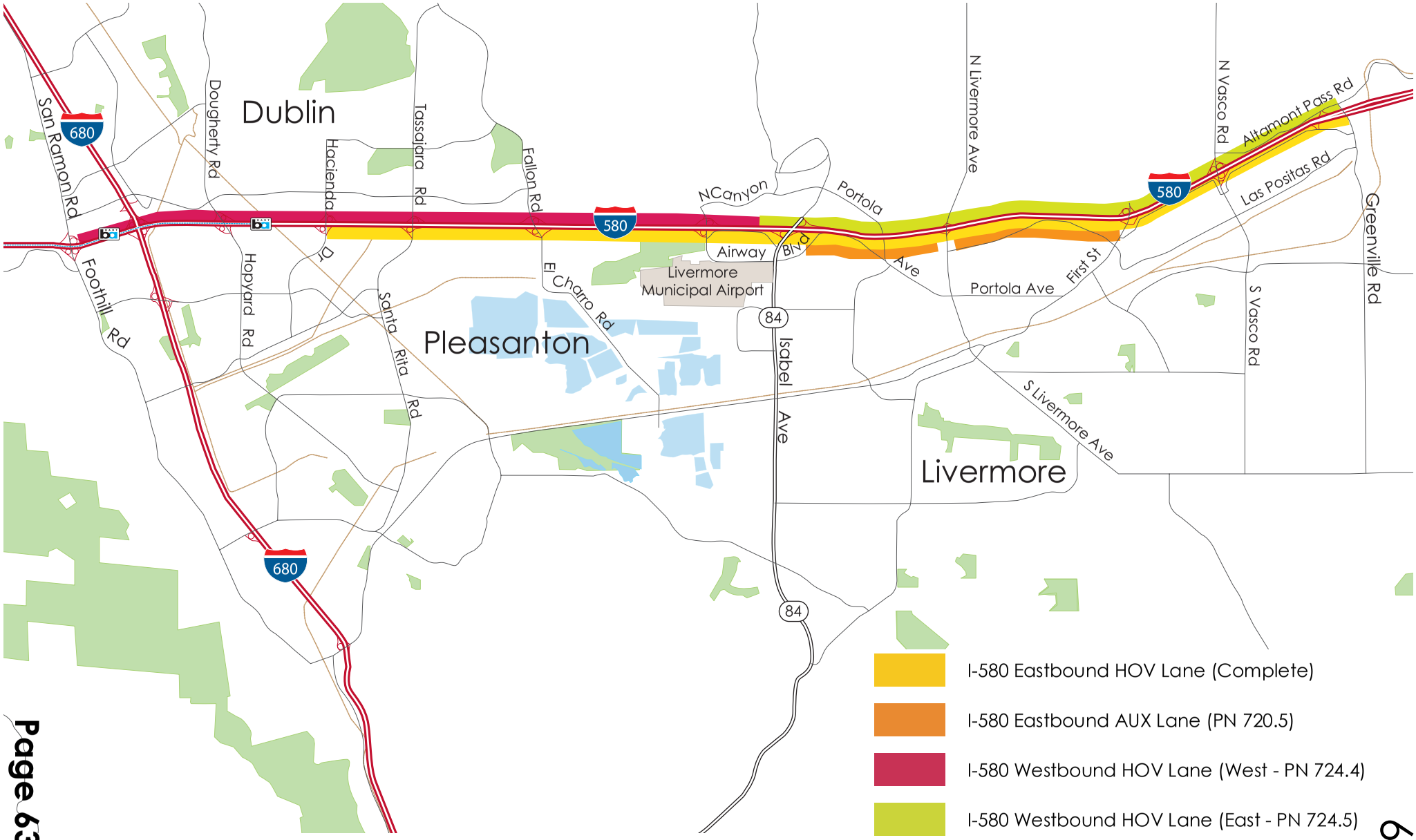
16.33% below Engineer's Estimate) on November 20, 2012. Construction is planned to complete in 2015.

Project Approval	January 2010 (A)
RTL	May 2012 (A)
CTC Vote	May 2012 (A)
Begin Construction (Award)	November 2012 (A)
End Construction	June 2015 (T)

SEGMENT 2 (Western Segment):
The Westbound HOV Western Segment from Isabel Avenue to San Ramon Road was advertised on June 25, 2012 and bids were opened on August 29, 2012. Caltrans awarded the contract to DeSilva Gates Construction (with a bid 23.32% below Engineer's Estimate) on October 29, 2012. Construction is planned to complete in late 2014.

Project Approval	January 2010 (A)
RTL	April 2012 (A)
CTC Vote	April 2012 (A)
Begin Construction (Award)	October 2012 (A)
End Construction	November 2014 (T)

I-580 Corridor HOV Lane Projects - Location map



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ALAMEDA County Transportation Commission
1111 Broadway, Suite 800, Oakland, CA 94607 • PH: (510) 208-7400 • www.AlamedaCTC.org

Memorandum 6.4

DATE:	November 27, 2013
SUBJECT:	I-580 Express Lane Projects (PN 720.4 / 724.1): Monthly Progress Report
RECOMMENDATION:	Receive a monthly status update on the I-580 Express Lane Projects.

Summary

The Alameda CTC is sponsoring the Express Lane Projects along the I-580 corridor in the Tri-Valley. The Eastbound I-580 Express High Occupancy Toll (HOT) Lane Project will convert the newly constructed eastbound High Occupancy Vehicle Lane (HOV) lane, from Hacienda Drive to Greenville Road, to a double express lane facility. The I-580 Westbound Express (HOT) Lane Project will convert the westbound HOV lane (currently under construction) to a single express lane facility from west of Greenville Road to west of the San Ramon Road/Foothill Road Overcrossing in Dublin/Pleasanton.

A Categorical Exemption/Exclusion (CE) for the westbound direction was approved on August 2, 2013. An Initial Study/Environmental Assessment (IS/EA) for the eastbound direction is forecast for completion in February 2014. These projects are scheduled to start construction immediately after the east and west segments of the I-580 Westbound HOV Lane and I-580 Eastbound Auxiliary Lane Projects are completed in 2014. These HOV lane projects will widen the freeway to provide the width needed for the express lane projects. The I-580 Eastbound and Westbound Express Lane civil construction contract will construct the necessary infrastructure, such as signing, sign gantries for dynamic messaging and toll reading, electrical conduit for connecting power and communication sources, and striping to accommodate the express lanes. The System Integrator contractor will install the required communication equipment and software. The express lane facility will be open for use in 2015.

For detailed information on project funding, schedule and status of the Eastbound I-580 Express (HOT) Lane Project, Westbound I-580 Express (HOT) Lane Project and System Integration activities, see Attachments A, B and C of this report.

Background

Delivery Strategy

I-580 Eastbound Express (HOT) and I-580 Westbound Express (HOT) Projects will be combined into one construction project. This will reduce bid advertising and construction support costs and minimize potential conflicts with two contractors performing work within the same project limits and median of the highway.

Staff has issued four Contract Change Orders (CCO's) to the on-going construction contracts (I-580 Westbound HOV, I-580 Eastbound Auxiliary Lane and Freeway Performance Project) along I-580 to incorporate some scope elements for the express lane project. Staff is working with Caltrans to identify additional scope elements that can be incorporated via CCO's to the above mentioned contracts. The benefit of this approach is to avoid working in the environmentally sensitive area, minimize additional traffic disruptions to the traveling public and reduce or eliminate re-work. Items included in already issued CCOs and under consideration to be included in the potential future CCOs include:

- Electrical Conduit – across and along I-580
- Service and controller cabinets
- Striping – stripe to final HOT configuration
- Install K-rail along median at sign locations

"Near Continuous" Access Configuration Status

Staff is currently moving forward with the concept of a "near continuous" (aka "more open") access configuration in lieu of "limited" access for the express lanes on the I-580 corridor. The "near continuous" access configuration would eliminate the two foot buffer between the express lane and the general purpose lanes except at "hot spots" or "safety zones" such as between Hacienda and Fallon Road (eastbound) and Hacienda and I-680 (westbound). The project team is working on refining the traffic operations analysis for the eastbound direction for a "near continuous" access configuration. This process has required more work and time than originally anticipated; which will result in a delay in completion of the environmental phase of the eastbound project until approximately February 2014. The construction start date will not be delayed and is scheduled to start in fall 2014.

Fiscal Impact: There is no fiscal impact.

Attachments

A: I-580 Eastbound Express (HOT) Lane Project Monthly Progress Report

B: I-580 Westbound Express (HOT) Lane Project Monthly Progress Report

C: I-580 Express (HOT) Lanes System Integration Monthly Progress Report

D: I-580 Corridor Express Lane Projects – Location Map

Staff Contact

Stewart Ng, Deputy Director of Programming and Projects

Gary Sidhu, Project Controls Team

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ATTACHMENT A
I-580 Eastbound Express (HOT) Lane Project
Monthly Progress Report
Through October 31, 2013

PROJECT DESCRIPTION

The Eastbound I-580 Express (HOT) Lane Project will convert the newly constructed eastbound HOV lane, from Hacienda Drive in Dublin/Pleasanton to Greenville Road in Livermore, to a double express lane facility.

PROJECT DELIVERY STATUS

The Environmental Phase for this project is underway as follows:

- Environmental studies are complete and the Initial Study and Environmental Assessment (IS/EA) is drafted and ready to circulate pending updating for changes to address "near continuous" access alternative and Caltrans approval of the Traffic Operational Analysis Report and Draft Project Report in December 2013. The estimated date of circulation of the draft IS/EA is December 2013. A 30 day public circulation period is required in addition to a public meeting expected in January 2014.
- Staff is working to coordinate with the three I-580 HOV lane projects currently in construction (I-580 Westbound HOV - West Segment, I-580 Westbound HOV - East Segment, I-580 Eastbound HOV Segment 3 - Auxiliary Lanes) to add some express lane elements to the civil projects via contract change order (CCO).

RECENT ACTIVITIES

- Refining traffic studies for "near continuous" access configuration
- Submitted Contract Change Order (CCO) packages to Caltrans for construction implementation
- Submitted 65% Plans, Specifications & Estimate (PS&E) for Caltrans review
- Executed construction cooperative agreements for CCO implementation
- Preparing ETC Contract Amendment
- Submitted revised Concept of Operations & System Engineering Management Plan documents to Caltrans and FHWA for final approval

UPCOMING ACTIVITIES

- Final Concept of Operations document approved by FHWA – target November 2013
- Address Caltrans comments on 65% PS&E review and prepare 95% PS&E – target December 2013
- Finalize Traffic Study refinements – target December 2013
- Finalize Draft Project Report – target December 2013
- Circulate the Draft IS/EA for 30 day public comment – target December 2013
- Public informational meeting - target January 2014

- Working toward environmental clearance and project approval by Caltrans and the Federal Highway Administration – target February 2014

POTENTIAL ISSUES/RISKS

- Schedule impacts –additional project delays to the environmental phase due to refinement of traffic analysis for "near continuous" access configuration and final agreement on the Design Exceptions. The delay in environmental phase is not expected to have any effect on construction start which is scheduled in 2014.

FUNDING AND FINANCIAL STATUS

See Attachment C for combined project funding and financial status.

SCHEDULE STATUS

I-580 Eastbound Express (HOT) Lane Project Schedule:

Project Approval	February 2014
RTL	June 2014
Begin Construction	September 2014
End Construction (Civil and System Integrator)	November 2015

ATTACHMENT B
I-580 Westbound Express (HOT) Lane Project
Monthly Progress Report
Through October 31, 2013

PROJECT DESCRIPTION

The I-580 Westbound (HOT) Lane Project will convert the planned westbound HOV lane to a single express lane facility from west of the Greenville Road Undercrossing in Livermore to west of the San Ramon Road / Foothill Road Overcrossing in Dublin / Pleasanton, a distance of approximately 14 miles.

PROJECT DELIVERY STATUS

- Traffic studies are complete and the Traffic Operational Analysis Report (TOAR) has been approved by Caltrans
- The environmental document, a Categorical Exemption (CE), has been approved
- Staff is working to coordinate with the three I-580 HOV lane projects currently in construction (I-580 Westbound HOV - West Segment, I-580 Westbound HOV - East Segment, I-580 Eastbound HOV Segment 3 - Auxiliary Lanes) to add some express lane elements to the civil projects via contract change order (CCO).

RECENT ACTIVITIES

- The environmental document, a Categorical Exemption (CE), was signed on August 2, 2013
- Traffic Operational Analysis Report (TOAR) approved by Caltrans
- CCO packages submitted to Caltrans for construction implementation
- Construction Cooperative Agreement amendments and new cooperative agreements executed to implement CCO work
- Submitted 65% PS&E for Caltrans review
- Initiated development of a new contract with ETC
- Executed High Profile Project Agreement

UPCOMING ACTIVITIES

- Address Caltrans comments on 65% PS&E review and prepare 95% PS&E – target December 2013
- Final Concept of Operations document approved by FHWA – target November 2013

FUNDING AND FINANCIAL STATUS

See Attachment C for combined project funding and financial status.

SCHEDULE STATUS

I-580 Westbound Express (HOT) Lane Project Schedule:

Project Approval	August 2013
RTL	June 2014
Begin Construction	September 2014
End Construction (Civil and System Integrator)	November 2015

ATTACHMENT C
I-580 Express (HOT) Lanes Systems Integration
Monthly Progress Report
Through October 31, 2013

SYSTEM INTEGRATION SCOPE DESCRIPTION

The I-580 Express Lane civil contract will construct the necessary infrastructure, such as signing, sign gantries for dynamic messaging and toll reading, electrical conduit for connecting power and communication sources, and pavement striping to accommodate express lanes. The System Integrator will include tolling hardware design and software development, factory testing of design, equipment and system installation, and road geometry and toll system integration. It will also consist of field testing of the toll equipment and all subsystems including the interfaces to the BATA Regional Customer Service Center and Caltrans prior to implementing the new express lanes.

Detailed Discussion

The systems integration focuses on the most recent technologies including software, hardware and traffic detection that will be deployed to optimize the existing corridor capacity in order to effectively manage the current and forecasted traffic in the corridor. The system integrator, however, will continue to own the software while the implementing agency will pay for a license to allow for the usage of the toll integrator's software.

Project toll system integrator, the ETC Corporation has been revising the system design to support the "near continuous" access configuration in both directions of I-580. The "near continuous" concept provides additional access opportunities while reducing the foot-print required for implementing a shared express/general purpose lane facility. In addition, it looks and feels similar to an HOV facility and, therefore, would expect to provide driver familiarity.

Project Geometry and Electronic Toll System Design

The latest version of the express lanes concept proposes the following:

In the eastbound I-580 direction:

- Buffer separated single-lane HOV/Express Lane will be installed from Hacienda Drive to Fallon Road
- Continuous access dual-lane HOV/Express Lane will be installed from Fallon Road to west of Vasco Road
- Continuous access single-lane HOV/Express Lane will be installed from west of Vasco Road to Greenville Road

In the westbound I-580 direction:

- Continuous access single-lane HOV/Express Lane will be installed from Greenville Road to Hacienda Drive

- A buffer separated single-lane HOV/Express Lane will be installed from Hacienda Drive to the I-580/I-680 Interchange

PROJECT STATUS

Concept of Operations/System Engineering Management & Enforcement Plans
CDM Smith staff updated the Concept of Operations (Con Ops) Plan and the System Engineering Management Pan (SEMP) to reflect the changes described above. These plans outline the engineering process, the testing process, QA/QC guidelines, toll maintenance and operations requirements, and communication network requirements. Both these documents have been submitted to Caltrans and FHWA after addressing their comments. FHWA approval expected in November 2013.

Software and hardware design
ETC staff has been revising the Detailed Design Document (DDD) for the software and hardware development based on deploying a "near continuous" access express lane system. The system designers are in the process of assessing the communication network and electrical power needs. ETC staff will then complete the system design, perform a series of factory and field tests and work with the agency staff to validate its hardware and software design, prior to opening the new express lanes facility.

Toll Pricing and Rate Publishing
As discussed in previous meetings, for practical purposes and to curtail toll violation, a zone-based tolling has been included in design to effectively support the "near continuous" access configuration. The zone-based toll rates will be displayed to patrons via the Dynamic Message Signs.

Toll Antennas, Readers and Violation Enforcement Subsystem
The toll gantries will be placed at approximately ¾ mile intervals. Closely spaced toll antennas and readers will help facilitate a "near continuous" access express lane configuration since it will lead to an effective FasTrak® transponder read. It should also support more effective toll violation enforcement.

As discussed previously, the system design includes an automated toll violation enforcement to effectively manage toll violations in this "near continuous" access express lane facility.

The agency staff is also working to deploy a comprehensive public education/outreach program to support the implementation of a "near continuous" access configuration and the use of switchable transponders, which will be new to Bay Area toll customers.

The Golden Gate Bridge Authority implemented another payment option, payment through pay-by-plate. The user is required to open up an account to pay via their license plate. Our initial assessment indicates that this payment option is likely to encounter challenges since it will be difficult to distinguish the HOV and SOV users in an open/shared express lane facility, unless every vehicle is required to register as either an HOV or SOV vehicle. Staff will continue to evaluate and collaborate with other toll operators and report back to the committee on whether or not the I-580 Express Lanes will employ such payment option.

In summary, even though the "near continuous" access concept provides additional opportunities it is a relatively new concept for implementation in the region. Staff is committed to working closely with other like-minded agencies/industry experts to move forward and implement an effective electronic toll collection system strategy to effectively support a "near continuous" access express lane configuration.

RECENT ACTIVITIES

- Working with ETC on the contract amendment for eastbound to reflect "near continuous" access configuration scope. Developing a new contract with ETC for the westbound direction.
- Continue to work on accommodating "zone tolling" and automated violation enforcement in project design documents.

UPCOMING ACTIVITIES

- Finalize ETC contract amendment for eastbound and new contract for westbound – target November 2013
- Get Concept of Operations and System Engineering Management Plans approved by FHWA – target November 2013

FUNDING AND FINANCIAL STATUS

Combined Eastbound & Westbound Funding Plan for "near continuous" access

Project Phase	Funding Source ($ x million)							
	ARRA	Federal Earmark	RM2	TVTC	TCRP Deferred	Local (Meas. B)	Other Local	Total
PA&ED			1.39	2.17	0.10			3.66
PS&E	0.70		0.11	0.93	3.10			4.84
Sys. Int.	6.80			0.68	1.47		8.05	17.00
ROW				0.37				0.37
Const. Support			2.55		0.05	1.47		4.07
Construct Cap		1.00		0.63	1.28		21.65	24.56
O&M						0.18	0.30	0.48
TOTAL	**7.50**	**1.00**	**4.05**	**4.78**	**6.0**	**1.65**	**30.00**	**54.98**
Total Project Cost: $54.98 M								

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I-580 Express Lane Projects Location map

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DATE:	November 27, 2013
SUBJECT:	Congestion Management Program (CMP): Summary of the Alameda CTC's Review and Comments on Environmental Documents and General Plan Amendments
RECOMMENDATION:	Receive an update on the Alameda CTC's Review and Comments on Environmental Documents and General Plan Amendments

Summary

This item fulfills one of the requirements under the Land Use Analysis Program (LUAP) element of the Congestion Management Program (CMP). As part of the LUAP, Alameda CTC is required to review Notices of Preparations (NOPs), General Plan Amendments (GPAs), and Environmental Impact Reports (EIRs) prepared by local jurisdictions and comment on them regarding the potential impact of proposed land development on the regional transportation system.

Since the last monthly update on October 14, 2013, staff reviewed one NOP and one DEIR. No comments were submitted for these documents.

Fiscal Impact: There is no fiscal impact.

Staff Contact

Tess Lengyel, Deputy Director of Planning and Policy

Matthew Bomberg, Assistant Transportation Planner

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ALAMEDA County Transportation Commission

Memorandum 6.6

1111 Broadway, Suite 800, Oakland, CA 94607 • PH: (510) 208-7400 • www.AlamedaCTC.org

DATE:	November 27, 2013
SUBJECT:	Draft 2014 Alameda CTC Legislative Program
RECOMMENDATION:	Approve Draft 2014 Alameda CTC Legislative Program.

Summary

Alameda CTC's 2014 Legislative Program will guide legislative actions and policy direction on legislative issues during the upcoming calendar year. Some of the highest priorities in 2014 will be to participate in efforts regarding the development and the next federal surface transportation bill, adoption and placement of the Transportation Expenditure Plan on a future ballot, implementation of Alameda County's transportation and land use activities to support the region's Sustainable Communities Strategy, development and allocation of a Cap-and-Trade Program for transportation funding, goods movement planning and advocacy, and an expansion of legislative and policy partnerships throughout the Bay Area and California.

Background

Each year, Alameda CTC adopts a legislative program to provide direction for its legislative and policy activities for the year. The purpose of the legislative program is to establish funding, regulatory, and administrative principles to guide Alameda CTC's legislative advocacy. The program is designed to be broad and flexible to allow Alameda CTC the opportunity to pursue legislative and administrative opportunities that may arise during the year, and to respond to political processes in Sacramento and Washington, DC.

The Draft 2014 Alameda CTC Legislative Program is divided into six sections and retains many of the previous priorities and adds Goods Movement as a new category:

- Transportation Funding
- Project Delivery
- Multimodal Transportation and Land Use
- Climate Change
- Goods Movement
- Partnerships

Attachment A described background on each of the legislative categories. Attachment B summarizes the proposed legislative platform. Alameda CTC's state and federal lobbyists will schedule meetings in early spring with various legislators and agency staff in Sacramento and Washington, D.C. to discuss the Alameda County legislative needs in 2014. We invite Commissioners who are interested to participate in these meetings.

Fiscal Impact: There is no fiscal impact.

Attachments

A. Draft 2014 Alameda County Legislative Program

B. 2013 Alameda County Legislative Priorities

Staff Contact

Tess Lengyel, Deputy Director of Planning and Policy

2013 Alameda County Legislative Priorities

DRAFT 2014 ALAMEDA CTC LEGISLATIVE PROGRAM

Introduction

Each year, the Alameda County Transportation Commission (Alameda CTC) adopts a Legislative Program to provide direction for its legislative and policy activities for the year. The purpose of the 2014 Alameda CTC Legislative Program is to establish funding, regulatory, and administrative principles to guide Alameda CTC's legislative advocacy in the coming year. The program is developed to be flexible, allowing opportunities to pursue legislative and administrative opportunities that may arise during the year, and to respond to the changing political processes at the regional level and in Sacramento and Washington, DC.

The legislative program supports Alameda CTC in its required role as manager of the county's voter-mandated transportation expenditure plans and as the county's congestion management agency. Alameda CTC relies on its legislative program to advance transportation programs and projects that will maintain and improve Alameda County's multimodal transportation system. Some of the main factors that will influence the 2014 Legislative Program include:

- The need for new, secure funding sources;
- Implementation of recent legislative mandates, including the federal transportation bill Moving Ahead for Progress in the 21st Century (MAP-21) through 2014, and the development of a new federal surface transportation bill;
- Adoption and placement of the Transportation Expenditure Plan on a future ballot;
- Implementation of Alameda County's transportation and land use activities to support the region's Sustainable Communities Strategy;
- Development and allocation of a Cap-and-Trade Program for transportation funding;
- Goods movement planning and advocacy;
- Expansion of legislative and policy partnerships throughout the Bay Area and California.

Additional funding and policy decisions supported through a legislative program will advance Alameda CTC projects and programs, particularly if the Commission chooses to place a measure on the 2014 ballot and voters approve an extension of the current transportation sales tax measure in November 2014.

The draft 2014 Legislative Program is divided into six sections:

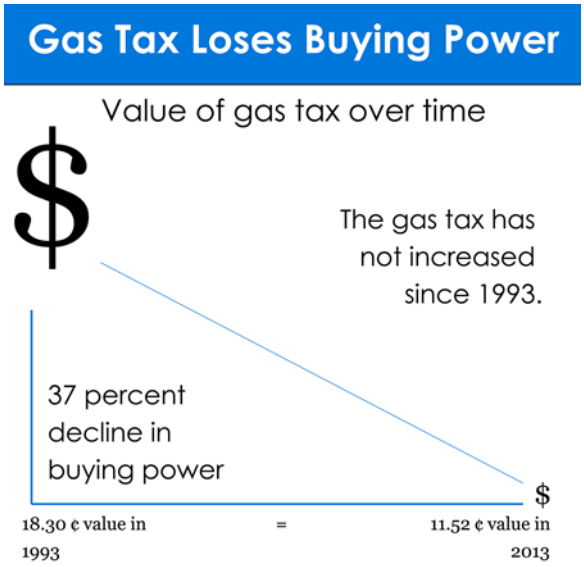
- Transportation Funding
- Project Delivery
- Multimodal Transportation and Land Use

- Climate Change
- Goods Movement
- Partnerships

The following legislative areas are related to federal, state, and regional policy and legislative efforts as applicable.

Transportation Funding

California represents the largest economy in the U.S., and is the ninth largest in the world. Its diverse industries range from agriculture to mining to biotechnology to the Internet—all of which serve as a source of the state's economic strength. Each of these industries relies on a backbone of transportation to move people, goods, and services. Over the past 20 years, the state and federal gas taxes have not been raised, and since that time, vehicle miles traveled in California have increased by 25 percent.



Fuel prices fluctuate significantly in California, but the gas tax remains flat with no index to inflation. The federal Highway Trust Fund has had to borrow almost $50 billion since 2008 to meet federally authorized expenditures, and the federal transportation bill Moving Ahead for Progress in the 21st Century (MAP-21) did not increase revenues for transportation, nor address a future funding mechanism to create a reliable funding stream. As a consequence, the purchasing power for transportation has diminished, and infrastructure and operations have been seriously compromised by reduced buying power. In the absence of state and federal funding increases for transportation, funding solutions have increasingly become reliant on voter-approved measures, many of which have the highest voter threshold requirement for passage.

Over the past several years, voters have supported statewide bond measures to fund transportation infrastructure throughout the state. One such measure, California's Proposition 1B developed the State-Local Partnership Program (SLPP) in 2008 to provide $1 billion over five years to match local funds for transportation improvements. The purpose of the SLPP is to reward "self-help" agencies and to provide funds for capital projects typically funded in local or regional voter-approved expenditure plans that provide mobility, accessibility, system connectivity, safety, or improve air quality. Alameda CTC supports these types of measures and advocates for local, regional, state and federal recognition of these contributions to reward and grow the funding commitment made by local taxpayers.

In November 2010, five out of seven counties in the Bay Area approved increasing the vehicle registration fees to fund transportation improvements. These advances in funding demonstrate the public's willingness to support essential infrastructure and transportation programs, which underscores the need for improving the quality of our transportation systems.

In August 2013, Assembly Bill 210, extended the authority of the County of Alameda, and authorized the County of Contra Costa to impose the transactions and use tax for countywide transportation programs until December 31, 2020 that may exceed the 2% sales tax threshold in both counties by one-half cent. This will allow potential placement of a Transportation Expenditure Plan on the ballot in 2014 that will fund more than $7.8 billion in transportation investments.

However, while voters are willing to support measures to increase funding and some local sales tax measures have surpassed the two-thirds voter hurdle, Alameda County, the state, and country continue to face transportation funding challenges, which worsen over time. Alameda CTC's legislative priorities for transportation funding include the following:

Increase transportation funding

- Support efforts to lower the two-thirds threshhold for voter-approved transportation measures.
- Support increasing the buying power of the gas tax and/or increasing transportation revenues through vehicle license fees, vehicle miles traveled, or other reliable means.
- Support efforts that protect against transportation funding diversions.

Protect and enhance voter-approved funding

- Support legislation that protects and provides increased funding to Alameda County for operating, maintaining, rehabilitating, and improving transportation infrastructure and operations, including state highways, public transit and paratransit, local streets and roads, bicycle and pedestrian facilities, seismic safety upgrades, and goods movement, including making the use of these funds more flexible from different fund sources.
- Support increased funding from new and/or flexible funding sources to Alameda County for operating, maintaining, restoring, and improving transportation infrastructure and operations.
- Support increases in federal, state, and regional funding to expedite delivery of Alameda CTC projects and programs.
- Support efforts that give priority funding to voter-approved measures and oppose those that negatively affect the ability to implement voter-approved measures that are locally funded and locally managed.

- Support rewarding Self-Help Counties and states that provide significant transportation funding into transportation systems.
- Seek, acquire, and implement grants to advance project and program delivery.

Project Delivery

Delivery of transportation infrastructure expeditiously is critical for ensuring cost-effective mobility of people and goods while protecting air and environmental quality, creating jobs, and improving local communities. However, delivery of projects is often bogged down by the multiple stages and long time frames for current project delivery processes, including environmental clearance and mitigation, design, right of way, and project financing.

In addition, Alameda County's population is expected to grow by 30% by 2042 which will affect congestion and the demand on the transportation system. Innovative projects such as the implementation of express lanes and intelligent transportation systems can mitigate congestion, improve traffic flow and safety, and enhance cross-county connections. Looking at capital projects from a regional perspective and closely partnering with other implementation agencies can improve the region's ability to mitigate congestion challenges, offer travelers an array of choices and enhance the economic, community and environmental health of Alameda County.

As part of its Congestion Management Program, Alameda CTC has developed a Capital Improvement Program that includes system-management strategies designed to improve the use and safety of the existing multimodal transportation system, in the most cost-effective manner possible. Preservation and maintenance of the existing system in Alameda County—including local roads and transit—remains essential and is a key component among the many objectives to achieve in programming discretionary funds. Alameda CTC supports innovative ways to deliver projects quickly, which reduce costs to taxpayers and provide essential transportation mobility options.

Advance innovative project delivery

- Support environmental streamlining and expedited project delivery.
- Support contracting flexibility and innovative project delivery methods.
- Support high-occupancy toll (HOT) lane expansion in Alameda County and the Bay Area, and efforts that promote effective implementation.
- Support efforts to allow local agencies to advertise, award, and administer state highway system contracts largely funded by local agencies.

Ensure cost-effective project delivery

- Support efforts that reduce project and program implementation costs by reducing or eliminating the requirements for state or other agency reimbursements to implement projects on state/regional systems.
- Support accelerating funding and policies to implement transportation projects that create jobs and economic growth.

Multimodal Transportation and Land Use

Transportation in the Bay Area must serve multiple needs. It must efficiently deliver food and goods, and move people from one place to another. Multimodal options offer the traveling public choices. Effective implementation of multi-modal transportation systems relies on how local development supports these types of investments. Linking land use and transportation decisions can result in economic investments and expanded mobility for local residents and businesses.

Further, legislation such as Senate Bill 375, which requires a reduction of greenhouse gas emissions from the transportation sector and requires housing all sectors of the population in the region, strengthens the link between transportation and land use planning, funding, and implementation.

As part of the regional Plan Bay Area's requirement to develop a Sustainable Communities Strategy (SCS) to accommodate future population growth and reduce greenhouse gas emissions from cars and light trucks, Alameda CTC has created a Priority Development Area Investment and Growth Strategy that emphasizes the link between transportation and land use and supports and encourages residential and commercial development in the region's PDAs. Alameda CTC is helping local jurisdictions to meet their SCS requirement and is supporting local PDA investments.

In addition, as part of its Congestion Management Program, Alameda CTC has comprehensively reviewed and reorganized the Alameda County Land Use Analysis Program to better document the various related efforts of the agency and incorporate regional Plan Bay Area goals. Alameda CTC has also developed a 2012 Performance Report on the multimodal performance of Alameda County's transportation system.

Alameda CTC supports efforts that encourage, fund, and provide incentives and/or reduce barriers to integrating transportation, housing, and jobs development in areas that foster effective transportation use. In addition, since transportation systems must serve all of society to meet the mobility needs of youth, seniors, people with disabilities, working people, and people at all income levels in our communities, Alameda CTC supports a balanced, flexible system with multiple transportation options that expand access for all transportation users.

Reduce barriers to the implementation of transportation and land use investments

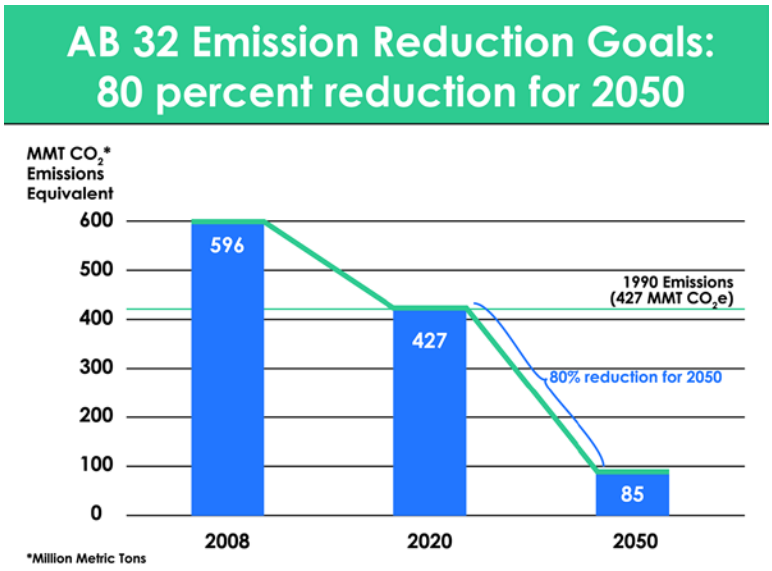
- Support legislation that increases flexibility and reduces technical and funding barriers to investments linking transportation, housing, and jobs.
- Support local flexibility and decision-making on land-use for transit oriented development and priority development areas.
- Support innovative financing opportunities to fund TOD and PDA implementation.

Expand multimodal systems and flexibility

- Support policies that provide increased flexibility for transportation service delivery through innovative, flexible programs that address the needs of commuters, youth, seniors, people with disabilities and low-income people and do not create unfunded mandates.
- Support investments in transportation for transit-dependent communities that provide enhanced access to goods, services, jobs and education.
- Support parity in pre-tax fringe benefits for public transit/vanpooling and parking.

Climate Change

The enactment of Assembly Bill 32 and SB 375 to reduce the state's greenhouse emissions, link transportation and housing, and create a funding stream to pay for projects and programs that reduce GHG emissions (the state's Cap-and-Trade Program) affect transportation planning, funding, and delivery in Alameda County and throughout the state. Assembly Bill 1532 and its companion bill Senate Bill 535, both signed by Governor Brown in late September 2012, define how cap-and-trade funds may be spent, including on transportation, and require that 25 percent of revenues be spent that benefit disadvantaged communities and 10% directly within these communities (as defined by the California Air Resources Board [CARB]).



In addition, CARB is leading the 2013 AB 32 Scoping Plan Update to evaluate the performance of the existing Scoping Plan's policies to ensure that California is on track to achieve the 2020 greenhouse gas (GHG) reduction goal and to update the plan to address the next set of goals to achieve the 2050 goal of reducing GHG by 80 percent below 1990 levels.

Alameda CTC and the other Bay Area Congestion Management Agencies support this update and actively support investments in sustainable communities and clean transportation, sustainable freight investments, and clean fuels. In 2015 Cap and Trade funds will apply to industries that transport transportation fuels. Alameda CTC supported in 2013 that cap-and-trade funds derived from motor vehicle fuels should be used for transportation purposes. This concept was supported in AB 574, which did not make it through the first year of the 2012- 2014 Legislative session. This bill memorialized the advocacy principles of the Transportation Coalition for Livable Communities efforts regarding Cap-and-Trade eligible uses. In addition, Alameda CTC has supported investments from new revenue streams for transportation, while also supporting legislative options to increase funding for housing. However, Alameda CTC has recognized the need to keep these funding sources separate and to ensure that they do not compete and potentially result in a reduction of transportation funding.

Alameda CTC's long-range 2012 Countywide Transportation Plan also supports the SB 375 mandates and the region's Sustainable Communities Strategy.

Support climate change legislation

- Support funding for innovative infrastructure, operations, and programs that relieve congestion, improve air quality, reduce emissions, and support economic development.
- Support the expansion of funding for housing that does not conflict with or reduce transportation funding.

Support cap-and-trade expenditure plan

- Support cap-and-trade funds derived from transportation fuels for transportation purposes.

Support emerging technologies

- Support incentives for emerging technologies, such as alternative fuels and fueling technology, and research for transportation opportunities to reduce GHG emissions.

Goods Movement

Efficient goods movement expands job opportunities, supports local communities, and undergirds the economy of Alameda County, the Bay Area, and the nation. Alameda CTC is spearheading a Goods Movement Collaborative in Northern California that brings together partners and stakeholders in a unified effort to support and advocate for freight and goods movement. Alameda CTC is also developing a Countywide Goods Movement Plan to identify and plan for goods movement projects and programs in Alameda County and the region. A series of technical studies will inform the plan and identify needs and priorities. Alameda CTC has initiated work on the plan and will coordinate it with regional, state, and federal freight planning efforts.

Expand goods movement funding and policy development

- Support goods movement efforts that enhance the economy, local communities. and the environment, and reduce impacts.
- Support a designated funding stream for goods movement.
- Support goods movement policies that enhance Bay Area goods movement planning, funding, delivery, and advocacy.
- Ensure that Bay Area transportation systems are included in and prioritized in state and federal planning and funding processes.

Partnerships

In the coming year, Alameda CTC seeks to expand and strengthen its partnerships at the local, regional, state, and federal levels for policy development, planning, funding, and project and programs delivery opportunities.

On a regional level, Alameda CTC is facilitating coordination with a number of agencies to leverage funding and efficiently partner on transportation projects and programs. Alameda CTC hosts quarterly countywide Legislative Roundtable Meetings that give local cities, transit agencies, business partners, and Alameda County the opportunity to discuss federal, state and regional activities, the legislative program, policy and platform development and priorities, and grant opportunities.

Alameda CTC is also participating at the regional level in partnerships with the Bay Area Congestion Management Agencies and the regional agencies: Metropolitan Transportation Commission, Association of Bay Area Governments, Bay Area Air Quality Management District, and Bay Conservation and Development Commission. In addition, Alameda CTC is coordination at the state level with the Self-Help Counties Coalition and the California Association of Councils of Government. Alameda CTC views these efforts as essential to having more impact at the policy and planning levels, and unifying efforts to help ensure common policies and practices that can translate into more effective transportation project and program advocacy and implementation.

In addition, Alameda CTC will continue to partner on many multi-county transportation efforts, such as transit planning, freight corridor planning, express lane implementation and other types of transportation projects or programs implemented in more than one county to provide a system of transportation infrastructure or services for the traveling public that can be developed so that the region is ready to receive federal, state, or other grants as they become available. Finally, Alameda CTC supports efforts that expand job opportunities for contracting with local and small businesses in the delivery of transportation projects and programs.

Expand partnerships at the local, regional, state, and federal levels.

- Support efforts that encourage regional cooperation and coordination to develop, promote and fund solutions to regional transportation problems, and support governmental efficiencies and cost savings in transportation.
- Support policy development to influence transportation planning, policy, and funding at the county, regional, state, and federal levels.
- Support efforts to maintain and expand local-, women-, minority- and small-business participation in competing for contracts.

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Draft 2014 Alameda County Legislative Program

The legislative program herein supports Alameda CTC's transportation vision adopted in the 2012 Countywide Transportation Plan described below:

"Alameda County will be served by a premier transportation system that supports a vibrant and livable Alameda County through a connected and integrated multimodal transportation system promoting sustainability, access, transit operations, public health and economic opportunities. Our vision recognizes the need to maintain and operate our existing transportation infrastructure and services while developing new investments that are targeted, effective, financially sound and supported by appropriate land uses. Mobility in Alameda County will be guided by transparent decision-making and measureable performance indicators. Our transportation system will be: Multimodal; Accessible, Affordable and Equitable for people of all ages, incomes, abilities and geographies; Integrated with land use patterns and local decision-making; Connected across the county, within and across the network of streets, highways and transit, bicycle and pedestrian routes; Reliable and Efficient; Cost Effective; Well Maintained; Safe; Supportive of a Healthy and Clean Environment."

[A final legislative platform will be adopted by Alameda CTC in December 2014]

Issue	Priority	Strategy Concepts
Transportation Funding	Increase transportation funding	• Support efforts to lower the two-thirds-voter threshold for voter-approved transportation measures. • Support increasing the buying power of the gas tax and/or increasing transportation revenues through vehicle license fees, vehicle miles traveled or other reliable means.
	Protect and enhance voter-approved funding	• Support increased funding from new and/or flexible funding sources to Alameda County for operating, maintaining, restoring and improving transportation infrastructure and operations. • Support efforts that protects against transportation funding diversions. • Support increases in federal, state and regional funding to expedite delivery of Alameda CTC projects and programs. • Support efforts that give priority funding to voter-approved measures and oppose those that negatively affect the ability to implement voter-approved measures. • Support rewarding Self-Help Counties and states that provide significant transportation funding into transportation systems. • Seek, acquire and implement grants to advance project and program delivery. • Support Alameda County as the recipient of funds to implement grants and pilot programs
Project Delivery	Advance innovative project delivery	• Support environmental streamlining and expedited project delivery. • Support contracting flexibility and innovative project delivery methods. • Support HOT lane expansion in Alameda County and the Bay Area, and efforts that promote effective implementation. • Support efforts to allow local agencies to advertise, award and administer state highway system contracts largely funded by locals
	Ensure cost-effective project delivery	• Support efforts that reduce project and program implementation costs by reducing or eliminating the requirements for state or other agency reimbursements to implement projects on state/regional systems. • Support accelerating funding and policies to implement transportation projects that create jobs and economic growth
Multimodal Transportation and Land Use	Reduce barriers to the implementation of transportation and land use investments	• Support legislation that increases flexibility and reduces technical and funding barriers to investments linking transportation, housing and jobs. • Support local flexibility and decision-making on land-use for transit oriented development and priority development areas. • Support innovative financing opportunities to fund TOD and PDA implementation
	Expand multimodal systems and flexibility	• Support policies that provide increased flexibility for transportation service delivery through innovative, flexible programs that address the needs of commuters, youth, seniors, people with disabilities and low-income people and do not create unfunded mandates. • Support investments in transportation for transit-dependent communities that provide enhanced access to goods, services, jobs and education. • Support parity in pre-tax fringe benefits for public transit/vanpooling and parking.

Issue	Priority	Strategy Concepts
Climate Change	Support climate change legislation	• Support funding for innovative infrastructure, operations, and programs that relieve congestion, improve air quality, reduce emissions and support economic development. • Support the expansion of funding for housing that does not conflict with or reduce transportation funding
	Support cap-and-trade expenditure plan	• Support cap and trade funds derived from transportation fuels for transportation purposes.
	Support emerging technologies	• Support incentives for emerging technologies, such as alternative fuels and fueling technology, and research for transportation opportunities to reduce GHG emissions.
Goods Movement	Expand goods movement funding and policy development	• Support goods movement efforts that enhance the economy, local communities. and the environment, and reduce impacts. • Support a designated funding stream for goods movement. • Support goods movement policies that enhance Bay Area goods movement planning, funding, delivery, and advocacy. • Ensure that Bay Area transportation systems are included in and prioritized in state and federal planning and funding processes.
Partnerships	Expand partnerships at the local, regional, state and federal levels	• Support efforts that encourage regional cooperation and coordination to develop, promote and fund solutions to regional transportation problems and that support governmental efficiencies and cost savings in transportation. • Support policy development to influence transportation planning, policy and funding at the county, regional, state and federal levels. • Support efforts to maintain and expand local-, women-, minority- and small-business participation in competing for contracts.

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2013 Alameda County Legislative Priorities

This legislative program supports Alameda CTC's transportation vision adopted in the 2012 Countywide Transportation Plan described below:

"Alameda County will be served by a premier transportation system that supports a vibrant and livable Alameda County through a connected and integrated multimodal transportation system promoting sustainability, access, transit operations, public health and economic opportunities.

Our vision recognizes the need to maintain and operate our existing transportation infrastructure and services while developing new investments that are targeted, effective, financially sound and supported by appropriate land uses. Mobility in Alameda County will be guided by transparent decision-making and measureable performance indicators. Our transportation system will be: Multimodal; Accessible, Affordable and Equitable for people of all ages, incomes, abilities and geographies; Integrated with land use patterns and local decision-making; Connected across the county, within and across the network of streets, highways and transit, bicycle and pedestrian routes; Reliable and Efficient; Cost Effective; Well Maintained; Safe; Supportive of a Healthy and Clean Environment"

[This legislative program table will be updated on a monthly basis]

Issue	Priority	Strategy	Actions	Legislation
Transportation Funding	Increase transportation funding	• Support efforts to lower the two-thirds-voter threshhold for voter-approved transportation measures. • Support legislation that increases the buying power of the gas tax • Support efforts to increase transportation revenues through vehicle license fees, vehicle miles traveled or other reliable means. • Support legislation for alternative financing methods such as high-occupancy toll lanes, and allow funds collected on the HOT lanes by the California Highway Patrol to be reinvested within that corridor.	• Leading a portion of Self-Help Counties Coalition (SHCC) efforts to reduce voter-threshold requirements	• Support positions on SCA 8 (Corbett), SCA 4 (Liu), SCA 11 (Hancock) to reduce voter threshold to 55 percent: these bills were held in Senate Appropriations; AB 210 (Wieckowski) to allow Alameda CTC to place another measure on the ballot: signed by the Governor
	Protect and enhance voter-approved funding	• Support legislation that provides increased funding from new and/or flexible funding sources to Alameda County for operating, maintaining, restoring and improving transportation infrastructure and operations. • Support legislation that protects against transportation funding diversions to the General Fund. • Support increases in federal, state and regional funding to expedite delivery of Alameda CTC projects and programs. • Support efforts that give priority funding to voter-approved measures and oppose those that negatively affect the ability to implement voter-approved measures. • Support rewarding Self-Help Counties and states that provide significant transportation funding into transportation systems. • Seek, acquire and implement grants to advance project and program delivery. • Support Alameda County as the recipient of funds to implement pilot programs with innovative project implementation or transportation-funding mechanisms.	• On-going monitoring	• AB 431: Oppose MPO authority to place sales tax measures on the ballot for transportation, housing and open spaces: two-year bill • AB466: Support CMAQ current funding allocation: this bill passed through the legislature and is on the Governor's desk • AB 791: Oppose changes to current methods for adjusting the excise fuel tax: two-year bill
Project Delivery	Advance innovative project delivery	• Support legislation and policies that improve environmental streamlining and project reviews to expedite project delivery. • Support legislation that improves the ability to deliver projects and programs in a timely, cost effective manner using contracting flexibility. • Support innovative project delivery methods. • Support HOT lane expansion in Alameda County and the Bay Area. • Support policies that allow local agencies to advertise, award and administer state highway system contracts largely funded by locals	• On-going monitoring	•
	Ensure cost-effective project delivery	• Support legislation that reduces project and program implementation costs by reducing or eliminating the requirements for state or other agency reimbursements to implement projects on state/regional systems. • Support legislation that accelerates funding for transportation infrastructure projects that create jobs and economic growth in Alameda County.	• On-going monitoring, and work through the SHCC to provide input to the Secretary of Transportation on streamlining project delivery	•

Issue	Priority	Strategy	Actions	Legislation
Multimodal Transportation and Land Use	Reduce barriers to the implementation of transportation and land use investments	• Support legislation that increases flexibility and reduces technical and funding barriers to investments linking transportation, housing and jobs. • Support local flexibility and decision-making on land-use for transit oriented development and priority development areas. • Support innovative financing opportunities to fund TOD and PDA implementation that will increase mobility and jobs and reduce GHGs.	• On-going monitoring	• SB 391: Support ability to create a revenue stream for low-income housing that will assist with SB 375 requirements to house all income levels of the population within the region: two-year bill
	Expand multimodal systems and flexibility	• Support policies that provide multimodal transportation systems with multiple choices and better access for all kinds of transportation users. • Support policies that provide increased flexibility for transportation service delivery through innovative, flexible programs that address the needs of commuters, youth, seniors, people with disabilities and low-income people. • Support flexibility in transportation delivery to address climate change, senior population growth and transit maintenance and security, without creating unfunded mandates or dramatically increasing costs. • Support investments in transportation for transit-dependent communities that provide enhanced access to goods, services, jobs and education. • Support parity in pre-tax fringe benefits for public transit/vanpooling and parking.	• On-going work with agency coordination, grant development and legislative advocacy	•
Climate Change	Support climate change legislation	• Support climate change legislation that provides funding for innovative infrastructure, operations, programs that relieve congestion, improve air quality, reduce emissions and support economic development. • Support climate change legislation that expands transit services and supports safe, efficient, clear connections to transit services, including bike/ped infrastructure. • To achieve necessary increases in public transit ridership to address GHG emissions from transportation sources, support legislation that augments but does not replace transit funding, nor create unfunded mandates.	• On-going monitoring	•
	Support cap-and-trade expenditure plan	• Engage in development of the statewide cap-and-trade expenditure plan and advocate increased transportation funding statewide and in Alameda County.	• Working with the SHCC, MTC the CMAs and local agencies on this effort. Submitted a letter to CARB on March 8 supporting the Transportation Coalition for Livable Communities platform	• AB 574: Support allocation of Cap & Trade funds to the region for distribution to support implementation of the SCS: two-year bill
	Support legislation and policies that support emerging technologies	• Support legislation that offers incentives for emerging technologies, such as alternative fuels and fueling technology, and research for transportation opportunities to reduce GHG emissions.	• On-going monitoring	•
Partnerships	Expand partnerships at the local, regional, state and federal levels	• Support efforts that encourage regional cooperation and coordination to develop, promote and fund solutions to regional transportation problems. • Support legislation and policies that promote governmental efficiencies and cost savings in transportation. • Support legislation that improves the ability to enhance or augment Alameda CTC projects and programs that affect bordering counties or regional networks. • Support efforts to maintain and expand local-, women-, minority- and small-business participation in competing for state and local contracts.	• On-going coordination at the SHCC, the Bay Area CMAs, and with Alameda CTC's local partners legislative roundtable. • An updated Alameda CTC procurement policy will support business participation efforts.	• Support AB 14 (Lowenthal) for the creation of a state freight plan and advisory committee: Bill was signed by the Governor

DATE:	November 27, 2013
SUBJECT:	Goods Movement Collaborative and Plan Update and Project Screening Criteria and List
RECOMMENDATION:	Receive an update on the Goods Movement Collaborative and Plan development

Summary

Freight and goods movement are central to a strong economy in Alameda County, the Bay Area and the nation. To ensure that Alameda County's economy and the Bay Area as a whole (by virtue of Alameda County's central location, freeways and the location of the Port of Oakland) are supported by a robust goods movement system, Alameda CTC has embarked on the creation of a goods movement collaborative that will bring together partners and stakeholders to create a unified effort to support and advocate for freight and goods movement, and technical studies that will result in an Alameda Countywide Goods Movement Plan to identify needs and short and long term priorities. These efforts will directly feed into state and federal freight planning efforts that are also currently underway, including the development of the California Freight Mobility Plan (CFMP) and a National Strategic Freight Plan.

This memo provides an update on the progress of the Goods Movement Collaborative and Plan implementation efforts.

Background

Freight and goods movement planning is underway at the local, regional, state and federal levels. Alameda CTC and its partners have engaged at all levels of these processes.

Federal Process: The Federal surface transportation act, Moving Ahead for Progress in the 21st Century (MAP-21), was signed into law in 2012 and included the development of a national freight policy that will establish a national freight network and create a national freight strategic plan. The development of the network and strategic plan will be done with a National Freight Advisory Committee (NFAC). NFAC representatives from California include: Kristin Decas, CEO & Port Director, Port of Hueneme; Genevieve Giuliano, Professor, Director and Senior Associate Dean, University of Southern California; Fran Inman, Senior Vice President, Majestic Realty Company and Member, California

Transportation Commission; Randy Iwasaki, Executive Director, Contra Costa Transportation Authority; and Bonnie Lowenthal, State Assembly Member.

The federal process requires the establishment of an initial primary freight network (PFN) of 27,000 centerline miles of existing roadway that are most critical to the movement of freight. The federal Department of Transportation (DOT) will be working with states to define the PFN, as well as identify critical rural freight corridors that meet specific criteria defined in MAP-21 freight provisions. The DOT is required to develop the PFN within a year of issuance of the MAP-21 freight provisions, and the strategic plan within three years. However, at the time of this writing, the PFN has not yet been released. The strategic plan will be updated thereafter every five years. MAP-21 encourages states to develop freight plans that address immediate and long-range freight needs. In California, the development of a CFMP was initiated in spring 2013 as described below, and will feed into the federal process.

State Process: The California Department of Transportation (Caltrans) has established a California Freight Advisory Committee (CFAC), including Art Dao as a member, to assist with the development of the CFMP. This plan will provide input into the national plan and will be incorporated into the overall California Transportation Plan which will be completed in 2015. The state is guiding its developmental effort using the same strategic goals and definitions as those that are included in Map 21 to address capital, operational, policy and innovative technology needs in the freight network.

- Goals include:
    - Improve the contribution of the freight system to economic efficiency, productivity and competitiveness
    - Reduce congestion on the freight system
    - Improve safety, security and resiliency of system
    - Improve state of good repair
    - Use advance technology, performance management and innovation, competition and accountability in operating the freight system
    - Reduce adverse environmental and community impacts

Caltrans is working with each of its District offices to identify freight projects and each of the Districts is working with their Metropolitan Planning Organizations (MPO). In the Bay Area, MTC and Caltrans are collaborating on a Bay Area Goods Movement Plan that will help to inform the state process. In order to be eligible for consideration in the CFMP, projects must be in the Regional Transportation Plan and part of a national freight network. Alameda CTC worked with Caltrans and MTC to develop a project list for initial inclusion in the state freight plan which was approved by the Commission in September and submitted to MTC. This list is included in Attachment A.

In Alameda County, the highway segments currently being identified as part of the national network include I-238, I-580, I-80, and I-880.

The following schedule includes high level milestones for the development of the CFMP:

- October/November: Draft initial list of freight projects from statewide Caltrans Districts and Metropolitan Planning Organizations
- December 2013: Initial draft CFMP
- Summer 2014 (June –August): Final Draft CFMP issued for 60-day public comment period and public workshops
- Fall 2014 (September – October): Final CFMP that that will be incorporated into the California Transportation Plan scheduled for adoption in 2015.

Regional and Local Process: Caltrans District 4 and MTC are coordinating on a short-term Bay Area Goods Movement Plan that will facilitate development of a list of projects for inclusion in the CFMP. Alameda CTC worked closely with MTC and District 4 on this effort to ensure that a list was submitted to the state by October 2013. In addition, Alameda CTC has kicked off the development of the Alameda County long range Goods Movement Collaborative and Plan, which will be performance based and identify needs and gaps in the goods movement system, identify new projects and programs to foster economic competitiveness, and promote local community vibrancy and protect the environment. The countywide Collaborative and Plan will include extensive input from Alameda CTC stakeholders and partners. A draft plan will be developed by Spring 2015 in time to inform the 2016 Countywide Transportation Plan and the next Regional Transportation Plan.

Update on Alameda CTC Goods Movement Collaborative and Plan: The Alameda CTC has moved forward with Goods Movement Collaborative and Plan Development. In July the Goods Movement Leadership Team held its kick off meeting with executive staff from the following partners**:**

- Alameda County Transportation Commission
- Port of Oakland
- Metropolitan Transportation Commission
- Caltrans
- East Bay EDA

The Leadership Team is working on the identification and developent of the technical team, focus group stakeholders, and the Goods Movement Roundtable participants and structure. In addition the Leadership team is finalizing a schedule for development and implementation of key milestones for the Collaborative process.

An RFP for the Goods Movement Plan was released on July 1st and a pre-bid meeting was held on July 24th. Proposals were submitted to Alameda CTC on August 15th and the Commission approved the highest ranked team, Cambridge Systematics, in October 2013. Staff will present an updated project implementation schedule overview in November and a more refined schedule at the December meeting, after the Leadership Team has the opportunity to review it at its November 12th meeting.

Fiscal Impact: There is no fiscal impact.

Attachments

A. Alameda County Goods Movement Project Inventory approved by the Commission in October 2013 and submitted to MTC

Staff Contacts

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

Matt Bomberg, Assistant Transportation Planner

Attachment A: Alameda County Goods Movement Project Inventory

List of Plans and Acronyms

Plans

CWTP	Alameda CTC 2012 Countywide Transportation Plan
GMAP	Goods Movement Action Plan (State Plan conducted by Department of Business Transportation and Housing and California Environmental Protection Agency 2005-2007)
TCIF	Trade Corridors Improvement Fund (Proposition 1B projects funded based on GMAP)
2004 MTC Plan	2004 MTC Regional Goods Movement Study
State Rail Plan	Caltrans' 2012 Draft State Rail Plan being prepared for 2040 California Transportation Plan
SJV IRGMS	San Joaquin Valley Interregional Goods Movement Study (recently concluded study led by 8 Congestion Management Agencies/Metropolitan Planning Organizations)

Acronyms

OHIT	Outer Harbor Intermodal Terminal
PSR	Project Scoping Report
UPRR	Union Pacific Railroad
BNSF	Burlington Northern Santa Fe (Railroad)
RTP	Regional Transportation Plan
I/C	Interchange
OAK	Oakland International Airport
ROW	Right of Way
JLS	Jack London Square
CCJPA	Capitol Corridor Joint Powers Authority
SJRRC	San Joaquin Regional Railroad Commission

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Alameda County Goods Movement Project Inventory

Developed by Alameda County Transportation Commission - ~~DRAFT Version - 9/23/2013~~

MTC RTPID	Project	Sponsor	Mode	County	Plans	Cost Estimate in Plan ($M)	Committed Fund Estimate in Plan ($M)	Status in Plan	Description
Alameda Countywide Transportation Plan Tier 1 - Intermodal Terminal Projects									
22082	7th Street Grade Separation	Port of Oakland/MTC	Intermodal	ALA	TCIF Tier 1 (Inactive), Plan Bay Area, CWTP, GMAP, 2004 MTC Plan	$304.8	$0.0	Tier 1 (CWTP)	Major component of Oakland Army Base Phase 2 New grade separated rail crossings of 7th Street for BNSF and UP terminals, including replacement of the damaged former Southern Pacific overhead and the addition of rail expansion capacity. Improve traffic operations and expands roadway capacity through the reconstruction of 7th Street along a new alignment, in a deeper trench section, between Cedar Street and Maritime Street, reconfiguration of 7th /Maritime Street intersection into 2 3-way intersections, realignment of Maritime Street, and bicycle and pedestrian access improvements. The project also will separate truck traffic on 7th St. thereby eliminating conflicts between trucks and trains at a major intersection adjacent to OHIT. Improves roadway safety and clearance through existing underpass.
Alameda Countywide Transportation Plan Tier 1 - Rail Projects									
240208	Highway-Rail Grade Crossing Improvements	City of Fremont	Truck/Rail	ALA	Plan Bay Area/CWTP	$3.2	$0.0	Tier 1 (CWTP)	Improve highway-rail crossing safety at four at-grade crossings in the City of Fremont by installing raised medians, railroad gate improvements, and sidewalk. Rail crossing locations are: Fremont Blvd., Maple St., Dusterberry Way., and Nursery Ave.
22779	Construct grade separation at Warren Avenue/Union Pa cific RR as Phase 2 of the Route 262/I-880 interchange i mprovements	City of Fremont	Truck/Rail	ALA	Plan Bay Area/CWTP, 2004 MTC Plan	$80.5	$0.0	Tier 1 (CWTP)	Serves as Phase 2 of the State Route 262/I-880 Freeway Interchange Reconstruction and I-880 Widening Project. Phases 1a & 1b includes direct connectors between Route 262 with HOV bypass lanes along the on-ramps, and freeway widening to provide for the completion of HOV lanes from Alameda County to the Santa Clara County line. This application is for the Phase 2 project - Grade Separation of Warren Avenue and Union Pacific Railroad tracks.
21103	Central Avenue Railroad Overcrossing	City of Newark	Truck/Rail	ALA	Plan Bay Area/CWTP	$18.7	$1.2	Tier 1 (CWTP)	Construct a grade separation structure on Central Avenue (4-lane arterial street) at Union Pacific Railroad crossing. Project is an enhancement. (Coast subdivision)
230103	Grade Separation in the Decoto neighborhood	City of Union City	Truck/Rail	ALA	Plan Bay Area/CWTP	$191.7	$0.0	Tier 1 (CWTP)	In conjunction with the grade separation over Decoto Road (Project #230101) continued grade separations of both rail lines through the residential neighborhood of Decoto
240055	Tennyson Road grade separation	City of Hayward	Rail	ALA	Plan Bay Area/CWTP	$14.0	$0.0	Tier 1 (CWTP)	Alleviate existing traffic hazards cuased by conflicts between vehicles and trains. The proposed underpass witll eliminate a sub standard grade crossing that will provide direct benefits and improvements to pedestrian safety as well as vehicle and train safety. This project is very similar to the Harder Road underpass project completed by the City several years ago.
240386	Local Road Safety - rail improvements at 65th, 66th, 67th streets	City of Emeryville	Truck/Rail	ALA	Plan Bay Area/CWTP	$4.9	$0.0	Program (CWTP)	Rail safety improvements consisting of 4-quad gates and detection technology at local roadway crossings at the UPRR main line at 65th, 66th, and 67th Streets consistent with Quiet Zone approval (Part of RTP Local Road Improvements Program #240386)
240386	Local Road Safety Program: Railroad Crossings, Street Realignments	City of Oakland	Truck/Rail	ALA	Plan Bay Area/CWTP	$7.5	$0.0	Program (CWTP)	Improving Railroad Crossings - existing rail crossings are generally deficient in gate arms and warning lights, at grade cross-track sidewalk access and ADA access, paving, signage, pavement markings (Part of RTP Local Road Improvements Program #240386)
240386	Safety improvements program		Truck/Rail	ALA	Plan Bay Area/CWTP			Program (CWTP)	Examples include rail crossings, roadway crossings, etc. (Part of RTP Local Road Improvements Program #240386)
240386	Grade separations improvement program		Truck/Rail	ALA	Plan Bay Area/CWTP			Program (CWTP)	Grade separations at rail lines and major roadways for safety for auto/bike/pedestrians (Part of RTP Local Road Improvements Program #240386)
Alameda Countywide Transportation Plan Tier 1 - Major International Trade Corridor Truck Projects									
240047	I-880/A St interchange improvements	Alameda CTC	Truck	ALA	Plan Bay Area/CWTP, 2004 MTC Plan	$64.0	$0.0	Tier 1 (CWTP)	Reconstruct interchange to accommodate widening of A Street from 5 lanes to six lanes underneath the overpass. Final alignment would be two continuous through lanes and one continuous LT lane in each direction. This would also involve intersection and signal modifications. Would benefit trucks turning onto I-880 ramps. Area has high volumes of trucks, half of them 5-axle.
240394	Implementation of 2008 Truck Parking Study	Alameda CTC	Truck	ALA	Plan Bay Area/CWTP	$5.0	$0.0	Program (CWTP)	Implements the recommendations of the ACTC Board adopted Truck Parking Facility Feasibility and Location Study (December 2008) funded by Caltrans and managed by the CMA. (Part of RTP Goods Movement Programmatic Project #240394)
230052	I-880 NB and SB Auxillary Lanes	Alameda CTC	Truck	ALA	Plan Bay Area/CWTP	$23.00	$23.00	Commited (CWTP) (LATIP)	NB and SB 880 between West A and Winton

Notes: Major International Trade Highway Corridors are I-880, I-238, I-80, and I-580 (as identified in Caltrans Goods Movement Action Plan); Programmatic Projects included with Tier 1

Alameda County Goods Movement Project Inventory
Developed by Alameda County Transportation Commission - DRAFT Version - 9/23/2013

MTC RTPID	Project	Sponsor	Mode	County	Plans	Cost Estimate in Plan ($M)	Committed Fund Estimate in Plan ($M)	Status in Plan	Description
230054	I-880 Auxiliary Lanes between Whipple and Industrial Par kway West	Alameda CTC	Truck	ALA	Plan Bay Area/CWTP	$9.50	$9.50	Commited (CWTP) (LATIP)	NB 880 between A Street and Paseo Grande
21144	I-80/Gilman Ave Reconfiguration	Alameda CTC / City of Berkeley	Truck	ALA	Plan Bay Area/CWTP	$26.0	$1.4	Tier 1 (CWTP)	Reconfigure the I-80/Gilman interchange located in northwest Berkeley, near its boundary with the City of Albany. Capacity constraint and vehicular safety due to the current stop sign controlled ramps are serious issues at this interchange. The project design will also provide adequate pedestrian, bicycle, and public transit movements through the interchange area. The proposed reconfiguration is likely a dual roundabout that has a roundabout on each side of the interchange with a connecting segment.
230684	Widen I-580/I-680 interchange in each direction for HOV/HOT lanes	Alameda CTC/MTC	Truck	ALA	Plan Bay Area/CWTP	$310.0	$0.0	Tier 1 (CWTP)	Widen to add one HOV/HOT lane for WB 580 to SB 680 and NB 680 to EB 580 movements at connector and to Tassajara Road
240037	I-880/West Winton Ave interchange improvements	City of Hayward	Truck	ALA	Plan Bay Area/CWTP	$25.8	$0.0	Tier 1 (CWTP)	Reconstructing ramps to create a partial cloverleaf interchange with signalized foot of ramp intersections. Project would reconfigure eastbound to southbound on ramp and a new connection to Southland Mall Drive opposite the southbound off ramp.
240025	I-880/Industrial Parkway interchange improvements	City of Hayward	Truck	ALA	Plan Bay Area/CWTP, MTC Plan	$65.00	$65.00	Commited (CWTP) (LATIP)	Reconstruct Interchange to provide a northbound off ramp and a southbound HOV bypass lane on the southbound loop off ramp. Reconstruct bridge over I-880. Project would provide a direct link from I-880 northbound to an industrial area with many wholesale/distribution businesses.
21100	I-580/Vasco Road interchange improvements	City of Livermore	Truck	ALA	Plan Bay Area/CWTP	$63.9	$55.0	Tier 1 (CWTP)	Modify I¬580/Vasco Rd. Interchange. Widen I¬580 overcrossing to provide 8 traffic lanes and bike lanes/shoulders. Construct auxiliary lanes on I-580 between Vasco and First Street. Add new loop ramp in southwest quadrant. Includes widening Vasco Road to 8 lanes between Northfront Road and Las Positas Road, and other local roadway improvements
21475	I-580/First St Interchange Improvements	City of Livermore	Truck	ALA	Plan Bay Area/CWTP	$44.0	$38.5	Tier 1 (CWTP)	To improve safety and reduce congestion on and near the I-580/First Street interchange.
21477	I-580/Greenville Rd Interchange Improvements	City of Livermore	Truck	ALA	Plan Bay Area/CWTP	$53.8	$43.3	Tier 1 (CWTP)	To improve safety and reduce congestion on and near the I-580/Greenville Road interchange.
230132	I-580/Isabel Avenue Interchange, Phase 2	City of Livermore	Truck	ALA	Plan Bay Area/CWTP	$31.0	$26.0	Tier 1 (CWTP)	Complete ultimate improvements at I-580/Isabel/Route 84 Interchange to provide 6-lanes over 580 at Isabel/84 Interchange and 4-lanes over 580 at Portola flyover.
230170	I-880/High St Interchange Improvements	City of Oakland	Truck	ALA	GMAP, Plan Bay Area/CWTP	$17.6	$6.1	Tier 1 (CWTP)	Extend and align 42nd Avenue with Alameda Avenue to provide a road parallel to High Street; widen High Street to provide additional capacity at the intersections of the freeway connector roads of Oakport Street and Coliseum Way; realign E. 8th Street near Alameda Avenue; and extend and realign Jensen and Howard Streets to connect High Street and 42nd Avenue. Includes modified traffic signals and intersection improvements. Improvements also proposed for Howard St./Jensen St. and E. 8th St. as well as the intersections of High St. at Oakport St. and Coliseum Way
240394	Truck Services at Oakland Army Base (ROW)	City of Oakland	Intermodal	ALA	Plan Bay Area/CWTP	$20.0	$0.0	Program (CWTP)	Truck Parking is mentioned as part of Oakland Army Base Phase 2. This cost estimate is for component of the RTP Goods Movement Programmatic Project #240394.
240394	Goods Movement: Truck Facilities, Truck Route Rehabilitation	City of Oakland	Truck	ALA	Plan Bay Area/CWTP	$21.8	$0.0	Program (CWTP)	Provision of truck storage facilities away from residential areas and improvement/re-routing of regional truck routes on Oakland City streets. Improve industrial load-bearing streets to withstand impact of truck movement. (Part of RTP Goods Movement Programmatic Project #240394)
21489	I-580/San Ramon Road/Foothill Road interchange impro vements	City of Pleasanton	Truck	ALA	Plan Bay Area/CWTP	$3.7	$2.6	Tier 1 (CWTP)	I-580/San Ramon Road/Foothill Road interchange improvements. Elimination of eastbound diagonal off ramp and e astbound loop off ramp. Construction of new signalized intersection for off ramp vehicles
22100	I-880/Davis St Overcrossing	City of San Leandro	Truck	ALA	GMAP, Plan Bay Area/CWTP, MTC Plan	$11.00	$11.00	Commited (CWTP) (LATIP)	Replaces the existing overcrossing structure with a new structure, providing higher clearance for I-880 traffic and additional travel lanes on Davis St. to improve capacity and safety along with ramp, intersection and signal improvements.
230066	I-880/Marina Blvd Interchange Improvements	City of San Leandro	Truck	ALA	Plan Bay Area/CWTP, MTC Plan	$34.00	$34.00	Commited (CWTP) (LATIP)	Improvements to the I-880/Marina Blvd Interchange including on/off ramp improvements, overcrossing modification and street improvements. May include replacing existing overcrossing to provide higher clearance on I-880.
240052	I-880/Whipple Rd interchange improvement	City of Union City	Truck	ALA	Plan Bay Area/CWTP	$61.9	$0.0	Tier 1 (CWTP)	Full interchange improvements at Whipple Road/I-880, including northbound off-ramp, surface street improvements and realignment (Union City and Hayward city limits)

Notes: Major International Trade Highway Corridors are I-880, I-238, I-80, and I-580 (as identified in Caltrans Goods Movement Action Plan); Programmatic Projects included with Tier 1

MTC RTPID	Project	Sponsor	Mode	County	Plans	Cost Estimate in Plan ($M)	Committed Fund Estimate in Plan ($M)	Status in Plan	Description
Alameda Countywide Transportation Plan Tier 1 - Other Truck Projects									
230110	Route 262 Mission Blvd Cross Connector Improvements between I-680 and Warm Springs Blvd/SR 262 Mission Blvd Improvements	Alameda CTC/City of Fremont	Truck	ALA	Plan Bay Area/CWTP, 2004 MTC Plan	$20.0	$0.0	Tier 1 (CWTP)	This project will increase the mobility between I-680 and I-880 by improving the most direct and heavily used east-west cross-connector corridor in Alameda County. This project will widen Mission Blvd to 3 lanes in each direction throughout the I-680 interchange. It will extend the WB right turn lane from Warm Springs to Mohave. It will extend both WB left turn lanes at Warm Springs an additional 130 ft. It will regrade and rebuild the NB and SB I-680 on and off ramps. It will install 2 new intersections with street lights and storm drain treatment at the NB and SB I-680 on and off ramps. It will relocate existing facilities on WB Mission Blvd between Warm Springs and Mohave. I-680/I-880 Cross Connector Project.
230114	Auto Mall Parkway Cross Connector widening between I-680 and I-880	City of Fremont	Truck	ALA	Plan Bay Area/CWTP, 2004 MTC Plan	$25.0	$0.0	Tier 1 (CWTP)	Improves mobility options in area with high truck volumes and numerous freight reliant businesses. I-680/I-880 Cross Connector Project.
240264	Widen Fremont Blvd from I-880 to Grimmer Blvd	City of Fremont	Truck	ALA	Plan Bay Area/CWTP, 2004 MTC Plan	$5.0	$0.0	Tier 1 (CWTP)	Widen Fremont Blvd to 6 lanes and 2 bike lanes from Grimmer Blvd to I-880, install new traffic signals at Grimmer Blvd intersection and Industrial Drive intersection. I-680 to I-880 Cross Connector route. Improves mobility options in area with high truck volumes and numerous freight reliant businesses.
240394	Melrose - Coliseum District Street Reconstruction	City of Oakland	Truck	ALA	Plan Bay Area/CWTP	$13.8	$1.0	Program (CWTP)	Reconstruct Coliseum Way and 50th Avenue to handle heavy truck traffic, reduce safety hazards due to sight distance, and provide bicycle and pedestrian safety facilities. (Part of RTP Goods Movement Programmatic Project #240394)
Alameda Countywide Transportation Plan Tier 2 - Rail Projects									
22009	Expand Capitol Corridor intercity rail service from Oakland to San Jose - project development	CCJPA	Rail	ALA/SCL	Plan Bay Area/CWTP	$579.0	$17.9	Tier 2 (CWTP)	Resolution 3434 Project. Project scope includes Oakland-San Jose track improvements to increase service from 7 to 16 round trips and associated rolling stock. Overlap with specific improvements listed in CCJPA Business Plans and State Rail Plan
230116	Berkeley Railroad Crossing Improvements	City of Berkeley	Truck/Rail	ALA	Plan Bay Area/CWTP	$111.7	$0.0	Tier 2 (CWTP)	Design and construct railway crossing improvements, including grade separation at Gilman Avenue and quadrant gates, road closures, and at-grade improvements at other crossings, per Quiet Zone Study
240273	Mowry Ave Railroad Overpass	City of Newark	Truck/Rail	ALA	Plan Bay Area/CWTP	$13.6	$0.0	Tier 2 (CWTP)	Construct a grade separation structure on Mowry Avenue at the Union Pacific Railroad crossing to provide access to Area 4 in Newark. (Coast subdivision)
Alameda Countywide Transportation Plan Tier 2 - Major International Trade Corridor Truck Projects									
230086	Non-Capacity Increasing Freeway/Expressway Interchange Modifications (I-580/Fallon & I-580/Hacienda)	City of Dublin	Truck	ALA	Plan Bay Area/CWTP	$38.8	$22.3	Tier 2 (CWTP)	I-580/Fallon Road I/C Improvements (Phase 2): Reconstruction of overcrossing to provide four lanes in each direction; reconstruction of the southbound to eastbound loop on-ramp; widening of the eastbound off-ramp to provide two exit lanes with two left turn and two right turn lanes; widening of the eastbound on-ramp; widening of the westbound off-ramp to provide two left turn and two right turn lanes; widening the westbound on-ramp. I-580/Hacienda Drive I/C Improvements: Reconstruction of overcrossing to provide additional northbound lane; widening of the eastbound off-ramp to include a third left turn lane; modifying the westbound loop on-ramp; and widening the westbound off-ramp to include a third left turn lane
Alameda Countywide Transportation Plan Tier 2 - Other Truck Projects									
240280	Woodland - 81st Avenue Industrial Zone street reconstruction	City of Oakland	Truck	ALA	Plan Bay Area/CWTP	$11.9	$0.0	Tier 2 (CWTP)	Reconstruct goods movement streets within the Woodland-81st Avenue industrial area to withstand heavy truck traffic; modify gateways, provide at-grade safe RR crossings (listed separately and as part of RTP programmatic project #240394)
240282	Tidewater District Street Reconstruction	City of Oakland	Truck	ALA	Plan Bay Area/CWTP	$5.2	$0.4	Tier 2 (CWTP)	Reconstruct Oakport, Lesser, Tidewater, and High Streets in Oakland west of the I-880 Freeway. Do major reconstruction of streets to serve heavy truck traffic, reconfigure roadway intersection configurations, and provide public sidewalks (also bikeway on High, Lesser, and Tidewalter Streets)

Notes: Major International Trade Highway Corridors are I-880, I-238, I-80, and I-580 (as identified in Caltrans Goods Movement Action Plan); Programmatic Projects included with Tier 1

MTC RTPID	Project	Sponsor	Mode	County	Plans	Cost Estimate in Plan ($M)	Committed Fund Estimate in Plan ($M)	Status in Plan	Description
Alameda Countywide Transportation Plan Vision and Other Agency Plans - Intermodal Terminal Projects									
	Phase II Intermodal Railyard	Port of Oakland	Intermodal	ALA	Mentioned in presentation to Port Commissioners	$150.0	$0.0	No Timeline Identified in Plan	Major component of Oakland Army Base Phase 2 Project consists of new state of the art, high efficiency intermodal rail facility. Project is subject to market demand for expanded intermodal rail services.
	North Airport Air Cargo (Infield) Road Access Improvements	Port of Oakland	Intermodal	ALA	TCIF Tier 2, GMAP, 2004 MTC Plan	$10.0		No Timeline Identified in Plan	Phase 1 - Widen and connect SR 61 (Doolittle Drive) with Earhart Rd and extend into the Infield area at North Field. Another $8.4M second phase for a later date. Improves capacity and access to North Airport air cargo tenants.
	Reconstruction of the Adeline St Overpass	Port of Oakland	Intermodal	ALA	GMAP, 2004 MTC Plan	$60.0		No Timeline Identified in Plan	Replace the existing Adeline St overpass (over the railroad tracks at 3rd St and Adeline St) to reduce the grade of the overpass and improve structure so it can accommodate overweight trucks.
	Oakland Airport Area ITS Project	Port of Oakland	Intermodal	ALA	2004 MTC Plan	$15.0		No Timeline Identified in Plan	Design and implement ITS along 98th Ave and Hegenberger Rd from I-880 to OAK. Includes installation of CCTV cameras, vehicle detectors, dynamic message signs, transit priority, real-time traveler information displays, etc. to improve management of the corridors leading to/from OAK and the I-880/Coliseum area. This project would interconnect the signals along these routes to minimize delay and improve traffic flow, and provide the Port and City with centralized control for incident management. Real-time traffic-responsive systems would be considered. ITS linkages would benefit OAK access to significant numbers of trucks traversing the arterial linkages to and from I-880, including many high-value air freight shipments.
	Port of Oakland ITS	Port of Oakland	Intermodal	ALA	2004 MTC Plan	$5.1		No Timeline Identified in Plan	Project would construct infrastructure and variable message boars at three locations en route to the Port's maritime facilities. It is assumed that the Central Communications Center will be located at a facility in the Maritime Support Center. Cost does not include the facility.
Alameda Countywide Transportation Plan Vision and Other Agency Plans - Rail Projects									
	Newark-Albrae siding connection and south switching lead Extension for Newark yard	CCJPA	Rail	ALA	State Rail Plan (CCJPA Improvements)	$22.80		Mid Term (State Rail Plan)	
	Niles Canyon Railroad mainline track upgrade (New Niles Wye to former SP mainline at CP Hears) and Radum second main track upgrade on UPRR Oakland Sub	CCJPA	Rail	ALA	State Rail Plan (CCJPA Improvements)	$45.70		Mid Term (State Rail Plan)	
	Oakland JLS - Elmhurst 3rd Track	CCJPA	Rail	ALA	State Rail Plan (CCJPA Improvements), CCJPA FY08/09 - FY09/10 Business Plan	$41.7		Long Term (State Rail Plan)	Add 3rd track from Oakland JLS Station to Elmhurst (near Oakland Coliseum) for added track capacity for more service between Oakland and San Jose
	Newark - Alviso Added main tracks	CCJPA	Rail	ALA	CCJPA FY08/09 - FY09/10 Business Plan	$169.0		No Timeline Identified in Plan	Add 2nd (and possible 3rd) main line tracks from Albrae through wildlife refuge/wetlands area to Alviso (design plans will be sensitive to environmental needs and wetlands areas)
	Oakland JLS - Embarcadero 3rd Main Track	CCJPA	Rail	ALA	State Rail Plan (CCJPA Improvements), CCJPA FY08/09 - FY09/10 Business Plan	$29.6		Long Term (State Rail Plan)	Add third main track in the Oakland Jack London Embarcadero area to improve conflicting movements of freight and passenger trains
	Grade Crossing Projects	CCJPA	Truck/Rail	ALA	CCJPA FY08/09 - FY09/10 Business Plan	$67.0		No Timeline Identified in Plan	Implement High Street, Davis Street, and Hesperian Street Grade separation projects

Notes: Major International Trade Highway Corridors are I-880, I-238, I-80, and I-580 (as identified in Caltrans Goods Movement Action Plan); Programmatic Projects included with Tier 1

MTC RTPID	Project	Sponsor	Mode	County	Plans	Cost Estimate in Plan ($M)	Committed Fund Estimate in Plan ($M)	Status in Plan	Description
	Niles Junction bypass	CCJPA	Rail	ALA	Statewide Rail Plan (CCJPA Improvements)	$76.80		Long Term (State Rail Plan)	
	Niles Subdivision third main track (Niles Junction to Newark Junction or Shinn Connection to Newark Junction)	CCJPA	Rail	ALA	Statewide Rail Plan (CCJPA Improvements)			Long Term (State Rail Plan)	
	Oakland - Pinole 3rd Track	CCJPA	Rail	ALA/CC	CCJPA FY08/09 - FY09/10 Business Plan	$32.0		No Timeline Identified in Plan	Reactivate and extend 3rd main line track from Port of Oakland to Point Pinole
22009	Hayward Double Track	CCJPA	Rail	ALA/CC	State Rail Plan (CCJPA Improvements), CCJPA FY08/09 - FY09/10 Business Plan	$98.0		Long Term (State Rail Plan)	Add 2nd track between Elmhurst and Industrial Parkway (Union City) to allow for up to 16 roundtrips between Oakland and San Jose (also supports Dumbarton Rail). Some overlap with RTP/CWTP project 22009.
	Oakland - San Jose Track Improvement Program	CCJPA	Rail	ALA/SCL	State Rail Plan (CCJPA Improvements), CCJPA FY08/09 - FY09/10 Business Plan	$18.6		Mid Term (State Rail Plan)	Replace and upgrade track infrastructure (rail, subgrade, and ties) to maintain travel times, ride quality, and system reliability
	Oakland - San Jose Track Improvement Program, Phase 2	CCJPA	Rail	ALA/SCL	State Rail Plan (CCJPA Improvements), CCJPA FY12/13 - FY13/14 Business Plan	$18.6		Mid Term (State Rail Plan)	
	Fremont/Centreville Station full platform extension (Track 2)	CCJPA	Rail	ALA	State Rail Plan (CCJPA Improvements)	$0.90		Mid Term (State Rail Plan)	
230101	Union City Passenger Rail Station & Dumbarton Rail Segment G Improvement	City of Union City	Rail	ALA	Plan Bay Area/CWTP	$231.0	$50.5	Vision (CWTP)	Passenger rail improvements from Industrial Parkway in Hayward to the Shinn Yards in Fremont. Includes rail connections, grade separate the UPRR Oakland Subdivision over Decoto Road (a major arterial roadway) in a Priority Development Area, and a passenger rail station that connects to and interfaces with Union City BART. These improvements will help separate freight and passenger rail, improve connectivity among transit providers (passenger rail, BART and bus).
	Oakland Subdivision acquisition (Fremont to Oakland)	City of Union City	Rail	ALA	TCIF Tier 2.	$135.0	$35.0	No Timeline Identified in Plan	Short haul rail alignment option- links Niles Junction to Port of Oakland. The acquisition of ROW provides the opportunity to separate passenger and freight rail, and thus reduces these conflicts from Industrial Parkway in Hayward to the Shinn Yards in Fremont. Match would rely on larger Dumbarton project, which is underfunded and the project status unclear. Final cost is unclear as it will be a negotiation with UP. Not a top priority for the Port of Oakland. Cost estimate shown here is from CWTP submission which was eventually withdrawn (RTPID 230102)
240738	Martinez Subdivision Rail Improvements	MTC/Port of Oakland	Rail	ALA	Plan Bay Area, CWTP, GMAP, TCIF Tier 1 (later withdrawn), 2004 MTC Plan, State Rail Plan (CCJPA Improvements)	$100.0		Vision (CWTP)	Augments rail access to Port by providing opportunity and scope for growth. Increases efficiency and reliability of both BNSF and UPRR who use this corridor (along with Capitol Corridor). Includes the addition of two additional mainline tracks from the Port of Oakland (milepost 2.75), to Stege in Richmond (milepost 9.35). There are approximately 18 to 20 cargo trains per day on the system; however that number is expected to double by 2020. There are also currently 44 passengers' trains per day on the system. The additional two mainline tracks will add the capacity to the system to allow the additional 22 freight trains per day anticipated by 2020. The project will also construct numerous crossovers and additional signaling, as well as retaining walls to support the additional track.
	Capitol Corridor Operational Improvements	MTC/SACOG	Rail	ALA/CC/SOL/SAC	TCIF Tier 2	$60.0		No Timeline Identified in Plan	Various rail upgrades along the corridor from Oakland to Sacramento. Improves service for both UP and Capitols. This is the project that was nominated to TCIF - not clear which elements from CCJPA business plan it overlaps with. (See Non-Alameda Rail Projects).

Notes: Major International Trade Highway Corridors are I-880, I-238, I-80, and I-580 (as identified in Caltrans Goods Movement Action Plan); Programmatic Projects included with Tier 1

MTC RTPID	Project	Sponsor	Mode	County	Plans	Cost Estimate in Plan ($M)	Committed Fund Estimate in Plan ($M)	Status in Plan	Description
	Alameda Creek Bridge	San Joaquin County/ Alameda County	Rail	ALA/SJ	TCIF Tier 2	$32.0		No Timeline Identified in Plan	Short haul rail alignment option- provides connection at Niles Junction to the Oakland Sub separating passenger and freight service.
	California Interregional Intermodal Service (CIRIS) Inland Rail Shuttle	San Joaquin County/ Alameda County	Rail	ALA/SJ/STA/FRE/TUL/KIN/KER	SJV IRGMS, related TCIF Tier 1 (inactive) projects	$12.0		Feasibility study completed in 2006. Project was withdrawn from TCIF.	Short haul rail between Central Valley and Port of Oakland. Requires ROW acquisition and contracted operator. Envisioned as PPP. ACCMA participated in a feasibility study for this service in 2000s.
	Extension of Altamont siding	SJRRC	Rail	ALA	Statewide Rail Plan (ACE Improvements), Altamont Corridor Study	$9.83		Mid Term (State Rail Plan)	Track realignment, Remove permanent "shoefly"
	Track realignment UPRR Oakland Sub MP 55.5 to MP 54.0	SJRRC	Rail	ALA	Statewide Rail Plan (ACE Improvements)	$10.93		Mid Term (State Rail Plan)	
	Livermore to Pleasanton second main track and siding upgrades	SJRRC	Rail	ALA	Statewide Rail Plan (ACE Improvements)	$11.00		Long Term (State Rail Plan)	
	ROW Purchase for future short-haul rail service (San Joaquin County Short-Haul Freight Project)	SJRRC	Rail	ALA/SJ	GMAP, SJV IRGMS, TCIF Tier 1 (Inactive)	$300.0		No Timeline Identified in Plan	Acquisition of the UPRR Oakland Subdivision and right-of-way between Stockton and Niles Junction (Fremont). This is a critical step to allow for eventual short haul rail service connecting the Central Valley to the Port. UP negotiations ongoing; therefore project cost in flux. ACE operates on this ROW; multiple benefits from ownership. GMAP recommended continued investment on the Altamont Rail Corridor; project provides foundation for rail shuttle.
	Upgrade Radum Siding to Mainline standards	SJRRC	Rail	ALA/SJ	Altamont Corridor Study	$7.0		No Timeline Identified in Plan	Capacity/reliability benefits for ACE rail
	Lathrop to Niles Junction signal upgrades	SJRRC	Rail	ALA/SJ	Statewide Rail Plan (ACE Improvements)	$4.33		Mid Term (State Rail Plan)	
	Acquisition of ACE corridor between Lathrop and Niles Junction	SJRRC	Rail	ALA/SJ	Statewide Rail Plan (ACE Improvements)	$45.00		Mid Term (State Rail Plan)	
	Extension of Midway siding	SJRRC	Rail	ALA/SJ	Statewide Rail Plan (ACE Improvements), Altamont Corridor Study	$9.83		Mid Term (State Rail Plan)	
	Oakland - Martinez Track Improvement		Rail	ALA	CCJPA FY08/09 - FY09/10 Business Plan	$75.0		No Timeline Identified in Plan	Replace and upgrade track infrastructure (rail, subgrade, ties, and drainage ditches) to maintain travel times, ride quality, and system reliability
Alameda Countywide Transportation Plan Vision and Other Agency Plans - Major International Trade Corridor Truck Projects									
	I-238/I-580 truck bypass lane	Caltrans	Truck	ALA	GMAP, 2004 MTC Plan	$120.0		PSR completed as component of I-238 widening	Construct a truck bypass lane from I-580 to I-238; would have capacity benefits as well as safety benefits by eliminating current left merge
	WB I-580 Truck Climbing Lane Over Altamont Pass	Caltrans	Truck	ALA/SJ	TCIF Tier 2, GMAP, SJV IRGMS, 2004 MTC Plan	$70.0		Caltrans staff was working on project development.	Truck climbing lane between the I-205/Hansen Rd overcrossing and the summit of Altamont Pass. Strong support from Central Valley agricultural community. Caltrans staff is working on project development.
240144	I-580/Santa Rita Rd interchange improvements	City of Pleasanton	Truck	ALA	Plan Bay Area/CWTP	$3.0	$1.0	Vision (CWTP)	This project will reconstruct the southbound approach of Santa Rita at Pimlico/ I-580 eastbound off ramp to add a second southbound left turn lane. This reconstruction will include alteration to the southbound loop ramp

Notes: Major International Trade Highway Corridors are I-880, I-238, I-80, and I-580 (as identified in Caltrans Goods Movement Action Plan); Programmatic Projects included with Tier 1

MTC RTPID	Project	Sponsor	Mode	County	Plans	Cost Estimate in Plan ($M)	Committed Fund Estimate in Plan ($M)	Status in Plan	Description
Alameda Countywide Transportation Plan Vision and Other Agency Plans - Other Truck Projects									
	Clement Avenue Extension	City of Alameda	Truck	ALA	2004 MTC Plan	$6.1		No Timeline Identified in Plan	Signalization improvements, ROW acquisition, and new construction, as well as resurfacing of a segment between Broadway and Grand St. Improves connection between Alameda and nearby industrial area. Also provides a direct connection along the City of Alameda's northern truck route, which would improve efficiency in movement.
240279	Mandela Parkway and 3rd Street Corridor Commercial/Industrial Area Street Reconstruction	City of Oakland	Truck	ALA	Plan Bay Area/CWTP	$157.0	$0.0	Vision (CWTP)	Reconstruct roadway network to address traffic safety concerns, rehabilitate the roadway surfaces to withstand truck traffic and address rail crossings, and provide streetscapes conducive to commercial and industrial development

Notes: Major International Trade Highway Corridors are I-880, I-238, I-80, and I-580 (as identified in Caltrans Goods Movement Action Plan); Programmatic Projects included with Tier 1

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Memorandum 6.8

1111 Broadway, Suite 800, Oakland, CA 94607 • PH: (510) 208-7400 • www.AlamedaCTC.org

DATE:	November 27, 2013
SUBJECT:	Cap and Trade Principles and AB 32 Scoping Plan Update
RECOMMENDATION:	Approve the Cap and Trade Principles

Summary

In 2006, Governor Schwarzenegger signed AB 32, the Global Solutions Warming Act, which established a goal for reducing greenhouse gas (GHG) emissions to 1990 levels by 2020. To do so, AB 32 required several actions to support attainment of these goals and directed the California Air Resources Board (CARB) to develop early actions and a scoping plan that would guide how to reach the 2020 emissions reductions goal. AB 32 required several actions, including the development of a scoping plan to identify technologically feasible and cost effective GHG reduction methods through the use of regulations, market mechanisms and other actions.

The market mechanism includes a Cap and Trade program to eventuate declining aggregate emissions limits for GHG emitting sources to ultimately reduce GHG emissions. The Cap and Trade program is in effect in California from 2012 through 2020. Auctions of emission allowances, which are tradable permits that are equal to the emissions allowed under the cap, began in 2012 and occur thus far four times per year. The funds received from these auctions go to the State of California. In 2013, CARB adopted an expenditure plan to direct the use of the funds; however, in the 2013/14 budget, the State borrowed from these funds and did not allocate them for other purposes. It is anticipated that the Governor's proposed 2014/15 budget, which will be released in January 2014 will include proposals for how to allocate the funds.

The Alameda CTC has coordinated with Bay Area partners on the development of principles for the use of the Cap and Trade funds. The principles support allocation of the Cap and Trade funds derived from transportation fuels to be allocated on a per capita basis to regional agencies and to allow the regions to determine how the funds should be spent. The principles also support collaboration between MTC and the Bay Area Congestion Management Agencies regarding development of the allocation methods for any Cap and Trade funds that come to the region. Staff recommends Commission approval of the Bay Area Cap and Trade principles included in Attachment A.

Background

California's greenhouse gas (GHG) cap-and-trade program is a central element of California's Global Warming Solutions Act (Assembly Bill 32) and covers major sources of GHG emissions in the state such as refineries, power plants, industrial facilities and transportation fuels. The regulation includes an enforceable GHG cap that will decline over time. CARB distributes allowances, which are tradable permits, equal to the emission allowed under the cap.

Producers of about 80 percent of the state's GHG emissions are subject to the state's cap as part of the Cap and Trade Program, which is expected to reduce emissions by about 20 percent compared to business-as-usual. Motor vehicle fuels will be subject to the cap starting in 2015. The remaining 20 percent of emissions occur from industries such as agriculture and forestry, and are referred to as the uncapped sectors. The first auction was held in November 2012, with subsequent auctions typically scheduled on a quarterly basis.

The following provides background on actions taken over the past year related to Cap and Trade funds. Over the past year, several pieces of legislation were introduced aimed at defining how the cap and trade funds should be spent in the State. All of these bills were held and did not make it through the Legislature during the first year of this two-year session. The Alameda CTC supported AB 574 (Lowenthal) which required that Cap and Trade funds derived from motor fuels should be used for transportation purposes that support GHG reductions, supporting a nexus between the source and use of the funds. AB 574 included the advocacy principles of the Transportation Coalition for Livable Communities, which was developed and supported by transportation interest and advocacy groups across the state.

The Transportation Coalition for Livable Communities proposal, integrated into AB 574, supports ongoing efforts of regions and local communities to reduce GHG emissions as part AB 32 efforts and the Sustainable Communities Strategies adopted across the state. Cities, counties and regional agencies have worked closely together to develop plans that support the reduction of GHG. This proposal would allocate funds equitably to regions to implement integrated strategies to support livable communities. The proposed Bay Area Cap and Trade principles support allocation of the funds to the regional level and to allow the region, working with local partners, to define how the funds are allocated to cities, counties and transit operators.

Cap and Trade Expenditure Plan

On April 16, 2013, the California Air Resources Board released its draft Cap & Trade Investment Plan and adopted a final plan on April 25th with no changes. The final expenditure plan was submitted to the Governor for his May Budget Revise. However, in the 2013/14 budget, the State borrowed from these funds and did not allocate them for

other purposes. It is anticipated that the Governor's proposed 2014/15 budget, which will be released in January 2014 will include proposals for how to allocate the funds.

The Cap and Trade expenditure plan identifies priority programs for the use of the funds. The plan does not specify any dollar or percentage amounts for the funding categories identified, but identifies three priority investment sectors. These sectors include, from largest to smallest, the following:

- Sustainable Communities & Clean Transportation
- Energy Efficiency & Clean Energy, and
- Natural Resources & Water Diversion.

The Sustainable Communities & Clean Transportation sector prioritizes funding for livable communities investments such as funding to increase transit mode share, rail modernization, active transportation, and infrastructure investments in complete streets, traffic management, and pavement improvements. The expenditure plan also includes in each proposed area a percentage goal for projects benefiting disadvantaged communities as required by state law.

In addition, as required by SB 535, an allocation of 25% of the available funds derived from Cap and Trade auctions must go to projects that provide benefits to disadvantaged communities, and a minimum of 10% of the available funds must support projects located within disadvantaged communities. Cal EPA is responsible for defining disadvantaged communities and has used a process called CalEnviro Screen to create maps of these communities based upon the evaluation of a multitude of factors by zip code across California.

AB 32 Scoping Plan Update

On June 13th, the Air Resources Board held its "kick-off" workshop on updating the AB 32 Scoping Plan. The existing AB 32 Scoping Plan was adopted in 2008 and focused on 2020 reduction goals. The updated plan will set the path to achieve 2050 reduction goals.

The AB 32 Scoping Plan update provides an opportunity to review and revise the 2008 Scoping Plan, and establish near and long term goals for reducing greenhouse gas emissions. The update focuses on six sectors, which include 1) transportation and fuels (including infrastructure and land use); 2) energy generation (including transmission infrastructure and efficiency); 3) waste; 4) water; 5) natural lands; and 6) agriculture.

On October 1, CARB released an AB 32 Scoping Plan update draft discussion document which addresses recommended actions for all sectors. For transportation, the update recommends actions in planning, funding and market transitions, and regulations. The planning actions specifically support "regional planning, local leadership, and

implementation of adopted SCSs to help ensure that the expected GHG reductions are achieved." The proposed principles specifically support this targeted action.

The Alameda CTC provided general comments on the Scoping Plan regarding transportation emissions, including:

- **Fund transportation now** to achieve 80% GHG reduction targets required from the transportation sector
- **Direct transportation fuels funds for transportation investments** to support public expectation regarding a nexus for payment of fuels to the types of investments funded
- **Administer regionally** and allocate to regions on a per capita basis to leverage and expand current investments
- **Build on successes** of planning and investment strategies developed and delivered by the regions and local agencies
- **Recognize and support cities and counties for the hard work they do** regarding land use and transportation decision-making that supports SCS implementation

Bay Area Regional Transportation Plan and Sustainable Communities Strategy

The Bay Area's RTP/SCS, known as Plan Bay Area, was adopted in July 2013 and assumes $3.1 billion dollars in Cap and Trade revenue. These funds represent the Bay Area's share of funds that are expected to be administered by the state's metropolitan planning organizations.

Plan Bay Area includes a description of eligible uses, including, but not limited to "transit operating and capital rehabilitation/replacement, local street and road rehabilitation, goods movement, and transit-oriented affordable housing, consistent with the focused land use strategy outlined in Plan Bay Area." PBA further notes that the "share of funds reserved for these purposes, the specific project sponsors and investment requirements will be subject to further deliberation with partner agencies and public input following adoption of Plan Bay Area."

Regarding support for communities of concern, PBA states that Cap and Trade revenues will be allocated to specific programs through a transparent and inclusive regional public process that "will specifically ensure that at least 25 percent of these revenues will be spent to benefit disadvantaged communities in the Bay Area, and to achieve the goals of Plan Bay Area."

In addition, PBA states that the plan will direct a "significant portion" of the revenue generated from Cap and Trade to unmet transit needs.

The proposed principles support Cap and Trade fund delegation to MTC and additional collaboration and coordination at the regional level to determine how the funding allocations within the region should be made.

Fiscal Impact:

There is no fiscal impact.

Attachments

A. Bay Area Cap and Trade Principles

Staff Contact

Tess Lengyel, Deputy Director of Planning and Policy

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Bay Area Cap & Trade Principles[1]

- Transportation is the largest contributor of GHG emissions in the State of California.
- 2050 GHG reduction target requires an 80% decrease in GHG emissions from the transportation sector below 1990 levels.
- The **Bay Area is moving forward with Sustainable Communities Strategy (SCS) implementation.**
    - **SCS implementation relies largely on cities and counties to achieve GHG reduction targets** by implementing transportation and land use changes.
    - **Transit is a critical element in supporting the implementation of the SCS.**
- **Funding is needed now for investment that will make significant changes**.
- **The Bay Area strongly supports the use of Cap and Trade funds derived from motor vehicle fuels for transportation purposes only.**
    - *The public understands the nexus between paying taxes and fees for transportation and using those funds to improve transportation.*
    - *The CMAs and MTC should protect funds for transportation and develop a strategy that supports additional funding for housing that is not in competition with or at the expense of transportation funding.*
- **Cap and Trade funds to implement SCS projects should be allocated to regions on a per capita basis and authority delegated to the regions for implementation**.
- **Funding for projects in disadvantaged communities should remain at the state level or potentially off the top at the regions**. *[Per current law, 25% of the Cap & Trade funds need to be expended in areas the benefit disadvantaged communities and 10% needs to be spent directly within those communities]*
- **Bay Area agencies need to work closely together to advocate that Cap and Trade funds are delegated to the regions for SCS implementation.**

[1] These principles are based upon those adopted by the Transportation Coalition for Livable Communities and AB 574

- **CMAs and MTC should work closely together to develop allocation formulas** that can be vetted with the elected officials and the public to implement the SCS.
- The **Bay Area supports transportation investments that directly link to GHG reductions** including *[most below are AB 574 eligible investments]*. Projects should be selected based upon their ability to reduce GHG emissions.
    - Transportation Demand Management, including supporting employer based alternative commute programs and transportation pricing programs
    - Transit operations, maintenance and capital, including capital replacement
    - Road and bridge maintenance, operations and retrofits
    - Complete streets and safe routes to schools
    - Bike and pedestrian
    - Clean transportation fueling infrastructure and support (low carbon fuels, alternative fuels, electric vehicle charging infrastructure and technology)
    - Multi-modal network connectivity and multi-use facilities
    - Development of local plans and policies that support regional SCS implementation
    - Interregional rail
    - Transportation investments supporting TOD
    - Administrative costs for development, implementation and monitoring
    - Transportation System Management *[Not in AB 574]*
    - Clean freight investments (fuels, vessel shorepower, goods movement efficiency, truck retrofits and zero emission vehicles, expanded system capacity, freight integration that supports healthy, livable communities) – *[Note that freight is not included in AB 574]*
- The transportation community is already moving forward with investments that reduce GHG emissions
- **If the transportation sector is to achieve the 80% goals, investments must happen now**.
- **At the regional level, we are committed and have a strong record of delivery.**
- **MTC and the CMAs are essential partners in facilitating regional achievement of GHG reduction goals**.
- **Cities and Counties make land use decisions that actualize the SCS. They should be recognized and supported for the significant level of effort required to get this work done.**

DATE:	November 27, 2013
SUBJECT:	Request for Proposals for Preparation of the 2014 Level of Service (LOS) Monitoring Study
RECOMMENDATION:	Approve the release of a Request for Proposals (RFP) for preparation of the 2014 Level of Service (LOS) Monitoring Study and authorize the Executive Director, or a designee of the Executive Director, to negotiate and execute a professional services agreement with consultants or consultant teams selected as a result of the RFP process in accordance with procurement procedures

Summary

Level of Service (LOS) on the Congestion Management Program (CMP) roadways in Alameda County is monitored biennially for both the morning and the evening peak periods. The data for evening peak period on the CMP network (Tier 1) that is subject to CMP Conformity is used to identify deficient segments as required by statute. All other data collected is used for information purposes only. This memo summarizes the scope of work and schedule for the 2014 LOS Monitoring study.

Background

California Government Code Section 65089 requires that each urban county in the state biennially prepare a CMP. In Alameda County, preparation of the CMP is the responsibility of the Alameda County Transportation Commission (Alameda CTC). The 2013 CMP is available on the Alameda CTC website.

The statute referenced above requires that Level of Service (LOS) standards on the CMP roadway network be established and periodically monitored. The CMA is required to issue a determination relative to the attainment of the CMP's LOS standards. Failure to attain these standards may lead to the requirement for the preparation of a deficiency plan. Failure to prepare or participate in the preparation of a deficiency plan can result in a finding of non-conformance affecting the jurisdiction(s) where the standards are not maintained.

The Alameda County CMP process requires biennial monitoring of LOS on the CMP roadway network. The CMP network, shown in Attachment A, contains 232 miles of roadways. Of this total, 134 miles (58 percent) are interstate freeways, 71miles (31 percent) are conventional

state highways, and 27 miles (11 percent) are city/county arterials. Copies of LOS Monitoring Studies from previous years are available upon request, and the 2012 LOS Monitoring report, which is the most recent, is available online for review.

Scope of Work and Deliverables

The following tasks summarize the general scope of services needed for the preparation of the 2014 LOS Monitoring study on the Alameda County transportation network, including data collection, analysis and reporting.

1. **Develop Work Plan**

   Develop a work plan for collecting, analyzing and reporting on (1) travel time and speeds on the Tier 1 and Tier 2 CMP network, (2) travel time data for ten origin-destination auto and transit trip pairs including bicycle trip for one of them, and for the three bay crossing bridges connecting Alameda County and San Francisco and the Peninsula and (3) free flow speed data on the Tier 2 network as shown in Attachment A. Data will be collected between March 1 and May 31, 2013 for the a.m. and p.m. peak and weekend periods and take into consideration the following:

   - Holidays and school and university schedules in the area;
   - The need to split longer routes into smaller segment to ensure that the entire route can be covered with the peak period on different days and for varying time periods; and
   - The use of commercially available travel time data to replace actual field surveys.

   A sample data collection schedule used in the 2012 LOS monitoring cycle is found in Attachment B. Alameda CTC is in the process of conducting a comparison of commercially available travel time data to 2012 LOS Monitoring results to determine the suitability of collecting data from existing and commercially available sources to augment or replace conducting field surveys. In the last LOS Monitoring effort, Alameda CTC's network grew from 232 miles to 322 miles. While collecting data on a larger network contributes to identifying and prioritizing transportation improvements in Alameda County, it also is more expensive and time consuming to monitor. Other CMAs, such as the San Francisco County Transportation Authority, have already begun collecting the majority of their LOS data through commercially available data. Alameda CTC is exploring similar avenues to achieve cost savings by eliminating the need to drive each roadway segment multiple times. The result of the pre-analysis will be available in early December when a decision regarding the suitability of this approach and the extent of the CMP network on which this can be applied will be made.

   The work plan will clearly indicate how data entry will be managed and checked for reasonableness throughout the data collection period, so that additional data can be collected if necessary in a timely way, and will demonstrate how the data analysis and reporting will be completed in time to present draft results to the Commission in July 2013

and final results in September 2013. Adequate review time by agency staff will be built in to the work plan and schedule.

Deliverables:

- Technical memorandum documenting the work plan and schedule for collecting travel time and speed using applicable methodologies data on the Tier 1 and Tier 2 CMP network and ten origin-destination pairs, collecting free flow speed data on the Tier 2 network, conducting data analysis and preparing a draft and final report

2. Collect Data and Develop Database

The selected consultant will (1)collect travel time and speed data on the CMP Tier 1 and Tier 2 CMP network, travel time data for ten origin-destination auto and transit trip pairs and free flow speed data on the Tier 2 network and (2) develop a database consistent with the databases for previous cycles to be used for analysis purposes.

The CMP requires that measurement of LOS for each facility type, for the purpose of this work, be based on average travel speed consistent with the method described in the CMP Level of Service Standards found in Attachment C. The consultant will collect speed data, either through field surveys ("floating car method") or commercially available data, for all freeway segments and selected arterial and ramp segments during the afternoon (4:00 p.m. to 6:00 p.m.) and morning (7:00 a.m. to 9:00 a.m.) peak periods. It should be noted that data on a particular segment must span a range of days and time of day as specified in the CMP Data Collection and Requirements found in Attachment C. This means that test car runs should not be bunched on the same day of the week or taken on separate days at the same time. Runs should be conducted only on days during the 5-day work week and should not be conducted on holidays, days when school is not in session, or when major events or accidents are occurring. If commercially available data is used, data for the weekend peak period will also be collected and entered. The details of the roadway segments and ramp segments are found in Attachment D.

The consultant will also conduct travel time runs for 10 origin/destination pairs and the three Bay crossing bridges (Bay Bridge, San Mateo Bridge and Dumbarton Bridges). The Performance Element of the CMP requires that Alameda CTC evaluate the performance of the transportation system within Alameda County. One method for evaluating performance is travel time. This task includes providing travel time runs by both auto and transit for 10 origin/destination pairs including bicycle trips for one of them. The travel time for the three bridges will be based on auto runs. The details on the origin and destination pairs and the three bridges in terms of data collected for previous LOS monitoring cycles is shown in Attachment E.

The consultant will be responsible for the entry of all speed and travel time data collected on all freeway segments and selected arterial and ramp segments during the a.m. and p.m.

peak and weekend peak periods and the 10 origin-destination pairs into a database. The Alameda CTC will provide programmed electronic MS Excel files from previous LOS monitoring cycles to the consultant for this purpose as information. A sample data entry sheet is found in Attachment F. The database should be structured so that there is one file for each roadway. The current MS Excel data sheet files are programmed in such a way that when data (time) is entered into the first sheet, the last sheet will show the resulting speed and the related Level of Service.

Deliverables:

- Technical memorandum, tables and database documenting the data collected and entered for the Tier 1 and Tier 2 CMP network, ten origin-destination pairs and free flow speed data for Tier 2 CMP network.

3. Analyze Data and Develop Initial Results

Based on the data collected in Task 2, the selected consultant will analyze the speed and travel time data on the CMP Tier 1 and Tier 2 CMP network, analyze the travel time data for ten origin-destination auto and transit trip pairs and apply free flow speed data on the Tier 2 network for 2012 and 2014 cycles. Based on the analysis, initial LOS results will be developed by the consultant, tabulated and presented to the Alameda County Technical Advisory Committee (ACTAC) for review and comment in May and June 2013. In addition, weekly updates will be provided throughout the data collection period to the Alameda CTC project manager so that additional data collection can be scheduled and collected, if needed. The data collection period for this purpose may be extended to early June depending on school schedules and need and if approved by the Alameda CTC project manager.

Deliverables:

- Technical memorandum, tables and appendices documenting the initial results and weekly review of data input with Alameda CTC project manager

4. Prepare Draft Results and Documentation

The consultant will prepare the draft results and report consistent with the 2012 LOS Monitoring Report, including all graphics, mapping, tables and appendices. The draft report will be reviewed by ACTAC and the Commission in July, and any CMP deficiencies identified.

Deliverables:

- Draft report with all graphics, mapping, tables and appendices

5. Prepare Final Results and Documentation

Based on comment received on the Draft Report, prepare the final report, including all graphics, mapping, tables and appendices. The final report will be reviewed by ACTAC and the Commission in September 2013. 25 copies and an electronic version of the final

report will be provided once the Commission approves the final document. All source data files and databases will also be delivered to Alameda CTC.

Deliverables:

- Final report with all graphics, mapping, tables and appendices in hard copy and electronic copy, including data and databases

Schedule

The general schedule for the 2014 LOS Monitoring Study is expected to be as follows:

- Complete Pre-Analysis to Determine if Commercially Available Data can be used in the 2014 LOS Monitoring cycle – December 2013
- Release RFP – December 2013
- Select consultant team – February 2014
- Project kick-off and work plan finalized – February 2014
- Data Collection – March 1 through May 31, 2014
- Data Analysis – April through June 2014
- Interim Results and Documentation – May and June 2014
- Draft Results and Documentation – July 2014
- Final Results and Documentation – September 2014

Fiscal Impact: The fiscal impact for approving this item is $225,000, of which $200,000 was included in the budget adopted for FY 13-14. The additional $25,000 will be included in future budgets if needed. Cost savings are anticipated depending on the extent of use of commecially available travel time data.

Attachments

A. CMP Tiers 1 and 2 Network
B. Sample data collection schedule
C. 2013 CMP Level of Service Element
D. CMP network Roadway and Ramp Segments
E. Ten Origin and Destination Pairs and the three Bay crossing bridges
F. Sample Data Entry Sheet

Staff Contacts

Tess Lengyel, Deputy Director of Planning and Policy

Saravana Suthanthira, Senior Transportation Planner

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Table 1: Tier 1—Alameda County CMP Designated Roadway Network[1] Routes and Estimated Mileage by Jurisdiction

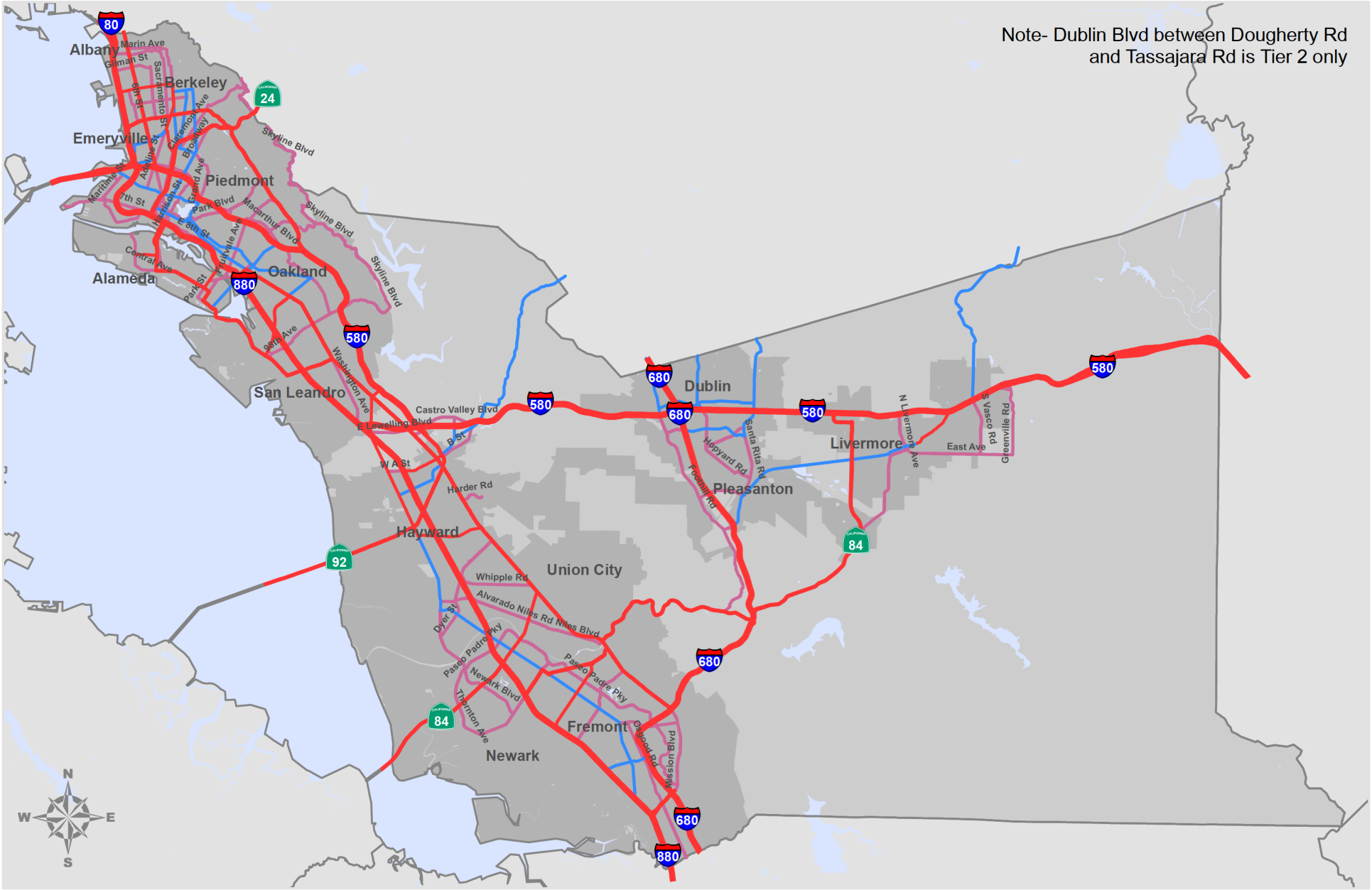
Jurisdiction	Freeway	Miles	Other State Highways	Miles	Other Arterials	Miles
Albany	I-80 I-580	0.61 0.92	SR 123 (San Pablo Ave.)	1.22	None	—
Berkeley	I-80	3.14	SR 123 (San Pablo Ave.) SR 13 (Ashby/Tunnel Rd.)	2.36 3.87	University Ave. Shattuck Ave. MLK Jr. Blvd. Adeline	2.04 1.84
Emeryville	I-80	1.31	SR 123 (San Pablo Ave.)	0.68	None	—
Oakland	I-80 I-880 I-980 I-580 SR 24 SR 13	4.09 7.66 2.30 11.28 4.50 5.43	SR 123 (San Pablo Ave.) SR 13 (Tunnel Rd.) SR 61/260 (Tubes) SR 61 (Doolittle Dr.) SR 77 (42nd Ave.) SR 185 (E 14th St.)	1.19 0.10 0.66 2.39 0.31 3.98	MLK Jr. Blvd. Hegenberger Rd. 29th Ave./23rd Ave. -(See Park St- Alameda)	0.89 2.52 0.85
Piedmont	None	—	None	—	None	—
Alameda	None	—	SR 61 (Doolittle Dr., Otis, Webster St) SR 61/260 (Tubes)	4.47 0.65	Atlantic Ave. Park St.	0.80 0.55
San Leandro	I-880 I-580	3.78 2.95	SR 61 (Doolittle Dr.) SR 61/112 (Davis St.) SR 185 (E 14th St.)	0.70 1.78 3.16	150th Ave. Hesperian Blvd.	0.49 0.97
Hayward	I-880 SR 92	4.23 6.36	SR 185 (Mission Blvd.) SR 238 (Mission Blvd.) SR 238 (Foothill Blvd.) SR 92 (Jackson St.)	0.85 3.29 1.50 1.58	A St. Hesperian Blvd. Tennyson Rd.	1.61 2.60 2.32
Union City	I-880	1.70	SR 238 (Mission Blvd.)	2.57	Decoto Rd.	1.76
Fremont	I-680 I-880 SR 84	6.20 11.96 3.17	SR 238 (Mission Blvd.) SR 262 (Mission Blvd.) SR 84 (Thornton, Fremont, Mowry Ave.)	5.03 1.22 10.99	Decoto Rd. Mowry Ave.	1.15 2.96
Newark	SR 84	1.99	None	—	None	—
Pleasanton	I-580 I-680	4.65 5.26	None	—	None	—
Livermore	I-580	4.61	SR 84	5.29	1st Street	1.66
Dublin	I-680	1.84	None	—	None	—
Unincorporated Areas	I-680 I-580 I-238 I-880	7.91 22.50 1.99 1.93	SR 84 (Vallecitos Rd.) SR 185 (Mission Blvd & E 14th) SR 238 (Foothill Blvd.)	7.97 2.47 0.79	Hesperian Blvd.	1.99
Totals		**134 mi**		**71 mi**		**27 mi**

[1] As adopted in October 24, 1991 (except for the re-aligned SR 84 and 1st Street in Livermore, which were changed in 2004 and 2006 studies, respectively; and Hegenberger Road between I-880 and Doolittle Drive in Oakland, which was added in the 2008 study).

Table 2: Tier 2—Alameda County CMP Designated Network Routes and Estimated Mileage by Jurisdiction**

Jurisdiction	Distance (miles)	Route
Alameda County	0.9	A Street*
	7.0	Crow Canyon Road
	2.7	Sunol Blvd.–1st Street–Stanley Blvd.*
	1.0	Grove Way
Alameda	1.2	High Street
Berkeley	0.7	Bancroft
	1.4	College Avenue*
	0.5	Shattuck Avenue*
	1.4	Telegraph Avenue*
	0.8	Powell Street–Stanford Avenue
Dublin	1.9	Dougherty Road
	3.6	Dublin Blvd.
	1.7	San Ramon Road
	2.8	Tassajara Road
Emeryville	1.5	40th Street–Shellmound Avenue
	0.6	Powell Street–Stanford Avenue
Fremont	1.6	Automall Parkway
	8.8	Fremont Boulevard
Hayward	0.3	A Street*
	1.6	Hesperian Boulevard–Union City Blvd.*
	2.2	Winton Avenue–D Street
Livermore	4.2	E. Stanley Blvd–Railroad Avenue–1st Street
	5.7	Vasco Road
Oakland	2.4	12th Street–Lakeshore Avenue
	0.8	51st Street
	3.1	Broadway
	1.0	College Avenue*
	1.0	E. 15th Street
	5.3	Foothill Boulevard
	2.3	High Street
	2.9	International Boulevard
	0.8	Powell Street–Stanford Avenue
	1.0	Shattuck Avenue*
	0.8	Telegraph Avenue*
	3.1	W. Grand Avenue to Grand Avenue
	1.1	73rd Avenue
Pleasanton	1.2	Santa Rita Road
	2.5	Stoneridge Drive
	2.9	Sunol Blvd.–1st Street–Stanley Blvd.*
Union City	2.2	Alvarado Blvd.
	1.3	Hesperian Boulevard–Union City Blvd.*
TOTAL	**89.8**	

* Denotes that roadway traverses more than one jurisdiction.
**As adopted by Alameda CTC in December 2011.



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ALAMEDA County Transportation Commission

Figure 1 : Designated Countywide System Map

Legend

- Interstate/Freeway (CMP - Tier 1 & MTS)
- State Highway (CMP - Tier 1 & MTS)
- Principal Arterial (CMP - Tier 1 & MTS)
- Principal Arterial (CMP - Tier 2 & MTS)
- MTS Routes

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ALAMEDA COUNTY CMP

ALAMEDA CTC
LOS Monitoring Study
Sample Schedule of Travel Time Runs (shown for P.M. Peak Period only)

Index Number	State Route	Street Name	Between	And	Survey Directions	Schedule Week Starting	DATE OF RUNS COMPLETED Run 1	Run 2	Run 3	Run 4	Run 5	Run 6	Run 7	Run 8
P.M. PEAK PERIOD (4:00 - 6:00 P.M.) *FREEWAYS AND ARTERIAL STREETS*														
1	SR 24	FREEWAY	I-580	Fish Ranch Road	Both	4/4	4/6	4/6	4/14	4/14	5/6	5/6		
2	SR 13	FREEWAY	I-580	Hiller	Both									
3	I-580	FREEWAY	Macarthur/Estudillo	I-80 Junction	Both									
4	I-80	FREEWAY	San Francisco County Line	Central Avenue	Both									
5	SR 123	San Pablo Avenue	35th Street	Carlson Blvd.	Both									
6		Martin Luther King	SR 24 Ramps	Adeline Street	Both									
		Adeline Street	Martin Luther King	Shattuck Avenue	Both									
		Shattuck Avenue	Adeline Street	University Avenue	Both									
		University Avenue	Shattuck Avenue	I-80 Southbound Ramps	Both									
7	I-580	FREEWAY	I-80 Junction	Central Avenue	Both									
8	SR 13	Tunnel Road	Hiller Road	Domingo Avenue	Both									
	SR 13	Ashby Avenue	Domingo Avenue	I-80 Ramps	Both									
9	I-980	FREEWAY	I-880 Junction	I-580	Both									
10	SR 61	Doolittle Drive	Harbor Bay Pkwy.	High Street	Both									
	SR 61	Otis Drive	High Street	Park Street	Both									
	SR 61	Park Street	Otis Drive	Encinal Avenue	Both									
	SR 61	Encinal Avenue	Park Street	Central/Sherman	Both									
	SR 61	Central Avenue	Sherman Street	Webster Street	Both									
	SR 61	Webster Street	Central Avenue	Atlantic Avenue	Both									
11	SR 112	Davis Street	East 14th Street	Doolittle Drive	Both									
	SR 61	Doolittle Drive	Davis Street	Harbor Bay Parkway	Both									
12	SR 260	Webster Street	7th Street (Oakland)	Atlantic Avenue (Alameda)	Both									
		Atlantic Avenue	Webster Street	Main Street	Both									
13		Hegenberger Road	East 14th Street	Edgewater Drive	Both									
	I-880	FREEWAY	Hegenberger Road	I-980 Junction	Both									
14	SR 185	East 14th Street	98th Avenue	42nd Avenue	Both									
	SR 77	42nd Avenue	East 14th Street	I-880 Junction	Both									
		23rd Avenue	East 11th Street	Kennedy Street	Both									
		Park Street	Kennedy Street	Encinal Avenue (Alameda)	Both									
15	I-680	FREEWAY	SR 84/Vallecitos Road	Alcosta Boulevard	Both									
16	I-680	FREEWAY	Scott Creek Road	SR 84/Vallecitos Road	Both									
17	SR 238	Mission Boulevard	I-680	Nursery Road	Both									
18	I-880	FREEWAY	Tennyson Road	Hegenberger Road	Both									
19	I-880	FREEWAY	Stevenson Boulevard	Tennyson Road	Both									
20	I-880	FREEWAY	Dixon Landing Road	Stevenson Boulevard	Both									
21	SR 262	Mission Boulevard	I-880 Junction	I-680 Northbound Ramps	Both									
22	I-580	FREEWAY	SR 238 Junction	I-680	Both									
23	I-580	FREEWAY	I-680	SR 84/First Street	Both									
24	I-580	FREEWAY	SR 84/First Street	San Joaquin County Line	Both									
25	SR 84	Holmes Street	Concannon Blvd.	Murietta Blvd.	Both									
	SR 84	First Street	Murietta Blvd.	I-580	Both									
26	SR 84	Vallecitos Road	Vallecitos Nuclear Center	Holmes Street	Both									
	SR 84	Holmes Street	Vallecitos Road	Concannon Blvd.	Both									
27	SR 84	Vallecitos Road	Pleasanton-Sunol Road	Vallecitos Nuclear Center	Both									
28	SR 84	Niles Canyon Road	Mission Boulevard	Pleasanton-Sunol Road	Both									
29		Hesperian Boulevard	Springlake Drive	East 14th Street	Both									
	SR 185	East 14th Street	Hesperian Boulevard	98th Avenue	Both									
30	SR 185	Mission Boulevard	Jackson Street	170th Avenue	Both									
	SR 185	East 14th Street	170th Avenue	Hesperian Boulevard	Both									
		150th Avenue	East 14th Street	I-580	Both									
31	SR 238	Foothill Boulevard	Mission Boulevard	I-580 Junction	Both									
	I-580	FREEWAY	SR 238 Junction	Macarthur/Estudillo	Both									
32	I-238	FREEWAY	I-580	I-880 North Junction	Both									
33		Hesperian Boulevard	Tennyson Road	Springlake Drive	Both									
34		A Street	I-880	Foothill Boulevard	Both									
35	SR 92	San Mateo Bridge	San Mateo County Line	Toll Plaza	Both									
	SR 92	FREEWAY	Toll Plaza	I-880	Both									
	SR 92	Jackson Street	I-880	Mission Boulevard	Both									
36	SR 84	Dumbarton Bridge	San Mateo County Line	Toll Plaza	Both									
	SR 84	FREEWAY	Toll Plaza	I-880	Both									
37		Tennyson Road	Hesperian Boulevard	Mission Boulevard	Both									
38	SR 238	Mission Boulevard	Nursery Road	Jackson Street	Both									
39		Decoto Road	I-880	Mission Boulevard	Both									
40	SR 84	Thornton Avenue	I-880	Fremont Boulevard	Both									
	SR 84	Fremont Boulevard	Thornton Avenue	Peralta Boulevard	Both									
	SR 84	Peralta Boulevard	Fremont Boulevard	Mowry Avenue	Both									
	SR 84	Mowry Avenue	Peralta Boulevard	Mission Boulevard	Both									
41		Mowry Avenue	I-880	Peralta Boulevard	Both									

ALAMEDA CTC
LOS Monitoring Study
Sample Schedule of Travel Time Runs (shown for P.M. Peak Period only)

Index Number	State Route	Street Name	Between	And	Survey Directions	Schedule Week Starting	DATE OF RUNS COMPLETED Run 1	Run 2	Run 3	Run 4	Run 5	Run 6	Run 7	Run 8
PM PEAK PERIOD (4:00 - 6:00 P.M.)														
RAMPS AND SPECIAL SEGMENTS														
48	I-80	I-80/I-580 Interchange	I-80 Southbound	I-580 Eastbound		5/2								
49	I-580	I-80/I-580 Interchange	I-580 Westbound	I-80 Northbound										
50	SR 24	I-580/SR 24 Interchange	SR 24 On	I-580 Off		5/2								
51	I-580	I-580/SR 24 Interchange	I-580 Westbound	SR 24 Eastbound										
52	SR 24		SR 24 Westbound	I-580 Eastbound										
53	SR 13	SR 13/SR 24 Interchange	SR 13 Northbound	SR 24 Eastbound		4/4								
54	SR 24		SR 24 Westbound	SR 13 Southbound										
55	I-880	I-238/I-880 Interchange	I-880 Southbound	I-238 Eastbound		4/4								
56	I-238		I-238 Westbound	I-880 Northbound										
57	I-880		I-880 Northbound	I-238 Eastbound										
58	I-238		I-238 Westbound	I-880 Southbound										
59	I-580	I-580/I-238 Interchange	I-580 Southbound	I-238 Eastbound		5/2								
60	I-238		I-238 Westbound	I-580 Northbound										
61	I-580	I-580/I-680 Interchange	I-580 Eastbound	I-680 Northbound		5/2								
62	I-580		I-580 Eastbound	I-680 Southbound										
63	I-680		I-680 Northbound	I-580 Eastbound										
64	I-680		I-680 Northbound	I-580 Westbound										
65	I-580		I-580 Westbound	I-680 Northbound										
66	I-580		I-580 Westbound	I-680 Southbound										
67	I-680		I-680 Southbound	I-580 Eastbound										
68	I-680		I-680 Southbound	I-580 Westbound										
69	I-880	Alameda Tube Interchange	I-880 Southbound	SR 260 Tube Westbound		4/4								
70	I-880		SR 260 Tube Eastbound	I-880 Northbound										

3 Level of Service Standards

State law requires that level of service (LOS) standards be established to monitor the CMP roadway network's LOS as part of the CMP process.[20] The legislation leaves the choice of LOS measurement methodology to the CMAs, but mandates that the LOS be measured by the most recent version of the Transportation Research Board's Highway Capacity Manual (HCM) or a uniform methodology adopted by the CMA, Alameda CTC for Alameda County, that is consistent with the HCM.

LOS definitions generally describe traffic conditions in terms of speed and travel time, volume and capacity, freedom to maneuver, traffic interruptions, comfort and convenience, and safety. LOS is represented by letter designations, ranging from A to F, with LOS A representing the best operating conditions and LOS F representing the worst (see Appendix C for graphic representation of LOS).

The purpose of setting LOS standards for the CMP network is to provide a quantitative tool to analyze the effects of land use changes on the transportation network's performance (i.e., congestion). If the actual network performance falls below the standard (i.e., congestion worsens below LOS E), actions must be taken to improve the LOS.

Alameda CTC contracts with a consultant to perform the necessary LOS monitoring for the CMP network. Initially, the CMP network was monitored annually, but in 1998 a policy was adopted to perform the LOS monitoring every two years, which has proven to be the most cost-effective approach. The next monitoring study will be performed in spring 2014.

Additionally, to provide a basis for more definitive strategies for maintaining LOS standards in subareas of Alameda County, Alameda CTC has completed the following corridor studies on high-priority corridors, such as I-80, I-238, 1-580, I-680, and I-880:

- Central County Freeway Study (SR 238 Local Area TIP)
- I-580 Corridor BART to Livermore
- I-680 Value Pricing
- North I-880 Safety and Operations Study
- San Pablo and I-880 SMART Corridor programs
- SR 84 Local Area Transportation Improvement Program
- Tri-Valley Triangle Study

To comprehensively identify and address the multimodal transportation needs of the county as a whole, Alameda CTC is undertaking development of comprehensive countywide modal plans, specifically development is underway for a Countywide Goods Movement Plan, a Countywide Multimodal Arterial Corridor Plan, a Countywide Transit Plan, and updates to Community Based Transportation Plans.

[20] California Government Code Section 65089(b)(1)(A).

STANDARDS AND APPROACH FOR LOS MONITORING

LOS is an indication of traffic growth trends using vehicular volumes, capacity, and measurement of average speed and delay. The goal is to develop a consistent approach for monitoring LOS that is easy to use, non-duplicative, and compatible with local government data and travel-demand models. Table 4 describes the approach for monitoring LOS in Alameda County and defines the facility classifications.

Table 4—Approach to LOS Monitoring

Element	Approach
Level of Service	As defined in the California Government Code Section 65089.3, the LOS standard is E, except where F was the LOS when originally measured, in which case the standard is F. The methods employed constitute a uniform methodology adopted that is consistent with the 1985 HCM that includes speed-based LOS methodology. Methods described in HCM Chapter 8 (Two-Lane Highways) and Chapter 11 (Urban and Suburban Arterials) were the basis for establishing the level of service on the CMP network. LOS is assessed based on the average speed observed along a roadway segment (link speeds) or total volumes approaching an intersection (link volumes). These methods are not designed to replace the more detailed procedures that local agencies are likely to use for non-CMP purposes (such as local impact studies). Such procedures typically focus on an intersection's ability to handle individual turning movements rather than average speed on a roadway segment.
Facility Classifications	The HCM provides methods for determining LOS on several types of facilities. These facilities are grouped into "interrupted-flow" and "uninterrupted-flow" facilities. Interrupted-flow facilities include city streets and surface highways (for example, State Route 123/San Pablo Avenue) that are part of the state highway system. Freeways are uninterrupted-flow facilities. For the purposes of LOS monitoring, the CMP network can be classified into three functional types of facilities: 1) freeways; 2) two-lane roadways; and 3) urban/suburban arterials.
1) Freeways	Freeways are uninterrupted-flow facilities, since traffic never stops (except during the most congested periods or when incidents occur). The 1991 CMP, in coordination with local jurisdictions, defined appropriate segments and performed the necessary "floating car" runs on the freeways to obtain travel speed data (refer to "Data Collection and Requirements" in this chapter for information on this data collection method). This allowed the establishment of a baseline LOS for the roadway network, including identification of segments operating at LOS F.
2) Two-Lane Roadways	Two-lane roadways are uninterrupted-flow facilities. The criteria for including principal arterials in the CMP network specify a minimum of four lanes; therefore, two-lane roadways are not included as principal arterials. However, since all state highways must be in the system, two-lane state highways located in the county are also included. These two-lane roads constitute a fairly small portion of the CMP network mileage. For two-lane roads without interruptions (signals or stop signs), the methodology in HCM Chapter 8 is used, based on average travel speed.

3) Urban and Suburban Arterials	Urban and suburban arterials are multilane streets that have traffic signals spaced no more than two miles apart on average. Urban and suburban arterials are characterized by platoon flows. Operational quality is controlled primarily by the efficiency of signal coordination and is affected by how individual signalized intersections operate along the arterial. LOS is primarily a function of travel speed along segments and is calculated from field data. Because the CMP legislation emphasizes systems-level planning, HCM Chapter 11 is used to estimate arterial LOS. Advantages include the need for relatively little input data, simple applied calculations, and the results of explicitly determined LOS (A, B, C, etc.).
Monitoring	Alameda CTC will conduct LOS monitoring. The state statute[21] requires Caltrans to monitor LOS on the freeway network, unless Alameda CTC designates that responsibility to another entity. Monitoring will be conducted biennially, recognizing that other surveys could be done for development impact studies (e.g., intersection turning movement counts). The data collection method is the floating car technique of recording travel times between checkpoints based on actual travel time during the peak period. Data from several runs in all non-high-occupancy vehicle lanes are averaged for each roadway segment.
Interregional Trips	As defined by the statute, "interregional travel means any trip that originates from outside" Alameda County. A trip means a one-direction vehicle movement. The origin of any trip is the starting point of that trip. In accordance with the Metropolitan Transportation Commission (MTC) guidelines, trips with no trip end in Alameda County (through trips) are not subtracted for monitoring reports.

Highway Capacity Manual (HCM) and LOS Standards

The Congestion Management Program legislation requires that the LOS monitoring on CMP roadways be measured by the most recent version of the HCM or by a uniform methodology adopted by the CMA, consistent with the HCM. For LOS Monitoring and Deficiency Plan purposes, Alameda CTC uses speed-based LOS methods included in the 1985 HCM to determine LOS for the CMP roadways, as shown in Table 5, (adopted in 1991 and updated in 2004).

To transition to using the most recent HCM for the purposes of LOS monitoring and Land Use Analysis Programs of the CMP, efforts were made in 2005 to use 2000 HCM and in 2013 to use 2000 or 2010 HCM through comparative analyses. Based on the evaluation, the following observations were made:

- *Different methodologies would hinder conformity.* For freeways, the differences between the 1985 HCM and the 2000 and 2010 HCM methodologies were significant. Specifically, the basis for determining LOS has changed from speed-based LOS in 1985 HCM to density-based LOS in the 2000 and 2010 HCMs. This eliminates the ability to track previous LOS trends, monitoring of existing deficiency plans, and consistency in determining deficiency; hence, this affects conformity.

[21] California Government Code Section 65089.3.

- *Classification changes would affect conformity.* For arterials, the roadway classifications changed after the 1985 HCM. Classifications were added in the 2000 HCM, and later classifications were eliminated in the 2010 HCM. Further, in the 2010 HCM, free-flow speed, which is the basis for estimating LOS in all HCM versions, requires additional facility-specific data that is excessive for large-scale use such as LOS monitoring on the countywide CMP network.

Using the later 2000 and 2010 HCM versions would result in applying density-based LOS methodology for freeways and changed classifications for arterials. This would not provide any benefits and would hinder conformity and the ability to compare past performance trends. For the Tier 1 network, which is subject to conformity, Alameda CTC will continue to use speed-based LOS methodology to monitor freeways and existing roadway classifications for arterials included in the 1985 HCM. For the Tier 2 network, since it has been only monitored for informational purposes since 2012, and no previous performance is available to compare, LOS will be reported using both 1985 and 2000 HCMs in 2014 LOS monitoring to make determination on future application in 2015 CMP.

As part of the 2013 CMP update, Alameda CTC identified LOS standards to monitor alternative modes in a comparable way to auto performance. Since HCM2010 also included LOS standards for monitoring alternative modes, such as Multi Modal Level of Service (MMLOS), Alameda CTC evaluated MMLOS for monitoring performance of transit and bicycle and pedestrian modes. A summary of evaluation and comparison of using 1985, 2000 and 2010 HCMs for LOS monitoring purposes and recommendation, including comparison of approaches adopted by various large CMAs in the Bay Area is provided in Appendix B. It was found that using the 2010 HCM-based MMLOS is data and resource intensive and costly for large-scale applications such as monitoring countywide performance of the alternative modes; therefore, it is not suitable for LOS monitoring purposes. Alameda CTC will assess how to best include the performance measurement metrics for monitoring alternative modal performance in the 2015 CMP, based on the outcomes of the following countywide modal plans—Goods Movement Plan, Multimodal Arterial Corridor Plan, and Transit Plan.

Table 5—Relationship Between Average Travel Speed and LOS

Arterials			
Arterial Class	I	II	III
Range of Free Flow Speeds (mph)	35 to 45	30 to 35	25 to 35
Typical Free Flow Speed (mph)	40	33	27
Level of Service		**Average Travel Speed (mph)**	
A	≥ 35	≥ 30	≥ 25
B	≥ 28	≥ 24	≥ 19
C	≥ 22	≥ 18	≥ 13
D	≥ 17	≥ 14	≥ 9
E	≥ 13	≥ 10	≥ 7
F	< 13	< 10	< 7
Freeway			
LOS	**Average Travel Speed (mph)**	**Volume-To-Capacity Ratio**	**Maximum Traffic Volume (vehicles/ hour/lane)**
A	≥ 60	0.35	700
B	≥ 55	0.58	1,000
C	≥ 49	0.75	1,500
D	≥ 41	0.90	1,800
E	≥ 30	1.00	2,000
F	< 30	Variable	-

Source: *Highway Capacity Manual,* Transportation Research Board, 1985.

Range for LOS F for Freeway Sections:

- F30 – Average Travel Speed < 30 mph
- F20 – Average Travel Speed < 20 mph
- F10 – Average Travel Speed < 10 mph

TRAFFIC MONITORING PROGRAM

Alameda CTC currently conducts LOS monitoring on the Alameda County CMP network. For this purpose, the CMP route segments were determined for travel-time analysis, with input from the Alameda County Technical Advisory Committee (ACTAC) and appropriate local jurisdiction departments (traffic engineering, planning department, etc.). Data collection time periods were determined based on the general congested peak periods on most of the CMP roadway network.

Definition of Roadway Segments

Alameda CTC used the following guidelines to determine the segments:

- Segments should be at least one mile and not more than five miles in length; and

- Logical segment break-points include jurisdictional boundaries, points where the basic number of travel lanes change, locations where land use changes occur (e.g., commercial areas versus residential), and points where the posted speed limit changes or where the number of adjacent driveways is significantly different.

Since the adoption of the CMP roadway segments in 1991, the intensity and location of congestion throughout the county has changed. In 2007, the CMP roadway segment lengths and criteria for designating the CMP roadway segments to develop new segments were updated to better reflect existing land use and travel patterns.

At this time, many long segments were found to be operating at better levels of service because speeds were averaged over the length of longer segments. Splitting these segments using the approved criteria revealed congestion hot spots and more accurately identified congested segments. Because the original check points were retained, all new segments nest within the pre-2007 roadway segments. This approach was important so that trends can be evaluated over time. Many of the shorter segments were located on I-580 in the Tri-valley area. During the 2009 CMP Update, SR 84 in East County was segmented into shorter segments based on the same criteria. From a field and operating perspective, the CMP roadway segmentation criteria are still appropriate; therefore, no changes are recommended for this update.

Data Collection and Requirements

The traffic monitoring program requires information about average travel speed, which is the basis for measuring level of service on all facility types (i.e., freeways, two-lane highways, and urban/suburban arterials). For a given roadway segment, speed data must be collected and reported separately for each travel direction. Travel speed studies for this purpose are conducted using “floating cars” that drive at the posted speed collecting travel time data or, if constrained by traffic conditions, at the average speed of traffic. Starting in 2008, a Global Positioning System (GPS) was used to record travel time data in the “floating car” method. In view of the increased availability of commercially available traffic data and its use in transportation planning and monitoring around the country and in the region, Alameda CTC is currently exploring the feasibility of using commercially available traffic data for the CMP purposes, particularly related to LOS monitoring. If it is feasible, floating car runs will be done to augment commercially available data beginning in 2014. This should result in a time and cost savings in data collection. For any float car runs that are due, the following methodology should be used.

Monitoring time periods are 4:00 p.m. to 6:00 p.m. during the p.m. peak hours and 7:00 a.m. to 9:00 a.m. during the a.m. peak hours. Generally, p.m. peak period monitoring is used for conformity purposes, with the exception of monitoring the Tier 2 network, where both morning and afternoon peak periods are monitored for informational purposes only. Monitoring during the a.m. peak period for all CMP roadways is for informational purposes only. Until 2004, LOS monitoring was conducted for all the CMP segments during the p.m. peak hours and for selected freeway CMP segments during the a.m. peak hours. Starting in 2006 all CMP roadway segments were monitored during both peak periods.

The existing approach to ensure acceptable monitoring is based on the Institute of Transportation Engineer's *Manual of Transportation Engineering Studies for Test Car Method*. Alameda CTC uses the following guidelines to determine the acceptability of data for use in the CMP:

- A test car is driven six times in each direction on the entire CMP network. This frequency may be adjusted later for roadway segments found to consistently perform at LOS A or B. More than six test car runs are performed on roadway segments operating at LOS E or F, because a greater range or fluctuation in data typically occurs.
- Test car runs must be made on a Tuesday, Wednesday, and/or Thursday, because these days are most indicative of average weekday conditions.
- Test car runs on a particular segment must span a range of days and time of day. This means that test car runs should not be bunched on the same day of the week or taken on separate days at the same time.
- Runs near holidays, when school is not in session, or when roadway construction is under way, must be avoided.
- Consistent monitoring periods must be observed for each roadway segment. For example, a comparison between April 2010 and April 2011 is likely to be more valid than a comparison between January 2010 and August 2011.
- If special generators are located within a few miles of the monitoring location, it must be determined whether unusual or unwanted activity levels are occurring at the special generators. A call to a shopping center management company, for example, could be made to ascertain that the test days were reasonably close to average, and that no retailers were holding major sales.

Self-Certification Process

By June 15 of each year, a set of travel time runs are to be submitted to Alameda CTC for the CMP network. A city or the county, if it assumes responsibility, would submit the information, except for the freeways, within its jurisdictional limits. If Caltrans assumes responsibility for the freeways, it would similarly submit summary data to Alameda CTC by June 15. Local jurisdictions or Caltrans will also be responsible for calculating LOS according to HCM 1985. Local agencies or Caltrans will keep raw field data available for Alameda CTC to examine for at least 3 years. Travel time runs will be completed by mid-May each year. ACTAC will provide technical guidance and assistance in reviewing methodology and interpreting LOS monitoring results

Grandfathered LOS F Roadway Segments

CMP legislation exempts congested CMP roadway segments that did not meet the minimum LOS standards (LOS E) when the CMP network was formed (in 1991 and 1992) from deficiency identification and preparing a deficiency plan. These grandfathered segments were identified based on the LOS monitoring performed in 1991 for the CMP roadway segments and in 1992 for the CMP freeway-to-freeway connectors during the p.m. peak period, which is used for conformity. According to the study results, a total of 15 freeway segments (excluding freeway to freeway connectors) and 15 arterial segments were operating at LOS F in 1991 and five freeway-to-freeway connectors were operating at

LOS F in 1992. Tables 6, 7, 8, and Figure 8 show the grandfathered CMP segments including the freeway-to-freeway connectors.

Although these segments are grandfathered by statute, they are not exempt from analysis and mitigation for purpose of satisfying the Land Use Analysis Program (Chapter 6), the California Environmental Quality Act (CEQA), and the federal National Environmental Protection Act. The CMP focuses on existing congestion; therefore, Alameda CTC will consider strategies and/or improvements to address grandfathered segments in corridor studies as well as investments in the Countywide Transportation Plan and in the CMP Capital Improvement Program.

Table 6—LOS F Freeways for Alameda County CMP-Designated Roadway Network

	Roadway		Limits	Jurisdiction	Average Speed (mph)
1	I-80	WB	From University to I-80/I-580 Split	Berkeley/Emeryville	16.6
2	I-80	WB	From I-80/I-580 Split to Bay Bridge Toll Plaza	Oakland	29.7
3	I-80	EB	From I-580/I-80 Split to University	Emeryville/Berkeley	25.8
4	I-80	EB	From University to Central	Berkeley/Albany	25.8
5	SR-24	EB	From I-580 to Fish Ranch Road	Oakland	28.5
6	I-580	SB	From I-80/I-580 to I-980/Hwy 24	Oakland	25.6
7	I-980	EB	From I-880 to SR-24/I-580	Oakland	28.5
8	I-238	EB	From I-880 to I-580	County/San Leandro	29.8
9	I-880	SB	From Hegenberger to Washington	San Leandro/Oakland	29.2
10	I-880	SB	From Washington to A Street	County/Hayward	24.3
11	I-880	NB	From Tennyson to SR-92 (Jackson)	Hayward	18.2
12	I-880	NB	From SR-92 to Lewelling	Hayward	23.2
13	I-880	NB	From Dixon Landing to SR-262/Mission	Fremont	29.3
14	SR-92	WB	From Clawiter to Toll Gate	Hayward/County	27.1
15	SR-92	EB	From Toll Gate to I-880	Hayward/County	27.5

Note: Data is based on surveys taken during the afternoon peak period in September/October, 1992.

Table 7—LOS F Freeway-to-Freeway Connectors, Alameda County CMP-Designated Roadway Network

	Freeway-to-Freeway Connectors	Jurisdiction	Length (miles)	Average Speed	Free Flow Speed
1	I-80 SB to I-580 EB*	Oakland	0.30	18.7	45.0
2	I-580 WB to I-80 NB*	Oakland	0.21	16.0	45.0
3	I-680 SB to I-580 EB	Pleasanton	0.67	16.3	35.0
4	SR-13 NB to SR-24 EB	Oakland	0.35	14.4	45.0
5	I-580 WB; SR-24 WB to I-80 NB	Oakland	0.69	22.1	45.0

Note: Data is based on surveys taken during the afternoon peak period in September/October, 1992.
* LOS condition was first reported during the 1991 surveys.

Table 8—LOS F Arterial Segments, Alameda County CMP-Designated Roadway Network

Roadway			Limits	Juris.	Arterial Class	Avg. Speed (mph)
1	SR-13 (Ashby Ave.)	WB	From: Telegraph To: Shattuck	Berkeley	III	8.7
2	SR-13 (Ashby Ave.)	WB	From: Shattuck To: MLK, Jr. Way	Berkeley	III	9.3
3	SR-13 (Ashby Ave.)	EB	From: College To: Domingo	Berkeley	III	6.8
4	SR-123 (San Pablo Ave.)	SB	From: Park Avenue To: 35th Street	Emeryville/ Oakland	II	9.4
5	SR-260	SB	From: 7th/Webster To: Atlantic	Oakland/ Alameda	I	12.3
6	SR-238 (Mission Blvd.)	NB	From: Sycamore To: Jackson	Hayward	II	8.8
7	SR-92 (Jackson St.)	EB	From: I-880 To: Winton	Hayward	II	8.6
8	SR-92 (Jackson St.)	EB	From: Winton Ave. To: Mission	Hayward	II	4.5
9	Hesperian Blvd.	NB	From: La Playa To: Winton	Hayward	I	11.1
10	Hesperian Blvd.	SB	From: 14th St. To: Fairmont	San Leandro	II	9.9
11	Hesperian Blvd.	SB	From: Spring lake To: Lewelling	Unincorp.	II	9.6
12	SR-112 (Davis St.)	WB	From: I-880 To: San Leandro Blvd.	San Leandro	II	5.2
13	Decoto Road	WB	From: Union Square To: Alvarado-Niles	Union City	II	8.6
14	SR-84 (Fremont Blvd.)	WB	From: Peralta Blvd To: Thornton Ave.	Fremont	II	7.2
15	Mowry Avenue	EB	From: I-880 To: Farwell Dr.	Fremont	II	9.6

Note: Based on surveys during the afternoon peak period (4 p.m. to 6 p.m.) in July-August and October, 1991.

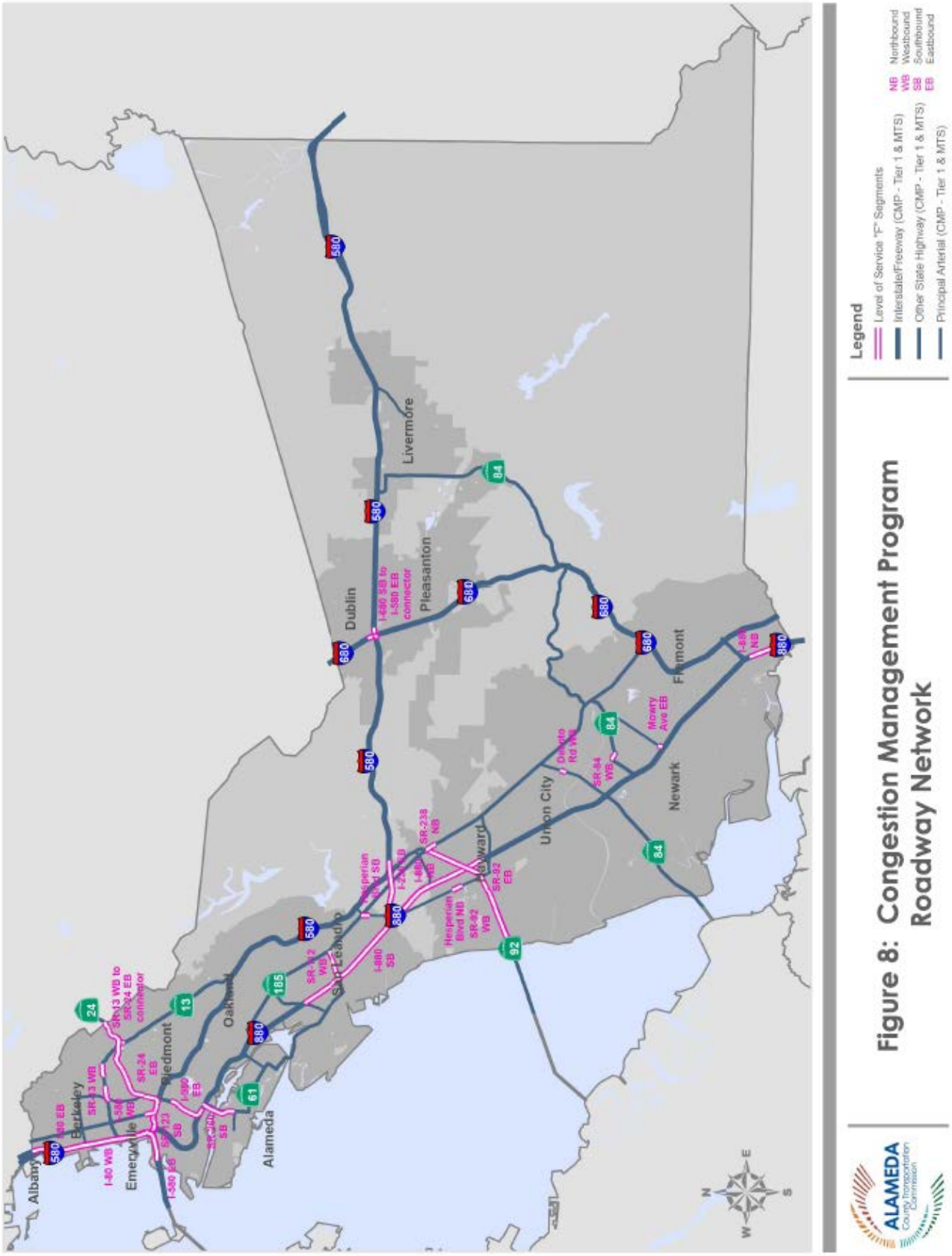

Figure 8: Congestion Management Program Roadway Network

Comparison with Previous LOS Results

The results of LOS monitoring over the last two decades for the key commute corridors in Alameda County appear in Table 9, which shows overall traffic conditions and comparisons of trends for long-distance trips on the CMP freeway network. The 2012 LOS Monitoring Study reported that congestion on the CMP network increased in 2012 as compared to 2010, as shown in the increased number of LOS F segments from 2010 and decreased average speed on freeways and arterials. Some areas that showed improvements appear to be related to the improvement projects completed since 2010 after the LOS monitoring was complete. Alameda CTC concluded that the congestion increase could be likely due to the economy that is beginning to show improvement, combined with many construction activities occurring across the county.

Analysis of performance trends since 1991 shows that congestion on the Alameda County CMP network is stable, while vehicle miles traveled has increased. Further, as employment increases, freeway speed decreases, resulting in a corresponding increase in congestion. More details are available in the 2012 LOS Monitoring Study on the Alameda CTC website.

Table 9—LOS Trends on the CMP Network (afternoon peak period)

			Year/Miles per Hour													
Road		**Limits**	**mi.**	**08/91**	**10/91**	**92**	**94**	**96**	**98**	**00**	**02**	**04**	**06**	**08**	**10**	**12**
I-80	EB	Bay Bridge Toll Plaza to Contra Costa line	6	-	23	20	22	21	20	27	19	32	23	21	29	22
I-80	WB	Contra Costa line to Bay Bridge Toll Plaza	6	26	25	24	23	25	28	18	22	28	28	36	27	26
I-580	EB	I-238 to I-205	31	-	56	55	55	55	na	41	31	34	36	35	31	40
I-580	WB	I-205 to I-238	31	-	57	56	57	61	na	55	55	60	58	61	66	65
I-580	EB	I-80 to I-238	16	-	53	52	44	53	60	63	55	43	34	47	42	41
I-580	WB	I-238 to I-80	16	-	58	55	51	52	61	63	60	57	55	63	60	54
I-680	NB	Scott Creek Rd. to Alcosta Blvd.	21	-	58	57	57	52	51	58	51	42	53	43	40	42
I-680	SB	Alcosta Blvd. to Scott Creek Rd.	21	-	59	58	55	61	67	63	62	66	58	63	66	66
I-880	NB	Dixon Landing Rd. to I-980	30	42	45	44	43	46	38	48	38	49	45	43	42	42
I-880	SB	I-980 to Dixon Landing Rd.	30	47	43	40	38	46	50	49	41	37	37	48	46	48
SR-13	NB	Mountain Blvd to Hiller Dr.	6	51	54	50	49	48	53	51	50	35	39	51	41	35
SR-13	SB	Hiller Dr. to Mountain Blvd	6	57	56	59	53	47	59	59	55	54	57	49	39	57
SR-24	EB	I-580 to Fish Ranch Rd.	5	29	30	29	30	24	39	33	21	40	25	24	18	17
SR-24	WB	Fish Ranch Rd. to I-580	5	53	54	58	54	50	60	57	61	59	59	58	67	66

Infill Opportunity Zones

Senate Bill 1636 (Figueroa), signed by the Governor in 2002, established "infill opportunity zones" (IOZs) to encourage transit supportive and infill developments. The statute exempted infill opportunity zones from the requirements to maintain the LOS E. None of the local jurisdictions within Alameda County established or adopted infill opportunity zones by the statute's sunset period of December 2009. However, Senate Bill 743, passed in September 2013, instituted key changes to the CMP statute that will support infill development, including lifting the sunset date on designating IOZs and directing the governor's Office of Planning and Research to develop new metrics for assessment of transportation impacts to replace the LOS measure. Alameda CTC will closely follow implementation of and provide input on this law. The 2015 CMP update will incorporate the outcome of implantation of SB 743 and how it impacts the CMP LOS Monitoring element. Chapter 6, Land Use Analysis Program provides more information on Alameda CTC's efforts in supporting infill development.

LOCAL GOVERNMENT RESPONSIBILITIES AND CONFORMANCE

Alameda CTC is responsible for monitoring conformance of local jurisdictions with the adopted CMP.[22] Among the requirements, Alameda CTC must monitor compliance with the LOS standards. If a roadway segment does not conform to the LOS standards based on the biennial monitoring, Alameda CTC will notify the affected local jurisdiction that may elect to remedy the LOS problem or prepare a deficiency plan (see Chapter 8). If after 90 days the local jurisdiction is still in non-conformance, Alameda CTC is required to follow the conformance process as identified in Chapter 8, Program Conformance, Monitoring, and Implementation Considerations. When a deficiency plan is adopted, status reports on the implementation of the deficiency plan showing progress must be submitted to the Alameda CTC annually as part of the annual conformity process. The detailed process for finding of non-conformance and resulting withholding of Proposition 111 funds is described in Chapter 8.

NEXT STEPS

- Apply HCM1985 and HCM2000 for the Tier 2 network to assign the LOS in the 2014 LOS Monitoring cycle. Based on the comparison, determine the appropriate HCM version for the future LOS monitoring application and incorporate the determination in the 2015 CMP.
- Use countywide modal studies to identify countywide facilities and metrics for monitoring alternative modes, and incorporate these in the 2015 CMP for future LOS monitoring efforts.
- Closely follow and participate in the implementation of SB 743 including development of the replacement measure to assess the impact on the transportation system within and outside the infill development areas and identify impact to the CMP LOS monitoring element and update it in the 2015 CMP.
- Based on the validation efforts for the commercially available travel time database, identify the CMP roadways that will use the commercially available travel time data and the remaining CMP roads that will continue to use the floating care runs for LOS monitoring purposes, and apply this approach in the 2014 LOS Monitoring Study.

[22] California Government Code Section 65089.3.

Results for 2012 LOS Monitoring Study for Freeways - PM Peak Period

		Segment Limits			Plan	Length	No of
	CMP Route	From	To	Jurisdiction	Area	(miles)	Lanes
1	I-80 - EB	SF County Line	Toll Plaza	Oak	1	2.06	10
2	I-80 - EB	Toll Plaza	I-580 SB Merge	Oak	1	1.15	10
3	I-80 - EB	I-80/I-580 (Merge)	Powell	Emery - Berk	1	0.79	10
4	I-80 - EB	Powell	Ashby	Emery - Berk	1	0.67	10
5	I-80 - EB	Ashby	University	Emery - Berk	1	1.34	10
6	I-80 - EB	University	Jct I-580 (off)	Berk - Alb	1	1.51	10
7	I-80 - EB	Jct I-580 (off)	Central (on)	Berk - Alb	1	1.12	10
8	I-80 - WB	Central	Jct I-580	Berk - Alb	1	0.70	10
9	I-80 - WB	Jct I-580	University	Berk - Alb	1	1.49	10
10	I-80 - WB	University	Ashby	Emery - Berk	1	1.36	10
11	I-80 - WB	Ashby	Powell	Emery - Berk	1	0.64	10
12	I-80 - WB	Powell	I-80/I-580 (Split)	Emery - Berk	1	0.42	10
13	I-80 - WB	I-580 Split	Toll Plaza	Oak	1	1.20	10
14	I-80 - WB	Toll Plaza	SF County	Oak	1	2.00	10
15	I-238 - EB	I-880	I-580	Uninc-San L	2	2.28	6
16	I-238 - WB	I-580	I-880	Uninc-San L	2	1.60	6
17	I-580 - EB	I-238/Fthl Off	Grove	Unincorp	2	2.88	8
18	I-580 EB	Grove	Eden Canyon	Uninc - Pleas	4	2.17	8
19	I-580 EB	Eden Canyon	San Ramon/ Foothill	Uninc - Pleas	4	4.80	8
20	I-580 EB	San Ramon/ Foothill	I-680	Uninc - Pleas	4	0.77	8
21	I-580 EB	I-680	Hopyard	Plea	4	0.76	8
22	I-580 EB	Hopyard	Santa Rita	Plea	4	1.96	8
23	I-580 EB	Santa Rita	El Charro	Uninc-Pleas	4	1.24	8
24	I-580 EB	El Charro	SR 84/Airway Blvd.	Liv	4	1.52	8
25	I-580 EB	SR 84/Airway Blvd.	Portola	Liv	4	1.71	8
26	I-580 - EB	Portola	1st St	Liv	4	2.70	8
27	I-580 - EB	1st St	Greenville	Liv-Uninc	4	1.98	8
28	I-580 - EB	Greenville	N.Flynn	Uninc	4	1.50	8
29	I-580 - EB	N.Flynn	Grant Line	Uninc	4	3.19	8
30	I-580 - EB	Grant Line	I-205 (SJ Co) Off	Uninc	4	1.11	8
31	I-580 - WB	I-205 (SJ Co)	Grant Line	Liv - Uninc	4	0.89	8
32	I-580 - WB	Grant Line	N Flynn	Liv - Uninc	4	4.56	8
33	I-580 - WB	N Flynn	Greenville Rd	Liv - Uninc	4	2.34	8
34	I-580 - WB	Greenville Rd	1st St	Liv - Uninc	4	2.30	8
35	I-580 - WB	1st St	Portola Ave	Liv	4	2.52	8
36	I-580 - WB	Portola	SR 84/Airway Blvd	Liv	4	1.76	8
37	I-580 - WB	SR 84/Airway Blvd	Fallon Rd/El Charro	Liv	4	1.78	8
38	I-580 - WB	Fallon Rd/El Charro	Tassajara	Plea	4	1.16	8
39	I-580 - WB	Tassajara Rd	I-680	Plea	4	2.87	8
40	I-580 - WB	I-680	San Ramon Rd	Plea - Uninc	4	0.69	8
41	I-580 - WB	San Ramon Rd	Eden Caynon	Plea - Uninc	4	4.75	8
42	I-580 - WB	Eden Canyon	Center St	Plea - Uninc	4	2.28	8

Results for 2012 LOS Monitoring Study for Freeways - PM Peak Period							
		Segment Limits			Plan	Length	No of
	CMP Route	From	To	Jurisdiction	Area	(miles)	Lanes
43	I-580 - WB	Center	I-580/238	Unincorp	2	1.94	8
44	I-580 - EB	I-80	I-980	Oak	1	1.24	8
45	I-580 - EB	I-980	Harrison	Oak	1	0.95	8
46	I-580 - EB	Harrison	Lakeshore	Oak	1	0.69	8
47	I-580 - EB	Lakeshore	Coolidge	Oak	1	2.25	8
48	I-580 - EB	Coolidge	SH 13 Off	Oak	1	2.15	8
49	I-580 - EB	SH 13 Off	MacArthur	Foothill	1	4.09	8
50	I-580 - EB	MacArthur	I-580/238	SL - Hay	2	4.33	8
51	I-580 - WB	I-238	Foothill/MacArthur	Oak -SL	2	4.42	8
52	I-580 - WB	Foothill/MacArthur	SH 13 Off	Oak -SL	1	3.89	8
53	I-580 - WB	SH 13 Off	Fruitvale	Oak	1	2.36	8
54	I-580 - WB	Fruitvale	Harrison	Oak	1	2.21	8
55	I-580 - WB	Harrison	SH 24 On-ramp	Oak	1	1.16	8
56	I-580 - WB	SH-24 On-ramp	I-80/580 Split	Oak	1	0.69	8
57	I-580 - EB	Central	I-80 Jct	Alb	1	0.77	4
58	I-580 - WB	I-80 Jct	Central	Alb	1	1.07	4
59	I-680 - NB	Scott Creek Rd	Rt 262/Mission	Fre	3	2.20	6
60	I-680 - NB	Rt 262/Mission	Durham Rd	Fre	3	1.34	6
61	I-680 - NB	Durham Rd	Washington Blvd	Fre	3	1.54	6
62	I-680 - NB	Washington Blvd	Rt 238/Mission	Fre	3	0.89	6
63	I-680 NB	SR 238/Mission	Vargas Rd	Unincorp	3	0.82	6
64	I-680 NB	Vargas Rd	Andrade Rd	Unincorp	3	2.64	6
65	I-680 NB	Andrade Rd	Calaveras	Unincorp	3	1.13	6
66	I-680 NB	Calaveras	Rt.84/Vallecitos	Unincorp	3	0.30	6
67	I-680 NB	SR 84	Sunol Blvd	Plea - Uninc	4	3.45	6
68	I-680 NB	Sunol Blvd.	Bernal Ave	Plea - Uninc	4	1.52	6
69	I-680 NB	Bernal Ave	Stoneridge Dr	Plea	4	2.39	6
70	I-680 NB	Stoneridge Dr	I-580	Plea	4	0.84	6
71	I-680 - NB	I-580	Alcosta	Dub	4	1.83	6
72	I-680 - SB	Alcosta	I-580	Dub	4	1.84	6
73	I-680 SB	I-580	Stoneridge Dr	Plea	4	0.76	6
74	I-680 SB	Stoneridge Dr	Bernal	Plea	4	2.55	6
75	I-680 SB	Bernal Ave.	Sunol Blvd	Unincorp	4	1.31	6
76	I-680 SB	Sunol Blvd.	SR 84	Unincorp	4	3.82	6
77	I-680 SB	SR 84 (Niles Canyon)	Andrade Rd	Unincorp	3	1.32	6
78	I-680 SB	Andrade Rd	Sheridon Rd	Unincorp	3	1.39	6
79	I-680 SB	Sheridon Rd	Vargas Rd	Unincorp	3	0.81	6
80	I-680 SB	Vargas Rd	SR 238/Mission	Unincorp	3	1.08	6
81	I-680 - SB	Rt 238/Mission	Washington Blvd	Fre	3	1.04	6
82	I-680 - SB	Washington Blvd	Durham Rd	Fre	3	1.52	6
83	I-680 - SB	Durham Rd	Rt 2262/Mission	Fre	3	1.67	6
84	I-680 - SB	Rt 262/Mission	Scott Creek Rd	Fre	3	2.19	6

Results for 2012 LOS Monitoring Study for Freeways - PM Peak Period							
		Segment Limits			Plan	Length	No of
	CMP Route	From	To	Jurisdiction	Area	(miles)	Lanes
85	I-880 - NB	Dix Landing	SR 262/Mission	Fre	3	2.08	8
86	I-880 - NB	SR 262/Mission	AutoMall Pkwy	Fre	3	2.44	8
87	I-880 - NB	AutoMall Pkwy	Stevenson	Fre	3	1.54	8
88	I-880 - NB	Stevenson	Decoto	Fre	3	4.04	8
89	I-880 - NB	Decota	Alvarado Blvd	Fre - Un Cty	3	1.17	8
90	I-880 - NB	Alcarado Blvd	Alvarado-Niles Blvd	Fre- Uni Cty	3	1.17	8
91	I-880 - NB	Alv-Niles	Tennyson	Un Cty - Hay	3	2.65	8
92	I-880 - NB	Tennyson	SR 92	Hay	2	1.14	8
93	I-880 - NB	SR 92	A St	Hay	2	1.52	8
94	I-880 - NB	A St	I-238	Unincorp	2	1.82	8
95	I-880 - NB	I-880/I238 (split)	Marina Blvd	Oak -SL	2	2.66	8
96	I-880 - NB	Marina Blvd	SR 112/Davis	Oak - SL	2	0.79	8
97	I-880 - NB	SR 112/Davis	Hegenberger	Oak - SL	2	1.88	8
98	I-880 - NB	Hegenberger	High/42nd	Oak	1	2.47	8
99	I-880 - NB	High/42nd	23rd (1st on)	Oak	1	1.06	8
100	I-880 - NB	23RD (1ST on)	Jct 980 (off)	Oak	1	2.64	8
101	I-880 - NB	Jct 980 (off)	I-880/I-80 split	Oak	1	2.38	8
102	I-880 - NB	I-880/I 80 (split)	I-880/I-80 (merge)	Oak	1	1.40	8
				Oak	1	3.17	6
103	I-880 - SB	I-880/I-80 split	I-880/I-80 merge	Oak	1	1.63	8
104	I-880 - SB	I-880/I-80 merge	Jct 980	Oak	1	2.65	8
105	I-880 - SB	I-980	23rd	Oak	1	2.79	8
106	I-880 - SB	23rd St	High/42nd	Oak	1	1.35	8
107	I-880 - SB	High/42nd	Hegenberger	Oak	1	2.27	8
108	I-880 - SB	Hegenberger	SR 112/Davis	Oak - SL	1	1.69	8
109	I-880 - SB	SR 112/Davis	Marina Blvd	Oak - SL	1	0.87	8
110	I-880 - SB	Marina Blvd	SR 238 WB (merge)	Oak - SL	1	2.41	8
111	I-880 - SB	I-238	A St	SL-Uninc	2	2.03	8
112	I-880 - SB	A St	Rt 92	Hay	2	1.81	8
113	I-880 - SB	Rt 92	Tennyson	Hay	2	0.96	8
114	I-880 - SB	Tennyson	Alv-Niles	Hay - UC	2	2.49	8
115	I-880 - SB	Alv-Niles	Alvarado	UC - Fre	3		8
116	I-880 - SB	Alvarado	Decoto	UC - Fre	3		8
117	I-880 - SB	Decoto	Stevenson	Fre	3	4.07	8
118	I-880 - SB	Stevenson	AutoMall Pkwy	Fre	2	1.26	8
119	I-880 - SB	AutoMall Pkwy	Rt 262/Mission	Fre	2	3.04	8
120	I-880 - SB	SR 262/Mission	Dix Landing(off)	Fre	3	1.27	8
121	I-980 - WB	SR 24 @ 580	I-880	Oak	1	2.27	8
122	I-980 - EB	I-880	SR 24 @ 580	Oak	1	2.32	8
123	SR 13 - NB	Mountain On	Carson/Redwood (1) (off)	Oak	1	1.20	4

Results for 2012 LOS Monitoring Study for Freeways - PM Peak Period							
		Segment Limits			Plan	Length	No of
	CMP Route	From	To	Jurisdiction	Area	(miles)	Lanes
124	SR 13 - NB	Carson/Redwood (1) (off)	Joaquin Miller	Oak	1	1.09	4
125	SR 13 - NB	Joa Miller/Linc	Moraga Ave	Oak	1	1.77	4
126	SR 13 - NB	Moraga Ave	Hiller (Sig)	Oak	1	1.57	4
127	SR 13 - SB	Hiller Sig	Moraga Ave	Oak	1	1.66	4
128	SR 13 - SB	Moraga Ave	Joa Miller/Linc	Oak	1	2.04	4
129	SR 13 - SB	Joaq Miller/Lincoln	Redwood	Oak	1	1.34	4
130	SR 13 - SB	Redwood	Jct I-580 (EB Merge)	Oak	1	0.89	4
131	SR 24 - EB	I-580 (on ramp)	Broadway/SR 13	Oak	1	2.08	8
132	SR 24 - EB	Broadway/SR 13	Caldecott (enter)	Oak	1	1.41	8
133	SR 24 - EB	Caldecott (enter)	Fish Ranch Road	Oak	1	1.03	8
134	SR 24 - WB	Fish Ranch Road	Caldecott (exit)	Oak	1	0.99	8
135	SR 24 - WB	Caldecott (exit)	Broadway	Oak	1	1.77	8
136	SR 24 - WB	Broadway	Jct I-580 (on)	Oak	1	2.19	8
137	SR 84 - EB	San M CL	Toll Plaza	Fremont	3	2.97	6
138	SR 84 - EB	Toll Plaza	Thornton	Fremont	3	0.27	6
139	SR 84 - EB	Thornton	Newark Blvd/Ardenwood Blvd	Newark	3	1.23	6
140	SR 84 - EB	Newark Blvd/Ardenwood Blvd	I-880 NB (off)	Newark	3	0.97	6
141	SR 84 - WB	I-880 NB (off)	Ardenwood/Newark	Newark	3	0.99	6
142	SR 84 - WB	Ardenwood/Newark	Paseo Padre Pkwy		3	1.15	6
143	SR 84 - WB	Paseo Padre Pkwy	Toll Gate		3	0.75	6
144	SR 84 - WB	Toll Plaza	San M CL	Fremont	2	3.17	6
145	SR 92 - EB	San M CL	Toll Plaza	Uninc - Hay	2	2.61	6
146	SR 92 - EB	Toll Plaza	Clawiter	Uninc - Hay	2	1.76	6
147	SR 92 - EB	Clawiter	I-880	Hay	2	2.10	6
148	SR 92 - WB	I-880	Clawiter	Hay	2	2.01	6
149	SR 92 - WB	Clawiter	Toll Plaza	Uninc - Hay	2	1.87	6
150	SR 92 - WB	Toll Plaza	San M CL	Uninc - Hay	2	2.61	6

2012 LOS Monitoring Study Results - Arterials PM Peak Period

		Segment Limits			Length	Arterial	Plan	No of
#	CMP Route	From	To	Juris	(miles)	Class	Area	Lanes
1	150th St - EB	Hesperian	I-580	SL	0.51	II	2	2
2	150th St - WB	I-580	Hesperian	SL	0.51	II	2	2
3	A Street - EB	I-880	Western	Hay	1.08	II	2	2
4	A Street - EB	Western	SR 238	Hay	0.53	III	2	2
5	A Street - WB	SR 238	Western	Hay	0.53	III	2	2
6	A Street - WB	Western	I-880	Hay	1.08	II	2	2
7	Atlantic - EB	Main	Webster	Ala	0.80	II	1	2
8	Atlantic - WB	Webster	Main	Ala	0.80	II	1	2
9	Hegenberger - EB	SR 61	Edgewater	Oak	0.76			
10	Hegenberger - EB	Edgewater	Baldwin	Oak	0.73	I	1	3
11	Hegenberger - EB	Baldwin	E 14th	Oak	1.03	I	1	3
12	Hegenberger - WB	E 14th	Baldwin	Oak	1.03	I	1	3
13	Hegenberger - WB	Baldwin	Edgewater	Oak	0.73	I	1	3
14	Hegenberger - WB	Edgewater	SR 61	Oak	0.76			
15	Hesperian - NB	Tennyson	SH 92 - WB	Hay	0.47	I	2	3
16	Hesperian - NB	SH 92	La Playa	Hay	0.79	II	2	3
17	Hesperian - NB	La Playa	W.Winton Ave.	Hay	0.44	II	2	3
18	Hesperian - NB	W.Winton Ave	A St	Hay	0.96	II	2	3
19	Hesperian - NB	A St	Hacienda	Unin	0.65	II	2	2
20	Hesperian - NB	Hacienda	Grant	Unin	0.65	II	2	2
21	Hesperian - NB	Grant	Llewelling	Unin	0.28	II	2	2
22	Hesperian - NB	Llewelling	Springlake	Unin	0.40	II	2	2
23	Hesperian - NB	Springlake	Fairmont	SL	0.66	II	2	2
24	Hesperian - NB	Fairmont	14th	SL	0.32	II	2	2
25	Hesperian - SB	14th	Fairmont	SL	0.31	II	2	2
26	Hesperian - SB	Fairmont	Springlake	SL	0.65	II	2	2
27	Hesperian - SB	Springlake	Llewelling	Unin	0.40	II	2	2
28	Hesperian - SB	Llewelling	Grant	Unin	0.28	II	2	2
29	Hesperian - SB	Grant	Hacienda	Unin	0.65	II	2	2
30	Hesperian - SB	Hacienda	A St	Unin	0.65	II	2	2
31	Hesperian - SB	A St	W.Winton Ave.	Hay	0.96	II		
32	Hesperian - SB	W.Winton Ave	La Playa	Hay	0.44	II		
33	Hesperian - SB	La Playa	SH 92	Hay	0.79	II		
34	Hesperian - SB	SH 92 - WB	Tennyson	Hay	0.47	I	2	3
35	Mowry - EB	I-880	Farwell	Fre	0.34	II	3	2
36	Mowry - EB	Farwell	SH 84	Fre	2.63	II	3	2
37	Mowry - WB	SH 84	Farwell	Fre	2.63	II	3	2
38	Mowry - WB	Farwell	I-880	Fre	0.34	II	3	2

2012 LOS Monitoring Study Results - Arterials PM Peak Period								
		Segment Limits			Length	Arterial	Plan	No of
#	CMP Route	From	To	Juris	(miles)	Class	Area	Lanes
39	Park/23rd - EB	Encinal	Santa Clara	Ala	0.23	III	1	2
40	Park/23rd - EB	Santa Clara	Kennedy	Ala	0.66	III	1	2
41	Park/23rd - EB	Kennedy	E 11th	Ala - Oak	0.45	II	1	2
42	Park/23rd - WB	E 11th	Kennedy	Ala - Oak	0.45	II	1	2
43	Park/23rd - WB	Kennedy	Santa Clara	Ala	0.66	III	1	2
44	Park/23rd - WB	Santa Clara	Encinal	Ala	0.23	III	1	2
45	MLK Jr Way -NB	SH 24	Adeline	Oak	0.90	II	1	2
46	Adeline - NB	MLK Jr - South	MLK Jr - North	Berk	0.30	II	1	2
47	Adeline - NB	MLK Jr - North	Shattuck/Adeline	Berk	0.63	II	1	2
48	Shattuck NB	Shattuck/Adeline	Dwight	Berk	0.32	II	1	2
49	Shattuck NB	Dwight	University	Berk	0.63	III	1	2
50	Shattuck SB	University	Dwight	Berk	0.63	III	1	2
51	Shattuck SB	Dwight	Shattuck/Adeline	Berk	0.32	II	1	2
52	Adeline - SB	Shattuck/Adeline	MLK Jr - North	Berk	0.63	II	1	2
53	Adeline - SB	MLK Jr - North	MLK Jr - South	Berk	0.30	II	1	2
54	MLK Jr Way -SB	Adeline	SH 24	Oak	0.88	II	1	2
55	Tennyson - EB	Hesperian	I-880	Hay	0.88	I	2	2
56	Tennyson - EB	I-880 NB	Rt 238	Hay	1.55	II	2	2
57	Tennyson - WB	Rt 238	I-880	Hay	1.63	II	2	2
58	Tennyson - WB	I-880	Hesperian	Hay	0.85	I	2	2
59	University - EB	I-80 SB	6th	Berk	0.40	II	1	2
60	University - EB	6th	San Pablo	Berk	0.31	II	1	2
61	University - EB	San Pablo	Sacramento	Berk	0.56	II	1	2
62	University - EB	Sacramento	ML King	Berk	0.48	II	1	2
63	University - EB	ML King	Shattck Pl	Berk	0.30	III	1	2
64	University - WB	Shattck Pl	ML King	Berk	0.30	III	1	2
65	University - WB	ML King	Sacramento	Berk	0.48	II	1	2
66	University - WB	Sacramento	San Pablo	Berk	0.56	II	1	2
67	University - WB	San Pablo	6th	Berk	0.31	II	1	2
68	University - WB	6th	I-80 SB	Berk	0.40	II	1	2
69	SR 13 Ashby - WB	Hiller	Domingo	Oak - Berk	0.79	II	1	2
70	SR 13 Ashby - WB	Domingo	College	Berk	0.50	III	1	1
71	SR 13 Ashby - WB	College	Telegraph	Berk	0.38	III	1	1
72	SR 13 Ashby - WB	Telegraph	Shattuck	Berk	0.38	III	1	1
73	SR 13 Ashby - WB	Shattuck	ML King	Berk	0.24	III	1	1
74	SR 13 Ashby - WB	ML King	San Pablo	Berk	0.87	III	1	1
75	SR 13 Ashby - WB	San Pablo	I-80 Ramps	Berk	0.64	II	1	2

2012 LOS Monitoring Study Results - Arterials PM Peak Period								
		Segment Limits			Length	Arterial	Plan	No of
#	CMP Route	From	To	Juris	(miles)	Class	Area	Lanes
76	SR 13 Ashby - EB	I-80	San Pablo	Berk	0.61	II	1	2
77	SR 13 Ashby - EB	San Pablo	ML King	Berk	0.87	III	1	1
78	SR 13 Ashby - EB	ML King	Shattuck	Berk	0.24	III	1	1
79	SR 13 Ashby - EB	Shattuck	Telegraph	Berk	0.38	III	1	1
80	SR 13 Ashby - EB	Telegraph	College	Berk	0.38	III	1	1
81	SR 13 Ashby - EB	College	Domingo	Berk	0.50	III	1	1
82	SR 13 Ashby - EB	Domingo	Hiller	Berk - Oak	0.79	II	1	2
83	SR 61 - SB	Atlantic	Cent/Webster	Ala	0.55	III	1	2
84	SR 61 - SB	Cent/Webster	Sher/Encino	Ala	0.73	II	1	2
85	SR 61 - SB	Sher/Encino	Park	Ala	1.22	II	1	1
86	SR 61 - SB	Park	High/Otis	Ala	1.06	II	1	1
87	SR 61 (Doolittle) - SB*	High	Island Dr	Ala	0.41	II	1	2
88	SR 61 (Doolittle) - SB*	Island Dr	Harbor Bay Pkwy	Ala	0.50	I	1	2
89	SR 61 - SB	Harbor Bay	Airport Dr	Oak	2.15	I	1	1
90	SR 61 (Doolittle) - SB	Airport	Davis	Oak - SL	0.95	I	1	2
91	SR 61 (Doolittle) - NB	Davis	Airport	SL - Oak	0.95	I	2	2
92	SR 61 - NB	Airport Dr	Harbor Bay	Ala	2.15	I	1	1
93	SR 61 (Doolittle)-NB*	Harbor Bay	Island Dr	Ala	0.50	I	1	2
94	SR 61 (Doolittle)-NB*	Island Dr	High/Otis	Ala	0.41	II	1	2
95	SR 61 - NB	High/Otis	Park	Ala	1.06	II	1	1
96	SR 61 - NB	Park/Encinal	Sher/Cent	Ala	1.22	II	1	1
97	SR 61 - NB	Sher/Cent	Web/Cent	Ala	0.73	II	1	2
98	SR 61 - NB	Cent/Web	Atlantic	Ala	0.55	III	1	2
99	SR 77 (42nd) - EB	I-880 NB	E 14th	Oak	0.32	I	1	2
100	SR 77 (42nd) - WB	E 14 th	I-880 NB	Oak	0.30	I	1	2
101	Decoto - WB	SH 238/Mission	Union Square	UC	0.85	II	3	2
102	Decoto - WB	Union Square	Alv-Niles Rd	UC	0.25	II	3	2
103	Decoto - WB	Alv-Niles Rd	Fremont CL	UC	0.66	II	3	2
104	Decoto - WB	Fremont CL	I-880 NB (off)	Fre	1.15	II	3	2
105	Decoto - EB	I-880 NB (off)	Union City CL	Fre	1.15	II	3	2
106	Decoto - EB	Union City CL	Alv-Niles Rd	UC	0.66	II	3	2
107	Decoto - EB	Alv-Niles Rd	Union Square	UC	0.25	II	3	2
108	Decoto - EB	Union Square	SH 238/Mission	UC	0.85	II	3	2
109	SR 84/Mowry (Fre)-WB	SH 238	Peralta	Fre	0.78	I	3	
110	SR 84/Peralta (Fre)-WB	Mowry	Fremont	Fre	1.66	I	3	
111	SR 84/Fremont(Fre)-WB	Peralta	Thornton	Fre	0.33	II	3	
112	SR 84/Thornton(Fre)-WB	Fremont	I-880 SB	Fre	1.29	II	3	

2012 LOS Monitoring Study Results - Arterials PM Peak Period

		Segment Limits			Length	Arterial	Plan	No of
#	CMP Route	From	To	Juris	(miles)	Class	Area	Lanes
113	SR 84/Thornton (Fre)-EB	I-880 SB	Fremont	Fre	1.29	II	3	4
114	SR 84/Fremont (Fre)-EB	Thornton	Peralta	Fre	0.32	II	3	4
115	SR 84/Peralta (Fre) - EB	Fremont	Mowry	Fre	1.64	I	3	2
116	SR 84/Mowry (Fre) - EB	Peralta	SH 238	Fre	0.87	I	3	4(2)
117	1st Street - SB	I-580 Off	N Mines	Liv	0.61	I		
118	1st Street - SB	N Mines	Inman	Liv	1.05	I		
119	1st Street - NB	Inman	N Mines	Liv	1.05	I		
120	1st Street - NB	N Mines	I-580 Off	Liv	0.61	I		
121	SR 84 - EB	SR 238/Mission	Union City Limit	Fre	1.59	41.9	3	2
122	SR 84 - EB	Union City Limit	Palamoras	Fre	0.94	44.5	3	2
123	SR 84 - EB	Palamoras	Niles Cnyn Quarry	Fre	2.16	43.8	3	2
124	SR 84 - EB	Niles Cnyn Quarry	Sunol Rd	Fre	1.75	46.7	3	2
125	SR 84 - EB	Sunol Rd	Plea-Sunol Rd	Fre	0.53	27.6	3	2
126	SR 84 - EB	Ple-Sunol Rd	SR 84 (Off)/I-680	Unin	0.77	42.9	4	2
127	SR 84 - EB	SR 84 (Off)/I-680	Vallecitos Ln	Unin	1.07	50.8	4	2
128	SR 84 - EB	Vallecitos Ln	Vallecitos Nuc.Cntr	Unin	1.14	57.5	4	2
129	SR 84 - EB	Vallecitos Nuc Center	Culvert (Lat/Long: 37.6	Unin	1.65	58.3	4	2
130	SR 84 - EB	Culvert (Lat/Long: 37.	Ruby Hill /Kaithoff	Unin	1.62	59.2	4	2
131	SR 84 - EB	Ruby Hill./Kaithoff	Isabel/Vallecitos	Unin	0.38	I	4	2
132	SR 84 (Liv) - NB	Isabel/Vallecitos	Vineyard	Liv	1.12	I	4	2
133	SR 84 (Liv) - NB	Vineyard	Concannon	Liv	0.60	I	4	2
134	SR 84 (Liv) - NB	Concannon	Stanley	Liv	1.07	I	4	2
135	SR 84 (Liv) - NB	Stanley	W. Jack London Blvd.	Liv	0.88	I	4	2
136	SR 84 (Liv) - NB	W. Jack London Blvd	Airway/Kitty Hawk	Liv	0.49	I	4	2
137	SR 84 (Liv) - NB	Airway/Kitty	I-580 (Off)	Liv	1.06	I	4	2
138	SR 84 (Liv) - SB	I-580 (On)	Airway/Kitty Hawk	Liv	1.06	I	4	2
139	SR 84 (Liv) - SB	Airway/Kitty	W. Jack London Blvd.	Liv	0.49	I	4	2
140	SR 84 (Liv) - SB	W. Jack London Blvd	Stanley	Liv	0.90	I	4	2
141	SR 84 (Liv) - SB	Stanley	Concannon	Liv	1.05	I	4	2
142	SR 84 (Liv) - SB	Concannon	Vineyard	Liv	0.60	I	4	2
143	SR 84 (Liv) - SB	Vineyard	Isabel/Vallecitos	Liv	1.12	I	4	2
144	SR 84 - WB	Isabel/Vallecitos	Ruby Hill /Kaithoff	Liv	0.38	I	4	2
145	SR 84 - WB	Ruby Hill /Kaithoff	Culvert (Lat/Long: 37.6	Pleas	1.62	55.8	4	2
146	SR 84 - WB	Culvert (Lat/Long: 37.	Vallecitos Nuc.Cntr	Unin	1.65	56.5	4	2
147	SR 84 - WB	Vallecitos Nuc.Cntr	Vallecitos Ln	Unin	1.14	52.5	3	2
148	SR 84 - WB	Vallecitos Ln	SR 84/I-680 NB On	Unin	0.21	55.3	3	2
149	SR 84 - WB	SR 84/I-680 NB On	Ple-Sunol Rd	Fre	1.27	41.4	3	2
150	SR 84 - WB	Ple-Sunol Rd	Sunol Rd	Fre	0.53	41.9	3	2
151	SR 84 - WB	Sunol Rd	Niles Canyon Quarry	Fre	1.75	48.5	3	2
152	SR 84 - WB	Niles Canyon Quarry	Fremont City Limit	Fre	1.00	47.5	3	2
153	SR 84 - WB	Fremont City Limit	Union City Limit	Fre	2.10	41.8	3	2
154	SR 84 - WB	Union City Limit	SR 238	Fre	1.62	31.7	3	2

2012 LOS Monitoring Study Results - Arterials PM Peak Period

		Segment Limits			Length	Arterial	Plan	No of
#	CMP Route	From	To	Juris	(miles)	Class	Area	Lanes
155	SR 92 - EB	I-880	Mission	Hay	1.59	II	2	3
156	SR 92 - WB	Mission	I-880	Hay	1.59	II	2	3
157	SR 112 (Davis) - EB	Doolittle/Davis	I-880	SL	0.51	II	2	2
158	SR 112 (Davis) - EB	I-880	San Leandro	SL	1.01	II	2	2
159	SR 112 (Davis) - EB	San Leandro	E 14th	SL	0.28	III	2	2
160	SR 112 (Davis) - WB	E 14th	San Leandro	SL	0.28	III	2	2
161	SR 112 (Davis) - WB	San Leandro	I-880	SL	1.00	II	2	2
162	SR 112 (Davis) - WB	I-880	Doolittle	SL	0.51	II	2	2
163	SR 123 San Pablo - SB	Carlson	Washington	Alb	0.53	II	1	2
164	SR 123 San Pablo - SB	Washington	Marin	Alb	0.44	III	1	2
165	SR 123 San Pablo - SB	Marin	Gilman	Alb - Berk	0.47	II	1	2
166	SR 123 San Pablo - SB	Gilman	University	Berk	0.86	II	1	2
167	SR 123 San Pablo - SB	University	Allston	Berk	0.20	III	1	2
168	SR 123 San Pablo - SB	Allston	Dwight	Berk	0.4	II		
169	SR 123 San Pablo - SB	Dwight	Ashby	Berk	0.68	II		
170	SR 123 San Pablo - SB	Ashby	Stanford	Berk	0.81	II	1	2
171	SR 123 San Pablo - SB	Stanford	53rd	Oak	0.27	II	1	2
172	SR 123 San Pablo - SB	53rd	Park	Emer	0.34	II	1	2
173	SR 123 San Pablo - SB	Park	35th	Emer - Oak	0.45	II	1	2
174	SR 123 San Pablo - NB	35th	Park	Oak - Emer	0.45	II	1	2
175	SR 123 San Pablo - NB	Park	53rd	Emer	0.34	II	1	2
176	SR 123 San Pablo - NB	53rd	Stanford	Oak	0.27	II	1	2
177	SR 123 San Pablo - NB	Stanford	Ashby	Oak	0.81	II	1	2
178	SR 123 San Pablo - NB	Ashby	Dwight	Berk	0.68	II		
179	SR 123 San Pablo - NB	Dwight	Allston	Berk	0.4	II		
180	SR 123 San Pablo - NB	Allston	University	Berk	0.20	III	1	2
181	SR 123 San Pablo - NB	University	Gilman	Berk	0.86	II	1	2
182	SR 123 San Pablo - NB	Gilman	Marin	Alb - Berk	0.47	II	1	2
183	SR 123 San Pablo - NB	Marin	Washington	Alb	0.45	III	1	2
184	SR 123 San Pablo - NB	Washington	Carlson	Alb	0.53	II	1	2
185	SR 185 (14th) - SB	42nd	46th St	Oak	0.26	II		
186	SR 185 (14th) - SB	46th St	Seminary	Oak	0.79	II		
187	SR 185 (14th) - SB	Seminary	73rd	Oak	0.80	II	1	2
188	SR 185 (14th) - SB	73rd Ave	98th Ave	Oak	1.39	II	1	2
189	SR 185 (14th) - SB	98th	Broadmoor	Oak	0.74	II	1	2
190	SR 185 (14th) - SB	Broadmoor	Davis	SL	0.73	II	2	2
191	SR 185 (14th) - SB	Davis	San Leandro	SL	1.04	III	2	2
192	SR 185 (14th) - SB	San L Blvd	Hesperian	SL	0.94	II	2	2
193	SR 185 (14th) - SB	Hesperian	Bayfair	SL	0.46	II	2	2

2012 LOS Monitoring Study Results - Arterials PM Peak Period

		Segment Limits			Length	Arterial	Plan	No of
#	CMP Route	From	To	Juris	(miles)	Class	Area	Lanes
194	SR 185 (14th) - SB	Bayfair	170th	Unin	1.24	II	3	2
195	SR 185 (14th) - SB	170th	Llewelling	Unin	0.21	II	3	2
196	SR 185 (14th) - SB	Llewelling	Sunset	Unin	1.02	II	3	2
197	SR 185 Hayward - SB	Sunset	SR 92/238	Hay	0.84	III	2	2
198	SR 185 Hayward - NB	SR 92/238	Sunset	Hay	0.84	III	2	2
199	SR 185 (14th) - NB	Sunset	Llewelling	Unin	1.11	II	3	2
200	SR 185 (14th) - NB	Llewelling	170th	Unin	0.21	II	3	2
201	SR 185 (14th) - NB	170th	Bayfair	Unin	1.24	II	3	2
202	SR 185 (14th) - NB	Bayfair	Hesperian	SL	0.47	II	2	2
203	SR 185 (14th) - NB	Hesperian	San L Blvd	SL	0.94	II	2	2
204	SR 185 (14th) - NB	San Leandro	Davis	SL	1.02	III	2	2
205	SR 185 (14th) - NB	Davis	Broadmoor	SL	0.72	II	2	2
206	SR 185 (14th) - NB	Broadmoor	98th	Oak	0.74	II	1	2
207	SR 185 (14th) - NB	98th Ave	73rd Ave	Oak	1.37	II	1	2
208	SR 185 (14th) - NB	73rd Ave	Seminary	Oak	0.60	II	1	2
209	SR 185 (14th) - NB	Seminary	46th St	Oak	0.79	II		
210	SR 185 (14th) - NB	46th St	42nd	Oak	0.26	II		
211	SR 238 (Foothill) - NB	Jackson	City Center	Hay	0.62	III	2	3
212	SR 238 (Foothill) - NB	City Center	I-580	Unin-Hay	0.73	II	3	3
213	SR 238 (Foothill) - NB	I-580 Ramp	I-580 Merge	Unin	0.71	I	3	
214	SR 238 (Foothill) - SB	I-580	Cstro V Blvd	Unin	0.86	I	3	
215	SR 238 (Foothill) - SB	Cstro V Blvd	City Center	Hay-Unin	1.03	II	2	3
216	SR 238 (Foothill) - SB	City Center	Jackson	Hay	0.62	III	2	3
217	SR 238 (Mission) - NB	680 NB Rmp	Stevenson	Fre	2.46	I	3	2
218	SR 238 (Mission) - NB	Stevenson	Nursery	Fre	2.57	I	3	2
219	SR 238 (Mission) - NB	Nursery	Tamarack	UC	2.10	I	3	2
220	SR 238 (Mission) - NB	Tamarack	Industrial	UC-Hay	1.96	I	3	2
221	SR 238 (Mission) - NB	Industrial	Sorenson	Hay	1.47	II	2	2
222	SR 238 (Mission) - NB	Sorenson	Jackson	Hay	1.83	II	2	2
				Hay				
223	SR 238 (Mission) - SB	Jackson	Sorenson	Hay	1.83	II	2	2
224	SR 238 (Mission) - SB	Sorenson	Industrial	Hay	1.47	II	2	2
225	SR 238 (Mission) - SB	Industrial	Tamarack	Hay-UC	1.96	I	2	2
226	SR 238 (Mission) - SB	Tamarack	Nursery	UC	2.07	I	3	2
227	SR 238 (Mission) - SB	Nursery	Stevenson	Fre	2.57	I	3	2
228	SR 238 (Mission) - SB	Stevenson	680 NB Rmp	Fre	2.46	I	3	2
229	SR 260 (Tubes) - NB	Atlantic	7th/Web	Oak	1.31	I	1	2
230	SR 260 (Tubes) - SB	7th/Web	Atlantic	Oak	1.31	I	1	2
231	SR 262 (Mission) - EB	I-880 NB	I-680 NB	Fre	1.33	I	3	2
232	SR 262 (Mission) - WB	I-680 NB	I-880 SB	Fre	1.11	I	3	2

2012 LOS Monitoring Study Results - Ramps and Special Segments for PM Peak Period

#	CMP Route	Segment Limits From:	Segment Limits To:	Jurisdiction	Plan Area	Length (miles)	No of Lanes
1	I-80/I-580 Interchange	I-80 SB	I-580 EB	Oak	1	0.30	1
2	I-80/I-580 Interchange	I-580 WB	I-80 NB	Oak	1	0.41	1
3	SR 24 WB/I-580 WB	SR 24 ON	I-580 OFF	Oak	1	0.69	2
4	I-580/SR 24 Interchange	I-580 WB	SR-24 EB	Oak	1	0.51	2
5	I-580/SR 24 Interchange	SR-24 WB	I-580 EB	Oak	1	0.74	2
6	SR13/SR 24 Interchange	SR-13 NB	SR-24 EB	Oak	1	0.32	1
7	SR13/SR 24 Interchange	SR-24 WB	SR-13 SB	Oak	1	0.16	1
8	I-880/I-238 Interchange	I-880 SB	I-238 EB	SL	2	0.74	2
9	I-880/I-238 Interchange	I-238 WB	I-880 NB	SL	2	0.54	1
10	I-880/I-238 Interchange	I-880 NB	I-238 EB	SL	2	0.42	1
11	I-880/I-238 Interchange	I-238 WB	I-880 SB	SL	2	0.76	1
12	I-580 /I-238 Interchange	I-580 SB	I-238 EB	Hay	2	0.35	1
13	I-580 /I-238 Interchange	I-238 WB	I-580 NB	Hay	2	0.32	1
25	I-580/I-680 Interchange	I-580 EB	I-680 NB	Pleas	4	0.46	1
15	I-580/I-680 Interchange	I-580 EB	I-680 SB	Pleas	4	0.28	1
16	I-580/I-680 Interchange	I-680 NB	I-580 EB	Pleas	4	0.90	2
17	I-580/I-680 Interchange	I-680 NB	I-580 WB	Pleas	4	0.66	1
18	I-580/I-680 Interchange	I-580 WB	I-680 NB	Pleas	4	0.41	1
19	I-580/I-680 Interchange	I-580 WB	I-680 SB	Pleas	4	0.66	1
20	I-580/I-680 Interchange	I-680 SB	I-580 EB	Pleas	4	1.23	2
21	I-580/I-680 Interchange	I-680 SB	I-580 WB	Pleas	4	0.43	1
22	I-880/SR 260 Connection*	I-880 SB	SR-260 WB	Oak	1	0.99	1
23	I-880/SR 260 Connection	SR-260 EB	I-880 NB	Oak	1	0.36	1

*Starting from the 2010 LOS Monitoring runs, the travel route has been changed to the correct route of I-880 SB ramp exit to 5th Street and then connecting to Webster Tube from Broadway/5th Street intersection under the I-880 bridge.

Results for 2012 LOS Monitoring Study for the Tier 2 CMP Roadways - PM Peak Period

	CMP Tier 2 Route	Segment Limits		Jurisdiction	Plan Area	Length (miles)
		From	To			
1	W.Grand Ave - Grand Ave -EB	I-80/Maritime St	San Pablo Ave	Oakland	1	1.09
2	W.Grand Ave - Grand Ave -EB	San Pablo Ave	Broadway	Oakland	1	0.40
3	W.Grand Ave - Grand Ave -EB	Broadway	I-580	Oakland	1	1.62
4	W.Grand Ave - Grand Ave -WB	I-580	Broadway	Oakland	1	1.62
5	W.Grand Ave - Grand Ave -WB	Broadway	San Pablo Ave	Oakland	1	0.40
6	W.Grand Ave - Grand Ave -WB	San Pablo Ave	I-80/Maritime St	Oakland	1	1.09
7	12th St - Lakeshore Ave-EB	I-980 OFF Ramp/Brush St	Webster	Oakland	1	0.46
8	12th St - Lakeshore Ave-EB	Webster	Lake Merrit Blvd	Oakland	1	0.59
9	12th St - Lakeshore Ave-EB	Lake Merrit Blvd	MacArthur Blvd/I-580 ON Ramp	Oakland	1	1.30
10	12th St - Lakeshore Ave-WB	MacArthur Blvd/I-580 ON Ramp	Lake Merrit Blvd	Oakland	1	1.20
11	12th St - Lakeshore Ave-WB	Lake Merrit Blvd	Webster	Oakland	1	0.61
12	12th St - Lakeshore Ave-WB	Webster	I-980 OFF Ramp/Brush St	Oakland	1	0.51
13	Telegraph Ave-NB	51st Street	Russell St	Oakland, Berkeley	1	1.41
14	Telegraph Ave-NB	Russell St	Bancroft Way	Oakland, Berkeley	1	0.77
15	Telegraph Ave-SB	Bancroft Way	Russell St	Oakland, Berkeley	1	0.75
16	Telegraph Ave-SB	Russell St	51st Street	Oakland, Berkeley	1	1.50
17	Broadway-EB	Broadway/College Ave	Grand Ave	Oakland	1	1.91
18	Broadway-EB	Grand Ave	14th St	Oakland	1	0.55
19	Broadway-EB	14th St	5th St/Broadway	Oakland	1	0.48
20	Broadway-EB	5th St/Broadway	I-880 OFF Ramp	Oakland	1	0.06
21	Broadway-WB	I-880 OFF Ramp	5th St/Broadway	Oakland	1	0.07
22	Broadway-WB	5th St/Broadway	14th St	Oakland	1	0.48
23	Broadway-WB	14th St	Grand Ave	Oakland	1	0.55
24	Broadway-WB	Grand Ave	Broadway/College Ave	Oakland	1	1.91
25	College Avenue-EB	Bancroft Way/College Ave	Ashby Ave	Oakland	1	1.04
26	College Avenue-EB	Ashby Ave	Miles Ave/SR 24 OFF Ramp	Oakland, Berkeley	1	0.83
27	College Avenue-EB	Miles Ave/SR 24 OFF Ramp	Broadway/College Ave	Berkeley	1	0.60
28	College Avenue-WB	Broadway/College Ave	Miles Ave/SR 24 OFF Ramp	Berkeley	1	0.60
29	College Avenue-WB	Miles Ave/SR 24 OFF Ramp	Ashby Ave	Oakland, Berkeley	1	0.83
30	College Avenue-WB	Ashby Ave	Bancroft Way/College Ave	Oakland	1	0.98
31	Bancroft-EB	Shattuck	Bancroft Way/College Ave	Berkeley	1	0.48
32	Bancroft-WB	College Ave.	Shattuck	Berkeley	1	0.73
33	51st Street-EB	SR 24 Off Ramp/52nd St	Broadway	Oakland	1	0.81
34	51st Street-WB	Broadway	SR 24 Off Ramp/52nd St	Oakland	1	0.81
35	Shattuck Avenue-NB	51st	Alcatraz Ave.	Oakland, Berkeley	1	0.81
36	Shattuck Avenue-NB	Alcatraz Ave.	Adeline St.	Berkeley	1	0.69
37	Shattuck Avenue-SB	Adeline St.	Alcatraz Ave.	Berkeley	1	0.69
38	Shattuck Avenue-SB	Alcatraz Ave.	51st	Oakland, Berkeley	1	0.81
39	Powel Street-Stanford Avenue-EB	NB I-80 OFF Ramp	San Pablo Ave	Emeryville	1	0.75
40	Powel Street-Stanford Avenue-EB	San Pablo Ave	MLK Jr Way	Emeryville,Berkeley	1	0.76
41	Powel Street-Stanford Avenue-WB	MLK Jr Way	San Pablo Ave	Emeryville,Berkeley	1	0.76
42	Powel Street-Stanford Avenue-WB	San Pablo Ave	NB I-80 OFF Ramp	Emeryville	1	0.75
43	40thStreet-Shellmound Avenue-EB	Shellmound Way (north of Powell St)	40th St	Emeryville	1	0.82
44	40thStreet-Shellmound Avenue-EB	40th St	San Pablo Ave	Emeryville	1	0.64
45	40thStreet-Shellmound Avenue-WB	San Pablo Ave	40th St	Emeryville	1	0.64
46	40thStreet-Shellmound Avenue-WB	40th St	Shellmound Way (north of Powell St)	Emeryville	1	0.82
47	International Boulevard-NB	42nd Ave	Fruitvale Ave	Oakland	1	0.62
48	International Boulevard-NB	Fruitvale Ave	14th Ave	Oakland	1	1.38
49	International Boulevard-NB	14th Ave	Lake Merrit Blvd	Oakland	1	0.88
50	International Boulevard-SB	Lake Merrit Blvd	14th Ave	Oakland	1	0.88
51	International Boulevard-SB	14th Ave	Fruitvale Ave	Oakland	1	1.38
52	International Boulevard-SB	Fruitvale Ave	42nd Ave	Oakland	1	0.62
53	Foothill Boulevard-NB	International Blvd/73rd Ave	73rd Ave/Foothill Blvd	Oakland	1	1.07
54	Foothill Boulevard-NB	73rd Ave/Foothill Blvd	Seminary Ave	Oakland	1	1.01
55	Foothill Boulevard-NB	Seminary Ave	High Street	Oakland	1	1.22
56	Foothill Boulevard-NB	High Street	Fruitvale Ave	Oakland	1	0.89
57	Foothill Boulevard-NB	Fruitvale Ave	14th Ave	Oakland	1	1.32

Results for 2012 LOS Monitoring Study for the Tier 2 CMP Roadways - PM Peak Period

	CMP Tier 2 Route	Segment Limits		Jurisdiction	Plan Area	Length (miles)
		From	To			
58	Foothill Boulevard-NB	14th Ave	1st Ave/Lake Shore Blvd	Oakland	1	0.87
59	Foothill Boulevard-SB	1st Ave/Lake Shore Blvd	14th Ave	Oakland	1	0.99
60	Foothill Boulevard-SB	14th Ave	Fruitvale Ave	Oakland	1	1.30
61	Foothill Boulevard-SB	Fruitvale Ave	High Street	Oakland	1	0.89
62	Foothill Boulevard-SB	High Street	Seminary Ave	Oakland	1	1.22
63	Foothill Boulevard-SB	Seminary Ave	73rd Ave/Foothill Blvd	Oakland	1	1.01
64	Foothill Boulevard-SB	73rd Ave/Foothill Blvd	International Blvd/73rd Ave	Oakland	1	1.04
65	E. 15th Street-SB	1st Avenue	14th Avenue	Oakland	1	0.99
66	High Street-EB	Otis Drive	Central Ave	Alameda	1	0.58
67	High Street-EB	Central Ave	Fernside Blvd	Alameda	1	0.48
68	High Street-EB	Fernside Blvd	NB I-880 OFF Ramp	Alameda, Oakland	1	0.49
69	High Street-EB	NB I-880 OFF Ramp	Foothill Blvd	Oakland	1	0.62
70	High Street-EB	Foothill Blvd	MacArthur Blvd/WB I-580 OFF Ramp	Oakland	1	1.30
71	High Street-WB	MacArthur Blvd/WB I-580 OFF Ramp	Foothill Blvd	Oakland	1	1.73
72	High Street-WB	Foothill Blvd	NB I-880 OFF Ramp	Oakland	1	0.62
73	High Street-WB	NB I-880 OFF Ramp	Fernside Blvd	Alameda, Oakland	1	0.49
74	High Street-WB	Fernside Blvd	Central Ave	Alameda	1	0.48
75	High Street-WB	Central Ave	Otis Drive	Alameda	1	0.58
76	Crow Canyon Road-NB	A Street/Redwood Road	EB I-580 ON Ramp/Grove Way	Alameda County	2	0.93
77	Crow Canyon Road-NB	EB I-580 ON Ramp/Grove Way	Cull Canyon	Alameda County	2	0.83
78	Crow Canyon Road-NB	Cull Canyon	Cold Water Dr	Alameda County	2	0.89
79	Crow Canyon Road-NB	Cold Water Dr	New Checkpoint (Driver to identify)	Alameda County	2	1.48
80	Crow Canyon Road-NB	New Checkpoint (Driver to identify)	County Line	Alameda County	2	3.90
81	Crow Canyon Road-SB	County Line	New Checkpoint (Driver to identify)	Alameda County	2	3.90
82	Crow Canyon Road-SB	New Checkpoint (Driver to identify)	Cold Water Dr	Alameda County	2	1.48
83	Crow Canyon Road-SB	Cold Water Dr	Cull Canyon	Alameda County	2	0.89
84	Crow Canyon Road-SB	Cull Canyon	EB I-580 ON Ramp/Grove Way	Alameda County	2	0.83
85	Crow Canyon Road-SB	EB I-580 ON Ramp/Grove Way	A Street/Redwood Road	Alameda County	2	0.93
86	Winton Avenue - D Street-EB	Hesperian Blvd.	SB I-880 ON Ramp	Hayward	2	0.41
87	Winton Avenue - D Street-EB	SB I-880 ON Ramp	Santa Clara St	Hayward	2	0.33
88	Winton Avenue - D Street-EB	Santa Clara St	Soto Rd	Hayward	2	0.55
89	Winton Avenue - D Street-EB	Soto Rd	Foothill Boulevard/D St	Hayward	2	0.91
90	Winton Avenue - D Street-WB	Foothill Boulevard/D St	Soto Rd	Hayward	2	0.91
91	Winton Avenue - D Street-WB	Soto Rd	Santa Clara St	Hayward	2	0.55
92	Winton Avenue - D Street-WB	Santa Clara St	SB I-880 ON Ramp	Hayward	2	0.33
93	Winton Avenue - D Street-WB	SB I-880 ON Ramp	Hesperian Blvd.	Hayward	2	0.41
94	A Street-EB	Foothill Boulevard/A St	Redwood Rd/Grove Way	Hayward	2	0.80
95	A Street-EB	Redwood Rd/Grove Way	EB I-580 ON Ramp/Grove Way	Hayward	2	0.41
96	A Street-WB	EB I-580 ON Ramp/Grove Way	Redwood Rd/Grove Way	Hayward	2	0.41
97	A Street-WB	Redwood Rd/Grove Way	Foothill Boulevard/A St	Hayward	2	0.80
98	Hesperian Boulevard-Union City Blvd-NB	Union City/Alvarado Blvd	Whipple Rd	Union City	3	0.98
99	Hesperian Boulevard-Union City Blvd-NB	Whipple Rd	Hesperian/Union City Blvd/overbridge	Union City	3	0.30
100	Hesperian Boulevard-Union City Blvd-NB	Hesperian/Union City Blvd/overbridge	Industrial Blvd	Union City	3	0.57
101	Hesperian Boulevard-Union City Blvd-NB	Industrial Blvd	Tennyson/Hesperian	Union City	3	1.04
102	Hesperian Boulevard-Union City Blvd-SB	Tennyson/Hesperian	Industrial Blvd	Union City	3	1.03
103	Hesperian Boulevard-Union City Blvd-SB	Industrial Blvd	Hesperian/Union City Blvd/overbridge	Union City	3	0.57
104	Hesperian Boulevard-Union City Blvd-SB	Hesperian/Union City Blvd/overbridge	Whipple Rd	Union City	3	0.30
105	Hesperian Boulevard-Union City Blvd-SB	Whipple Rd	Union City/Alvarado Blvd	Union City	3	0.98
106	Alvarado Blvd.-NB	NB I-880 ON Ramp	Ramp	Union City	3	0.21

Results for 2012 LOS Monitoring Study for the Tier 2 CMP Roadways - PM Peak Period						
	CMP Tier 2 Route	Segment Limits		Jurisdiction	Plan Area	Length (miles)
		From	To			
107	Alvarado Blvd.-NB	Ramp	Fair Ranch Rd	Union City	3	1.42
108	Alvarado Blvd.-NB	Fair Ranch Rd	Union City/Alvarado Blvd	Union City	3	0.52
109	Alvarado Blvd.-SB	Union City/Alvarado Blvd	Fair Ranch Rd	Union City	3	0.52
110	Alvarado Blvd.-SB	Fair Ranch Rd	Ramp	Union City	3	1.43
111	Alvarado Blvd.-SB	Ramp	NB I-880 ON Ramp	Union City	3	0.21
112	Fremont Boulevard-NB	NB I-880 OFF Ramp	Automall Parkway	Fremont	3	1.27
113	Fremont Boulevard-NB	Automall Parkway	Blacow Rd	Fremont	3	0.90
114	Fremont Boulevard-NB	Blacow Rd	Adams Ave	Fremont	3	0.38
115	Fremont Boulevard-NB	Adams Ave	Stevenson Rd	Fremont	3	1.17
116	Fremont Boulevard-NB	Stevenson Rd	Mowry Ave	Fremont	3	1.00
117	Fremont Boulevard-NB	Mowry Ave	Peralta Blvd	Fremont	3	1.21
118	Fremont Boulevard-NB	Peralta Blvd	Thornton Ave	Fremont	3	0.32
119	Fremont Boulevard-NB	Thornton Ave	Decoto Rd	Fremont	3	1.34
120	Fremont Boulevard-NB	Decoto Rd	Paseo Padre Pkwy	Fremont	3	0.55
121	Fremont Boulevard-NB	Paseo Padre Pkwy	SB I-880 OFF Ramp	Fremont	3	0.61
122	Fremont Boulevard-SB	SB I-880 OFF Ramp	Paseo Padre Pkwy	Fremont	3	0.40
123	Fremont Boulevard-SB	Paseo Padre Pkwy	Decoto Rd	Fremont	3	0.55
124	Fremont Boulevard-SB	Decoto Rd	Thornton Ave	Fremont	3	1.34
125	Fremont Boulevard-SB	Thornton Ave	Peralta Blvd	Fremont	3	0.32
126	Fremont Boulevard-SB	Peralta Blvd	Mowry Ave	Fremont	3	1.21
127	Fremont Boulevard-SB	Mowry Ave	Stevenson Rd	Fremont	3	1.00
128	Fremont Boulevard-SB	Stevenson Rd	Adams Ave	Fremont	3	1.17
129	Fremont Boulevard-SB	Adams Ave	Blacow Rd	Fremont	3	0.38
130	Fremont Boulevard-SB	Blacow Rd	Automall Parkway	Fremont	3	0.90
131	Fremont Boulevard-SB	Automall Parkway	NB I-880 OFF Ramp	Fremont	3	1.25
132	Automall Parkway-EB	NB I-880 OFF Ramp	Fremont Blvd	Fremont	3	0.85
133	Automall Parkway-EB	Fremont Blvd	NB I-680 ON Ramp	Fremont	3	0.75
134	Automall Parkway-WB	NB I-680 ON Ramp	Fremont Blvd	Fremont	3	0.75
135	Automall Parkway-WB	Fremont Blvd	NB I-880 OFF Ramp	Fremont	3	0.77
136	Vasco Road-NB	WB I-580 OFF Ramp	Scenic Ave	Livermore	4	0.51
137	Vasco Road-NB	Scenic Ave	Dalton Ave/City-County Line	Livermore	4	0.69
138	Vasco Road-NB	Dalton Ave/City-County Line	N. Vasco Rd/Vasco Rd	Livermore	4	1.75
139	Vasco Road-NB	N. Vasco Rd/Vasco Rd	Local Road underpass/County Line	Livermore	4	2.80
140	Vasco Road-SB	Local Road underpass/County Line	N. Vasco Rd/Vasco Rd	Livermore	4	2.80
141	Vasco Road-SB	N. Vasco Rd/Vasco Rd	Dalton Ave/City-County Line	Livermore	4	1.75
142	Vasco Road-SB	Dalton Ave/City-County Line	Scenic Ave	Livermore	4	0.69
143	Vasco Road-SB	Scenic Ave	WB I-580 OFF Ramp	Livermore	4	0.51
144	Dublin Blvd.-EB	San Ramon Road	Village Parkway	Dublin	4	0.73
145	Dublin Blvd.-EB	Village Parkway	Dougherty Rd	Dublin	4	0.81
146	Dublin Blvd.-EB	Dougherty Rd	Hacienda Dr	Dublin	4	1.20
147	Dublin Blvd.-EB	Hacienda Dr	Tassajara Dr	Dublin	4	0.88
148	Dublin Blvd.-WB	Tassajara Dr	Hacienda Dr	Dublin	4	0.88
149	Dublin Blvd.-WB	Hacienda Dr	Dougherty Rd	Dublin	4	1.20
150	Dublin Blvd.-WB	Dougherty Rd	Village Parkway	Dublin	4	0.81
151	Dublin Blvd.-WB	Village Parkway	San Ramon Road	Dublin	4	0.73
152	San Ramon Road-NB	WB I-580 OFF ramp	Silvergate Dr	Dublin	4	0.67
153	San Ramon Road-NB	Silvergate Dr	Line	Dublin	4	0.98
154	San Ramon Road-SB	Alcosta Blvd/Westside Dr/County Line	Silvergate Dr	Dublin	4	0.98
155	San Ramon Road-SB	Silvergate Dr	WB I-580 OFF ramp	Dublin	4	0.67
156	Dougherty Road-NB	WB I-580 OFF ramp	Amador Valley Blvd on SB	Dublin	4	1.15
157	Dougherty Road-NB	Amador Valley Blvd on SB	Fallcreek Rd on SB/County Line	Dublin	4	0.78
158	Dougherty Road-SB	Fallcreek Rd on SB/County Line	Amador Valley Blvd on SB	Dublin	4	0.78
159	Dougherty Road-SB	Amador Valley Blvd on SB	WB I-580 OFF ramp	Dublin	4	1.15
160	Tassajara Road-NB	WB I-580 OFF ramp	Central Parkway	Dublin	4	0.60
161	Tassajara Road-NB	Central Parkway	Somerset Ln/N Dublin Ranch Dr	Dublin	4	0.68
162	Tassajara Road-NB	Somerset Ln/N Dublin Ranch Dr	Fallon Rd	Dublin	4	1.05
163	Tassajara Road-NB	Fallon Rd	County Line	Alameda County	4	0.50

Results for 2012 LOS Monitoring Study for the Tier 2 CMP Roadways - PM Peak Period

	CMP Tier 2 Route	Segment Limits		Jurisdiction	Plan Area	Length (miles)
		From	To			
164	Tassajara Road-SB	County Line	Fallon Rd	Alameda County	4	0.50
165	Tassajara Road-SB	Fallon Rd	Somerset Ln/N Dublin Ranch Dr	Dublin	4	1.05
166	Tassajara Road-SB	Somerset Ln/N Dublin Ranch Dr	Central Parkway	Dublin	4	0.68
167	Tassajara Road-SB	Central Parkway	WB I-580 OFF ramp	Dublin	4	0.63
168	E. Stanley Blvd - Railroad Avenue - 1st Street-NB	SR 84/Isabel Ave	Murrita Blvd	Pleasanton, Alameda County	4	0.98
169	E. Stanley Blvd - Railroad Avenue - 1st Street-NB	Murrita Blvd	S Livermore Ave	Livermore	4	1.07
170	E. Stanley Blvd - Railroad Avenue - 1st Street-NB	S Livermore Ave	Inman St	Livermore	4	0.46
171	E. Stanley Blvd - Railroad Avenue - 1st Street-SB	Inman St	S Livermore Ave	Livermore	4	0.46
172	E. Stanley Blvd - Railroad Avenue - 1st Street-SB	S Livermore Ave	Murrita Blvd	Livermore	4	1.07
173	E. Stanley Blvd - Railroad Avenue - 1st Street-SB	Murrita Blvd	SR 84/Isabel Ave	Pleasanton, Alameda County	4	0.98
174	Stoneridge Drive-EB	NB I-680 OFF Ramp	Hopyard Rd	Pleasanton	4	0.93
175	Stoneridge Drive-EB	Hopyard Rd	Hacienda Dr	Pleasanton	4	0.49
176	Stoneridge Drive-EB	Hacienda Dr	W. Las Positas Blvd	Pleasanton	4	0.64
177	Stoneridge Drive-EB	W. Las Positas Blvd	Santa Rita Road	Pleasanton	4	0.43
178	Stoneridge Drive-EB	Stoneridge Dr/Santa Rita Road	W. Los Positas Blvd	Pleasanton	4	0.29
179	Stoneridge Drive-EB	W. Los Positas Blvd	EB I-580 ON	Pleasanton	4	0.77
180	Stoneridge Drive-WB	EB I-580 ON	W. Los Positas Blvd	Pleasanton	4	0.74
181	Stoneridge Drive-WB	W. Los Positas Blvd	Santa Rita Road	Pleasanton	4	0.29
182	Stoneridge Drive-WB	Santa Rita Road	W. Las Positas Blvd	Pleasanton	4	0.43
183	Stoneridge Drive-WB	W. Las Positas Blvd	Hacienda Dr	Pleasanton	4	0.64
184	Stoneridge Drive-WB	Hacienda Dr	Hopyard Rd	Pleasanton	4	0.49
185	Stoneridge Drive-WB	Hopyard Rd	NB I-680 OFF Ramp	Pleasanton	4	0.66
186	Sunol Blvd.- 1st Street- Stanley Blvd.-NB	NB I-680 OFF	Bernal Ave	Pleasanton	4	1.22
187	Sunol Blvd.- 1st Street- Stanley Blvd.-NB	Bernal Ave	Ray/Vineyard	Pleasanton	4	0.64
188	Sunol Blvd.- 1st Street- Stanley Blvd.-NB	Ray/Vineyard	Bernal Ave/Valley Ave	Pleasanton	4	0.84
189	Sunol Blvd.- 1st Street- Stanley Blvd.-NB	Bernal Ave/Valley Ave	SR 84/Isabel Ave	Pleasanton, Alameda County	4	2.91
190	Sunol Blvd.- 1st Street- Stanley Blvd.-SB	SR 84/Isabel Ave	Bernal Ave/Valley Ave	Pleasanton, Alameda County	4	2.91
191	Sunol Blvd.- 1st Street- Stanley Blvd.-SB	Bernal Ave/Valley Ave	Ray/Vineyard	Pleasanton	4	0.85
192	Sunol Blvd.- 1st Street- Stanley Blvd.-SB	Ray/Vineyard	Bernal Ave	Pleasanton	4	0.63
193	Sunol Blvd.- 1st Street- Stanley Blvd.-SB	Bernal Ave	NB I-680 OFF	Pleasanton	4	1.23
	Note					
	* - Upon completion of Free Flow Speed Survey in Fall 2012, classification of the Tier 2 roadways will be determined and the service levels (LOS letters) based on the classifciation and 2012 speed will be reported.					

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Table 15: Origin-Destination Pair Travel Times

O-D Pair	Origin	Destination	Mode	Driving Distance	1998 Avg. (min)	2000 Avg. (min)	2002 Avg. (min)	2004 Avg. (min)	2006 Avg. (min)	2008 Avg. (min)	2010 Avg. (min)	2012 Avg. (min)	2012 No. of Runs	2012 Range of Times	Percent Variation from '10
1* p.m.	Hayward	Newark	Auto	11.2 mi	24	22	22	16	19	14	15	14	4	13-16	-7
			Transit		88	92	79	90	86	74	57	76	2	65-88	33
2 p.m.	Emeryville	Berkeley	Auto	4.8 mi	25	26	25	28	22	22	24	N/A	N/A	N/A	Unqualified data
			Transit		61	n/a	56	53	45	70	59	N/A	N/A	N/A	
			Bike		33	30	30	33	30	32	47	N/A	N/A	N/A	
3* p.m.	Hayward	Livermore	Auto	34.5 mi	53	45	49	61	61	54	51	38	4	34-45	-25
			Transit		144	152	141	120	113	143	N/A	112	2	101-124	22**
4 p.m.	Oakland	San Leandro	Auto	10.8 mi	35	29	32	41	34	27	27	24	4	22-28	-11
			Transit		74	64	56	70	66	78	67	76	2	69-84	13
5* p.m.	Fremont	Pleasanton	Auto	18.0 mi	31	34	33	27	39	26	37	N/A	N/A	N/A	Unqualified data
			Transit		130	122	125	146	181	145	154	N/A	N/A	N/A	
6 a.m.	Fremont	San Jose	Auto	14.8 mi	39	55	49	30	33	27	28	28	4	22-37	0
			Transit		129	104	118	94	111	82	73	93	2	89-98	27
7 a.m.	Fremont	San Jose	Auto	14.8 mi	---	35	34	27	25	23	23	25	4	21-30	9
8* p.m.	Oakland	Pleasanton	Auto	26.6 mi	58	60	62	45	57	41	52	N/A	N/A	N/A	Unqualified data
			Transit		81	96	91	77	75	107	74	N/A	N/A	N/A	
9 p.m.	Fremont	Alameda	Auto	25.2 mi	50	57	53	64	52	43	48	40	4	34-46	-17
			Transit		86	74	70	123	102	94	91	88	2	84-92	-3
10 p.m.	Alameda	Oakland	Auto	6.8 mi	21	17	21	22	21	22	24	N/A	N/A	N/A	Unqualified data
			Transit		51	47	45	45	43	51	52	N/A	N/A	N/A	

* Destination for these four O-D pairs changed since 2004.
** Comparison made with 2008 data as 2010 data was not available.
Note: For details on unqualified data, please refer to Appendix F.

Table 16: Travel Times on Bay Bridge Crossings

Bridge	Time Period	From-To	2001		2003		2009	2012	Percent Difference between 2009-2012
			Segment Travel Time	Total Travel Time	Segment Travel Time	Total Travel Time	Total Travel Time	Total Travel Time	
Dumbarton Bridge (SR 84)	**Westbound (toward San Mateo County)**								
	a.m.	2001-03: I-880 - US 101	25	32	7	14	9.7	12.2	26%
	a.m.	2009-12: I-880 - SR 84 @	7		7				
	p.m.	University Ave	6	12	6	11	8.8	9.7	10%
	p.m.		6		5				
	Eastbound (toward Alameda County)								
	a.m.	2001-03: US 101 - I-880	6	12	5	11	10.8	12.3	14%
	a.m.	2009-12: SR 84 @ University	6		6				
	p.m.	Ave - I-880	17	26	14	23.5	11.1	13.9	25%
	p.m.		9		9.5				
San Mateo Bridge (SR 92)	**Westbound**								
	a.m.	2001-03: I-880 - US 101	20	27	8	15.5	12.3	15.3	24%
	a.m.	2009-12: I-880 - SR 92 @	7		7				
	p.m.	Foster City Blvd	8	15	7	14.5	10.9	10.8	-1%
	p.m.		7		7.5				
	Eastbound								
	a.m.	2001-03: US 101 - I-880	7	13	7	14	10.5	10.9	4%
		2009-12: SR 92 @ Foster City	6		7				
	p.m.	Blvd - I-880	20	39	7	24	16.5*	13.4	-19%
			19		17				
Bay Bridge (I-80)	**Westbound**								
	a.m.	2001-09: I-580 merge - 5th	—	31	—	26	12.8*	13.6	6%
		St Off-ramp	—		—				
	p.m.	2009-12: I-880@ 7th St to	—	17	—	23.5	12.6*	16.1	28%
		I-80 @ Fremont St	—		—				
	Eastbound								
	a.m.	2001-03: Sterling St On-	—	8	—	8	7.9*	8.2	4%
		ramp - I-580 Off-ramp	—						
	p.m.	2009-12: I-80 @ 4th St to	—	14	—	17.5	12.2*	14	15%
		I-880 @ Grand Ave							

* Reflects computation error correction to previously reported data

Alameda CMA 2006 LOS Monitoring

SR 24 EB - AM

1,9

	Run Number											
	Date											
	Start Time											
	Driver											
Checkpoint	**Distance**											
Eastbound												
Jct I-880 Ramp (off)	0.00											
12th St.	0.58											
19th	0.26											
Jct I-580 (off)	0.62											
Jct I-580 (on)	0.86											
Claremont/Telegraph	0.93											
Broadway/ SR 13	1.15											
SR 13 Ramp (on)	1.34											
Caldecott (Enter)	0.07											
Fish Ranch Road	1.03											

Alameda CMA 2010 LOS Monitoring

SR 24 EB - AM

	Run Number	1	2	3	4	5	6
	Date	3/7/2012	3/8/2012	3/21/2012	3/21/2012	5/1/2012	5/24/2012
	Start Time	8:15 AM	8:41 AM	7:34 AM	7:55 AM	8:08 AM	7:02 AM
	Driver	Mieczyslaw.Mleczko	Mieczyslaw.Mleczko	Mieczyslaw.Mleczko	Mieczyslaw.Mleczko	Mieczyslaw.Mleczko	Matthew.Stemm
		8022-370-591521a8bd8f_Part2	8022-370-55e99414ef6f_Part2	8023-370-8b8e5c0b4e84	8023-370-65199c8e2cd9	8022-370-00da90c37f67	8023-383-5e75b643185f
Checkpoint	**Distance**	Wednesday	Thursday	Wednesday	Wednesday	Tuesday	Thursday
Jct I-880 Ramp (off)	0.00	8:15:53 AM	8:41:58 AM	7:34:30 AM	7:55:07 AM	8:08:47 AM	7:02:26 AM
12th St.	0.58	8:16:26 AM	8:42:34 AM	7:35:01 AM	7:55:42 AM	8:09:24 AM	7:03:00 AM
19th	0.26	8:16:48 AM	8:42:54 AM	7:35:20 AM	7:56:02 AM	8:09:46 AM	7:03:21 AM
Jct I-580 (off)	0.62	8:17:28 AM	8:43:28 AM	7:35:54 AM	7:56:35 AM	8:10:24 AM	7:03:58 AM
Jct I-580 (on)	0.86	8:18:17 AM	8:44:15 AM	7:36:40 AM	7:57:22 AM	8:11:11 AM	7:04:48 AM
Claremont/Telegraph	0.93	8:19:08 AM	8:45:05 AM	7:37:30 AM	7:58:12 AM	8:12:02 AM	7:05:44 AM
Broadway/ SR 13	1.15	8:20:10 AM	8:46:06 AM	7:38:33 AM	7:59:15 AM	8:13:06 AM	7:06:52 AM
SR 13 Ramp (on)	1.34	8:23:06 AM	8:52:06 AM	7:40:54 AM	8:01:51 AM	8:16:51 AM	7:07:52 AM
Caldecott (Enter)	0.07	8:25:25 AM	8:53:17 AM	7:42:36 AM	8:03:24 AM	8:18:45 AM	7:08:22 AM
Fish Ranch Road	1.03	8:26:49 AM	8:54:53 AM	7:44:12 AM	8:04:59 AM	8:20:26 AM	7:09:43 AM

SR 24 EB - AM

	Run Number	1	2	3	4	5	6	7	8	9	10	11	12	Average
	Date													
	Start Time													
	Driver	0	0	0	0	0	0	0	0					
Checkpoint	**Distance**													
Jct I-880 Ramp (off)	0.00													
12th St.	0.58	0:00:33	0:00:36	0:00:31	0:00:35	0:00:37	0:00:34							0:00:34
19th	0.26	0:00:22	0:00:20	0:00:19	0:00:20	0:00:22	0:00:21							0:00:21
Jct I-580 (off)	0.62	0:00:40	0:00:34	0:00:34	0:00:33	0:00:38	0:00:37							0:00:36
Jct I-580 (on)	0.86	0:00:49	0:00:47	0:00:46	0:00:47	0:00:47	0:00:50							0:00:48
Claremont/Telegraph	0.93	0:00:51	0:00:50	0:00:50	0:00:50	0:00:51	0:00:56							0:00:51
Broadway/ SR 13	1.15	0:01:02	0:01:01	0:01:03	0:01:03	0:01:04	0:01:08							0:01:04
SR 13 Ramp (on)	1.34	0:02:56	0:06:00	0:02:21	0:02:36	0:03:45	0:01:00							0:03:06
Caldecott (Enter)	0.07	0:02:19	0:01:11	0:01:42	0:01:33	0:01:54	0:00:30							0:01:31
Fish Ranch Road	1.03	0:01:24	0:01:36	0:01:36	0:01:35	0:01:41	0:01:21							0:01:32

SR 24 EB - AM

	Run Number	1	2	3	4	5	6	7	8	9	10	Average	Standard Deviation
	Date												
	Start Time												
	Driver	0	0	0	0	0	0	0	0				
Checkpoint	**Distance**												
Jct I-880 Ramp (off)	0.00												
12th St.	0.58	63.3	58.0	67.4	59.7	56.4	61.4					61.0	3.9
19th	0.26	42.5	46.8	49.3	46.8	42.5	44.6					45.4	2.7
Jct I-580 (off)	0.62	55.8	65.6	65.6	67.6	58.7	60.3					62.3	4.7
Jct I-580 (on)	0.86	63.2	65.9	67.3	65.9	65.9	61.9					65.0	2.0
Claremont/Telegraph	0.93	65.6	67.0	67.0	67.0	65.6	59.8					65.3	2.8
Broadway/ SR 13	1.15	66.8	67.9	65.7	65.7	64.7	60.9					65.3	2.4
SR 13 Ramp (on)	1.34	27.4	13.4	34.2	30.9	21.4	80.4					34.6	23.6
Caldecott (Enter)	0.07	1.8	3.5	2.5	2.7	2.2	8.4					3.5	2.5
Fish Ranch Road	1.03	44.1	38.6	38.6	39.0	36.7	45.8					40.5	3.6

Alameda CMA 2006 LOS Monitoring

SR 24 EB - AM

Checkpoint	Total Distance	Jurisdiction	Number of Runs	Average Elapsed Time	Average Speed	Arterial Class	Level of Service	Segment Number	Segment Distance	Segment Time	
Jct I-880 Ramp (off)		Oak	6								Jct I-880 Ra
12th St.		Oak	6					1	0.58	0:00:34	12th St.
19th		Oak	6					1	0.84	0:00:55	19th
Jct I-580 (off)		Oak	6					1	1.46	0:01:31	Jct I-580 (of
Jct I-580 (on)	2.32	Oak	6	0:02:19	60.23		A	1	2.32	0:02:19	Jct I-580 (on
Claremont/Telegraph		Oak	6					2-a	0.93	0:00:51	Claremont/T
Broadway/ SR 13	2.08	Oak	6	0:01:55	65.21		A	2-a	2.08	0:01:55	Broadway/ S
SR 13 Ramp (on)		Oak	6					2-b	1.34	0:03:06	SR 13 Ram
Caldecott (Enter)	1.41	Oak	6	0:04:38	18.27		F	2-b	1.41	0:04:38	Caldecott (E
Fish Ranch Road	1.03	Oak	6	0:01:32	40.23		E	2-c	1.03	0:01:32	Fish Ranch

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ALAMEDA County Transportation Commission
1111 Broadway, Suite 800, Oakland, CA 94607 • PH: (510) 208-7400 • www.AlamedaCTC.org

Memorandum 6.10

DATE:	November 27, 2013
SUBJECT:	Safe Routes to Schools Program Annual Update
RECOMMENDATION:	Receive an annual update on Safe Routes to Schools Program.

Summary

The purpose of this item is to provide the Commission with information related to the Alameda County Safe Routes to Schools (SR2S) Program for 2012-2013 Year-End Report and key activities for 2013-2014 school year. This item is for information only.

This staff report and presentation will briefly review the following key areas:

- Growth of the SR2S Program over the past seven years;
- Enhanced selection process implemented in2012-13;
- An update on the High School Pilot Program;
- How students are traveling; and,
- A look ahead to 2013-14 school year.

Background

Alameda County's SR2S Program is a countywide program that promotes and encourages safe walking and bicycling to school, as well as carpooling and public transit use. As part of the Metropolitan Transportation Commission's new Climate Initiatives program, the seven year-old Alameda County Safe Routes to Schools Program has expanded and will reach nearly 150 schools across the county in the upcoming 2013-14 school year, engaging students from kindergarten through 12th grade.

The Alameda County SR2S program promotes safe and healthy transportation choices for parents and children. The program began in 2006 as a pilot at four schools, funded with a Caltrans SR2S grant and Measure B funds. Since then, the program has expanded dramatically and in 2012-2013, reached more than 140 schools across Alameda County. The current program is administered by the Alameda County Transportation Commission and funded by Federal Congestion Mitigation and Air Quality funds, Federal Surface Transportation Program funds, and local Measure B funds.

During the 2012-2013 school year, Alameda County's SR2S team organized and delivered over 400 individual events to 102 schools. An enhanced selection process was adopted with the dual goals of distributing the programming equitably throughout the County and selecting schools with optimal chances of success. Schools were evaluated based on socio-economic characteristics, land use, barriers to active transportation, collision history, and the presence of a school champion and task force to assist with program implementation. The extensive SR2S program provided a comprehensive program to over 95 elementary and middle schools, technical assistance to 45 elementary and middle schools, along with a new pilot program for six high schools in Alameda County.

The Alameda County SR2S program was primarily structured around four big events: International Walk and Roll to School Day in October, Carpool to School Day in February, the Golden Sneaker Contest in March, and Bike to School Day in May. The 2012-13 school year saw increased participation and engagement of students for these events throughout the County. To maintain the enthusiasm generated by these coordinated events, Alameda County SR2S worked with schools to organize ongoing walking and biking activities. In 2012-2013, 30 schools held regular Walk and Roll to School Days and 24 schools had parent-led Walking School Buses.

In 2012, Alameda County Transportation Commission launched the BikeMobile, a free mobile bicycle repair service. This service is independent of but coordinated with Alameda County SR2S programs. In 2013, the BikeMobile visited 77 schools participating in Alameda County's Safe Routes to Schools program, repaired 1,700 bikes, and a resultant 117 percent increase in bicycling at these schools after the visits.

In fall 2013, Alameda County SR2S continued the pilot programs at Oakland Technical High, San Lorenzo High, Dublin High, Albany High, Irvington High in Fremont, and Foothill High in Pleasanton. In the first year of the high school pilot program, we made contact with over 1,200 students and 150 adults at the six pilot high schools. A key finding over the course of the two-year pilot program is that meeting with students frequently helps maintain their excitement about the program and improves retention. Integrating Alameda SR2S into existing clubs and classes has helped establish program activities as part of the ongoing school curriculum. Furthermore, there is a demonstrated level of interest and enthusiasm in the topic area of public health and the environment, and about projects that impact behavior changes.

The primary goal of the Alameda County SR2S program is to increase the percentage of students that travel to and from school by walking, biking, carpooling, school bus and transit. To measure these changes, the program has conducted student hand tallies and parent surveys since 2008. Beginning the spring semester 2012, the evaluation effort expanded, with all schools enrolled in the comprehensive program asked to complete surveys and serves as a baseline against which to measure mode shift.

According to the student tally data, thirty-one percent of trips are via active transportation, with 29 percent of trips by foot and almost 3 percent of trips by bike.

During the 2013-2014 school year, Alameda County SR2S will focus on the following improvements and new items:

- Strengthen program evaluation by collecting more data, building data collection into programming, and collating data on a regular basis.
- Expanding participating at the four key events (International Walk and Roll to School Day in October, Carpool to School Day in February, the Golden Sneaker Contest in March, and Bike to School Day in May.
- Provide additional Skills Drills bike rodeos, for additional hands-on re-enforcement.
- Provide and present information to School Districts and Cities about the program in the respective jurisdiction to facilitate better coordination and further growth of the program at School.

Fiscal Impact: There is no fiscal impact.

Attachments

A. Draft Alameda County Safe Routes to Schools Program 2012-2013 Year-End Report
Alameda County Safe Routes to Schools: 2013-2014 School Year Participating Schools-
Hyperlinked to website
B. Alameda County Safe Route to Schools, Participating Schools for 2013-2013 School Year

Staff Contact

Stewart Ng, Deputy Director of Programming and Projects

Arun Goel, Program Manager (Safe Routes to School)

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Alameda County Safe Routes to Schools,

Participating Schools for the 2013-2014 School Year

North County Planning Area

41 Schools (39 Elementary/Middle, 2 High Schools)

Alameda City Unified

6 Schools

Henry Haight Elementary
Frank Otis Elementary
Maya Lin School
Lincoln Middle
Nea CLC
Ruby Bridges Elementary

Albany Unified

4 Schools

Cornell Elementary
Ocean View Elementary
Albany Middle
Albany High

Berkeley Unified

7 Schools

Malcolm X Elementary
Rosa Parks Environmental Science Magnet
Washington Elementary (BUSD)
Martin Luther King Middle
Jefferson Elementary
Berkeley Arts Magnet
Cragmont Elementary

Emery Unified

1 School

Anna Yates Elementary

Oakland Unified

22 Schools

International Community
Peralta Elementary
Laurel Elementary
Reach Academy
Westlake Middle
Manzanita Community
RISE Community
New Highland Elementary
Think College Now
Cleveland Elementary
Community United Elementary

Oakland Unified, Cont'd

Achieve Academy
World Academy
Manzanita SEED
Futures Elementary
Fred Korematsu Discovery
Hoover Elementary
Glenview Elementary
Edna Brewer Middle
Sequoia Elementary
Redwood Heights Elementary
Oakland Technical High School

Piedmont Unified

1 School

Beach Elementary

Central County Planning Area

25 Schools (24 Elementary/Middle, 1 High School)

Castro Valley Unified

3 Schools

Castro Valley Elementary
Stanton Elementary
Marshall Elementary

Hayward Unified

9 Schools

Bret Harte Middle
Cherryland Elementary
Tyrell Elementary
Burbank Elementary
Fairview Elementary
Harder Elementary
Strobridge Elementary
Park Elementary
Southgate Elementary

San Leandro Unified

5 Schools

Roosevelt Elementary
Wilson Elementary
Washington Elementary
Garfield Elementary
Jefferson Elementary

San Lorenzo Unified

8 Schools

Hillside Elementary
Edendale Middle
Bohannon Middle

San Lorenzo Unified, Cont'd

Grant Elementary
Dayton Elementary
Lorenzo Manor Elementary
Corvallis Elementary
San Lorenzo High School

East County Planning Area

16 Schools (14 Elementary/Middle, 2 High Schools)

Dublin Unified

8 Schools

James Dougherty Elementary
Kolb Elementary
Murray Elementary
Fredericksen Elementary
John Green Elementary
Dublin Elementary
Wells Middle
Dublin High School

Livermore Valley Joint Unified

4 Schools

Junction K-8
East Avenue Middle
Jackson Avenue Elementary
Altamont Creek Elementary

Pleasanton Unified

4 Schools

Henry P. Mohr Elementary
Harvest Park Middle
Pleasanton Middle
Foothill High School

South County Planning Area

23 Schools (22 Elementary/Middle, 1 High School)

Fremont Unified

15 Schools

Brier Elementary
Parkmont Elementary
G. M. Walters Junior High
Fred Weibel Elementary
Oliveira Elementary
O.N. Hirsch Elementary
James Leitch Elementary
John G. Mattos Elementary
Ardenwood Elementary
Mission Valley Elementary

Fremont Unified, Cont'd

Niles Elementary
Joseph Azevada Elementary
Brookvale Elementary
*Held space for one more school to enroll at a later date to keep geographic equity
Irvington High School

New Haven Unified

7 Schools

Searles Elementary
Alvarado Elementary
Cesar Chavez Middle
Delaine Eastin Elementary
Tom Kitayama Elementary
Guy Jr. Emanuele Elementary
Pioneer Elementary

Newark Unified

1 School

John Kennedy Elementary

DATE:	November 27, 2013
SUBJECT:	Public Outreach and Education Services for I-580 Express Lanes (Project Number 720.4/724.1)
RECOMMENDATION:	Authorize the release of a Request for Proposals (RFP) for implementation of a Public Outreach and Education Plan for the I-580 Express Lanes and authorize the Executive Director, or a designee of the Executive Director, to negotiate and execute one or more professional services agreements with consultants or consultant teams selected as a result of the RFP process in accordance with procurement procedures.

Summary

Development and implementation of the I-580 Express Lanes Project is underway from Hacienda Drive to Greenville Road in the eastbound direction and from Greenville Road to San Ramon Road/Foothill Road in the westbound direction. The Project will expand commuter choices and maximize efficiency of this highly congested corridor by employing emerging technologies, such as congestion value pricing and automated violation enforcement. The Project is ahead of most other regional express lanes under development in the Bay Area (in the I-80, I-680, I-880, SR 237 and US 101/SR 85 corridors), as part of an overall 550-mile express lane network.

A strong public information and outreach effort that begins prior to construction and continues through and past project opening will be critical to the success and performance of the I-580 Express Lanes, as well as to the success of future express lanes in the Bay Area. A draft Public Outreach and Education Plan was developed to guide public information and outreach efforts of the I-580 Express Lanes and is included in Attachment A. The draft plan outlines communication, education and outreach goals, target audiences, key messages, research needs, information distribution methodologies and materials, and a specific timeline for pre-opening educational efforts, specific marketing for FasTrak® account holders, project opening activities and the post-opening on-going educational and marketing efforts. The draft plan includes opportunities and a targeted effort to collaborate with regional express

lane partners. Staff coordinates regularly with agency partners on the express lanes and has incorporated opportunities in the draft plan for expanded public education and outreach activities that could build off the Alameda CTC work on I-580 for use throughout the region, as applicable. Staff recommends authorization to release a request for proposals to hire a consultant team to provide strategic public education and outreach efforts for the I-580 Express Lanes by finalizing and implementing the Draft Public Outreach and Education Plan. The scope of services is included in Attachment B.

Background

The I-580 Express Lanes Project will convert the newly constructed high occupancy vehicle (HOV) lanes, from Hacienda Drive to Greenville Road in the eastbound direction (11 miles) and the HOV lanes currently under construction from Greenville Road to San Ramon Road/Foothill Road in the westbound direction (14 miles), to an new express lane facility. It is expected to be operational in fall 2015.

Express lanes are still a new concept in the Bay Area, and the nation. Currently, only two express lanes are operating in the region: on southbound I-680 in Alameda and Santa Clara Counties and on Route 237 in Santa Clara County. The I-580 Express Lanes will be the third in operation, and the first to incorporate continuous access. Region-wide public education and outreach to ensure widespread understanding and acceptance will be critical to their success.

The success and performance of the I-580 Express Lanes are dependent in large part on the following:

- Rapid acceptance and proper usage of the express lane by the target market
- Smooth, safe operations during opening day and the subsequent months
- Positive media coverage and word of mouth support
- Region-wide collaboration to ensure consistent messaging

The attached scope of work includes two tasks for the finalization and implementation of the Draft Public Outreach and Education Plan, which incorporate interagency coordination, development of educational materials, finalization and implementation of the outreach plan, as well as media relations, special events, management team meetings and a post-express lane opening report on effectiveness of communications efforts and opportunities for continued outreach and education.

The scope of work includes three optional tasks, which may be dependent upon regional collaboration and funding to support coordinated outreach materials and regional express lane marketing efforts to provide a consistent message to commuters and businesses throughout the Bay Area.

Goals include informing corridor users, including commuters, transit users, freight carriers and businesses that use the corridor of the changes that are coming to I-580, the benefits of the project, and how it will operate in order to ensure proper safe use of the lanes and positive impressions.

A strategic education, outreach and marketing campaign strategy is expected to be implemented from spring 2014 through a minimum of six months after opening and up to one year (fall 2016) after the launch of the I-580 Express Lanes. On-going region-wide education and outreach efforts may be conducted thereafter, for a total project timeframe of up to five years.

Staff continues to collaborate with other regional partners to jointly address how to "brand" the facility to ensure that the traveling public has a clear understanding of the I-580 express lanes in relation to the larger network that is under development.

Fiscal Impact:

The fiscal impact for approving this item is $500,000, which was included in the FY13-14 budget, with the option of including just under $500,000 of regional partner funding for a total cost not to exceed $1.0 million over five years.

Attachments

A. Draft Express Lanes Public Outreach and Education Plan for Alameda County
B. Scope of Work for I-580 Express Lanes Public Outreach and Education Services

Staff Contact

Tess Lengyel, Deputy Director of Planning and Policy

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Alameda County Transportation Commission

October 23, 2013

EXPRESS LANES PUBLIC OUTREACH AND EDUCATION PLAN FOR ALAMEDA COUNTY

Contract No. CMA #A08-030

SOLEM & ASSOCIATES

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Executive Summary

Alameda County Transportation Commission (Alameda CTC) is poised to launch the new I-580 Express Lanes in fall 2015. Preparing and educating motorists for the changes coming to I-580 will involve an integrated branding, marketing, education and communications program. The communications must be implemented through a systematic process that results in positive word of mouth for the project, safe and proper use of the lanes, manageable enforcement and a model for future projects in the planned regional Express Lanes network.

These lanes are a forerunner of 500+ miles of a planned Bay Area Express Lanes Network. They will operate differently than Alameda CTC's I-680 Express Lanes or Santa Clara Valley Transportation Authority's (VTA's) Highway 237 project: I-580 will feature a new and different set of operating and usage rules that will create a new paradigm for Express Lane FasTrak® users, carpoolers and general purpose lane users alike. The potential requirement that all I-580 Express Lanes user vehicles, including carpools and vanpools, be equipped with a new type of FasTrak device creates additional opportunities and challenges.

The goal of this program is the early and easy adoption of the lanes, demonstrated by the number of new FasTrak accounts opened in the target market area prior to and soon after launch as well as the safe and frequent use of the lanes by target audiences. Achieving these goals will require meeting several objectives:

a) Research to identify current operational, environmental or community concerns regarding existing Express Lanes and the new I-580 operations so Alameda CTC can ensure its communications and marketing plan addresses these issues.

b) Messaging that ensures easy understanding and access, addresses any perceived deficits in the product that are identified in the research, and minimizes the learning requirements for using the I-580 Express Lanes and FasTrak.

c) Coordinating and collaboration with the Metropolitan Transportation Commission (MTC), Bay Area Toll Authority (BATA); other regional express lane operators, the Department of Motor Vehicles (DMV); and other partners, public and private, including surrounding counties.

d) Introducing the I-580 Express Lanes early, gaining trial usage by early adopters, establishing positive word of mouth and expanding the market.

Successful outreach will rely on a strategy that touches all the bases – community outreach, employer outreach, media and materials that explain the I-580 Express Lanes to multiple audiences in multiple languages. To launch the public outreach program, specific materials may need to be developed quickly, including content for BATA's FasTrak (bata.mtc.ca.gov) and 511.org websites, a brochure, Infographic, how-it-works video, PowerPoint presentation, maps and FAQs. With this material in hand, Alameda CTC can utilize its robust community outreach team to reach potential customers where they live, work and play; to serve as a point of contact; to give presentations in the community; and to respond to requests for information.

The I-580 education effort will concentrate on building FasTrak penetration in key ZIP Codes as identified both by market research and by conducting a new license plate capture program to identify morning commuter origin addresses. Residential communities directly adjacent to I-580 will be targeted since use of I-580 among these communities occurs frequently.

In addition, special care will be paid to educate carpoolers. Encouraging people who currently carpool and vanpool to buy-in to the program may be the single biggest marketing challenge, as using the new lanes will likely require the account holder to put down an initial deposit to open a FasTrak account even though using the lanes is free as a carpool. All outreach and education will also emphasize proper use and enforcement of the lanes and will address social justice issues.

Sales and distribution of FasTrak are managed and controlled by BATA, so the I-580 communications plan foresees Alameda CTC working closely with BATA to expand the number of locations where I-580 drivers can obtain FasTrak transponders. Alameda CTC and BATA could make a limited-time introductory offer to commuters who don't already have FasTrak similar to the offer made during the opening of the I-680 Express Lanes.

Employers in the target market areas are also a major stakeholder group, as they have influence with both local government agencies and their own employees. Developing employer support will speed up early FasTrak account openings and Express Lanes usage. In order to reach this audience, Alameda CTC can work closely with MTC's 511 Regional RideShare program and existing communications channels to reach the local employer audience.

Marketing and public outreach for the I-580 Express Lanes will include a very active earned media and special events program, developing coverage based on the success of the I-680 Express Lanes, construction milestones, the new I-580 Express Lanes project—and the benefits of managed lanes throughout the Bay Area. Bay Area news outlets have previously responded well to transportation stories and to the I-680 story in particular, so the I-580 Express Lanes should expect good coverage for briefings, construction updates, explanation of enforcement, introduction of signs and striping, project kickoff and other milestones.

Marketing the I-580 Express Lanes does not end when the project opens. Other Express Lanes throughout the country, including Alameda CTC's I-680 Express Lanes, have shown steady increases in usage as more and more people learn about the lanes after they open. This process can be accelerated through a well-planned, post-opening component of the marketing plan, including advertising after 60, 120 and 180 days, earned media surrounding milestones, periodic reports to city councils and e-mail communications to FasTrak subscribers, as well as continued region-wide outreach and education.

1. Situation Analysis

Alameda County Transportation Commission (Alameda CTC) is poised to launch the new I-580 Express Lanes in fall 2015, approximately 25 months from now.

- These lanes are a forerunner of 500+ miles of a planned Bay Area Express Lanes Network.
- They will operate differently than Alameda CTC's I-680 Express Lanes or Santa Clara VTA's 237 project and feature a new and different set of operating and usage rules. This, in turn, will create a new paradigm for Express Lane FasTrak users, carpoolers and general purpose lane users alike.
- The potential requirement that all I-580 Express Lanes user vehicles, including carpools and vanpools, be equipped with a new type of FasTrak device creates additional opportunities and challenges.
- Education and marketing for this project will require close coordination with the Metropolitan Transportation Commission (MTC) as well as several other partner agencies in the Bay Area such as the Bay Area Toll Authority (BATA), California Highway Patrol (CHP), Caltrans and local transportation Congestion Management Agencies (CMAs), to name a few.
- Partnerships with both public and private organizations will be essential to ensure consistency of message as well as broad dissemination of information regarding how to use the lanes.

The I-580 Express Lanes will once again place Alameda County on the leading edge of creating new transportation choices by utilizing innovative technology for Bay Area travelers.

Preparing and educating motorists for the changes coming to I-580 involves considerable branding, marketing, education and communications efforts. The communications must be implemented through a systematic process that results in positive word of mouth for the project, safe and proper use of the lanes, manageable enforcement and a model for future projects in the planned regional Express Lanes network.

2. Concept for Marketing I-580 Express Lanes and FasTrak

The following section includes a business mission statement, key goals and attendant objectives for shaping the I-580 Alameda Express Lanes and the FasTrak product, price, distribution and promotion strategies. The concept covers the project marketing phase, defined here as the period extending from the present time through opening in 2015 to six (6) months post launch.

Mission

The primary mission of this effort is to successfully launch the I-580 Alameda County Express Lanes through the use of effective marketing and education designed to accelerate the ramp-up in usage of the new lanes, ensure the efficient and safe usage of the facility and to position the lanes as part of a larger network of Express Lanes and transportation solutions in the Bay Area.

Goals

The goal of this program is the early and easy adoption of the lanes, demonstrated by the number of new FasTrak accounts opened in the target market area prior to and soon after launch as well as the safe and frequent use of the lanes by target audiences.

Objectives

Achieving these goals will require meeting several objectives:

a. **Perform research** – Identify current operational, environmental or community concerns from stakeholders and potential customers regarding existing Express Lanes and the new I-580 operations so Alameda CTC can ensure its communications and marketing plan addresses these issues.

As the technology used in the express lane and tolling industry continues to advance, the I-580 Express Lanes model will become an industry standard for improved congestion management and reduction in express lane violators. Because the I-580 Express Lanes will allow continual access and is expected to utilize a switchable transponder (see image on right), they will differ enough from how the I-680 Express Lanes operate to warrant additional marketing research to identify user concerns and develop messaging that addresses any new concerns.

"Switchable" FasTrak Transponder
The switchable FasTrak transponder allows the driver to indicate the number of occupants in the vehicle by moving the switch on the transponder to the appropriate setting 1, 2, or 3. *Source: LA Metro*

In addition, questions about "fairness" and "equity" often arise during the course of development and implementation of projects

such as this. It will be important to explore possible equity solutions and implement one with regional partners.

Another key opportunity is to ensure that a concerted effort is made to identify barriers and obstacles to using the Express Lanes product and service safely and as intended. The goal is to reduce customer effort and ensure a good experience when using the facility. The way to address this is to take a customer-level view of the product and service and ensure that the facilities and FasTrak transponder are indeed understandable to the public and potential users.

There is a unique opportunity for precise public-opinion research due to this being the second Express Lanes facility to be implemented in Alameda County and the third in the Bay Area. Focus groups among the readily available population of current I-680 Express Lane users can be utilized to examine customer needs as they relate to this transportation innovation. Alameda CTC can learn a wealth of information directly from current and users and then use this information to craft messaging and an outreach approach that stresses the most important concerns identified.

Another critical research initiative is a license plate capture survey to identify individual I-580 commuters in cooperation with the DMV. This will enable Alameda CTC to validate previous focus group findings as well as to educate and outreach directly to commuters who are most likely to use the Express Lanes. Additional outreach can then be aimed at potential customers in the same geographic location as those identified in the license plate capture with the assumption that people in the same neighborhoods often share the same commute patterns.

b. **Ensure easy understanding, use and access** – Address any perceived deficits in the product that are identified in the research, and minimize the learning requirements for using the 580 Express Lanes and FasTrak. FasTrak must be easy to get and easy to use on the Express Lanes and will need to be heavily demonstrated and promoted especially in the primary market area.

The key to successfully marketing the Alameda Express Lanes is the need to coordinate and mobilize the full resources of Alameda CTC and its partnerships with MTC, BATA and the relevant local CMAs, the DMV and other partners, public and private, including surrounding counties, in support of a successful launch of the new Alameda County Express Lanes on I-580. The public will need to be educated on the rules for access and transponder usage well in advance of the Express Lanes openings. Since there are several Express Lanes facilities scheduled for development in the near future, it is critical for the partner agencies to stay well informed about the project and be included in any discussions on policies which may affect subsequent Express Lanes/FasTrak projects.

c. **Introduce the I-580 Express Lanes early** – The lanes need to be introduced to the public as early as possible and continually promoted well through the opening. This introduction goes beyond the new lanes themselves and includes promoting Alameda CTC and its partners whenever possible.
    1. Leverage the success of the I-680 Express Lanes project and FasTrak in the region as evidence of the popularity and solid benefits of a related and nearby project. Alameda CTC has a success story that needs to be told, and telling it will go a long way towards building excitement and acceptance of the new lanes despite the technical differences between them.
    2. Promote Alameda CTC and its partners as leaders in providing transportation solutions in the region and the I-580 Express Lanes as an early example of how the Bay Area Regional Express Lane Network will look and operate. In coordination with regional outreach work by MTC, reminding people of Alameda CTC's leadership in this field will help build awareness and credibility for the project and reap benefits for other agency initiatives.
    3. Start marketing early and focus continually on building awareness and education especially in the primary market:
        - Potential users, especially carpoolers, need to know what they need to do to open a FasTrak account, properly install a FasTrak transponder in their vehicle, set it to the proper commute mode and use the lanes correctly and safely.
        - All users need to know how the facility works to minimize any potential safety concerns about the facility as well as understand pricing and payment methods to make using the facility is as easy as possible. They should be educated so as to eliminate misperceptions.
        - Depending on when BATA begins introducing switchable toll tags regionally, even current FasTrak users on other facilities will need a full round of education.
        - The public needs to learn about the congestion management benefits of this new alternative.
        - Explore the use of signage and stakeholder and media tours to raise awareness about the continual access system, to announce the opening date and give the website address for more information.
        - Promote account and usage information on a website which supplies information about the project, including a full explanation on how to acquire and properly use a transponder and also demonstrates safe use of the lanes.
        - Explore the possibility of trial usage of the facilities by working with BATA to create promotional offers such as offering free toll credits when opening a new FasTrak account so potential users can discover available destinations and benefits of using the facility.

d. **Gain trial usage by early adopters** – Prospective customers should be given ample opportunity to get acquainted with the I-580 Express Lanes and FasTrak in a hands-on way. Several methods for achieving this are outlined below:
    1. Stakeholder and media tours and demonstrations using map, video and graphics at community events should become an integral part of the outreach and education program.
        - Ideally, Alameda CTC's robust public outreach capabilities should be tasked to carry the word to major employment centers and communities in the target market areas and to demonstrate and promote the acquisition of FasTrak by carpoolers and solo drivers alike. (Reaching these audiences is further addressed in Section 6 below.)
        - Outreach can be reinforced with a FasTrak introductory offer and modest community-based direct advertising that begins three months before the lanes open, if possible, through coordination with other CTCs and MTC.
    2. A FasTrak interest list should be initiated on the Express Lanes website to establish, cultivate and update an early adopter group.
    3. In partnership with BATA, current FasTrak customers residing in the primary market areas should be communicated with on a regular basis to build awareness and anticipation for the opening of the lanes. Other Bay Area FasTrak customers and other FasTrak agencies should be kept apprised of progress on this new FasTrak travel opportunity.

e. **Establish positive word of mouth** – Positive testimonials and referrals from satisfied customers are very powerful tools for building credibility and positive word of mouth. The continued use of I-680 Express Lanes is evidence that these projects are popular and work as intended, and I-580 commuters can be assured the new lanes will work for them. The I-680 Express Lanes also highlights Alameda CTC's transportation innovation and leadership in the Bay Area. It will be essential that Alameda CTC build on the positive feelings and awareness that experience and earlier market research revealed exists about the 680 project and establish and maintain positive word of mouth leading up to the introduction of the I-580 Express Lanes.

    In early 2014, it will be important to invest in communications to continue to build a positive perception of Alameda CTC and its partners, as applicable, within the primary marketing area. This can be achieved by highlighting upcoming transportation improvements, including improvements to SR 84 and the auxiliary lane and subsequent HOV lanes on I-580, through a partnership program designed to distribute information about the improvements through local business partners and other outreach venues. This effort would include in-kind trades and incentives for businesses to distribute educational materials to their employees.

Establishing these partnerships will set the stage for local business to become ambassadors for the upcoming Express Lanes. Not only is this method very effective, as the information and positive feedback about the new facility come from an established and trusted independent third-party business owner or employee, but it is also very cost effective.

Additionally, during this time, a critical component of introducing the project early will be to pay special attention to education and outreach to mayors, city council members and staff in cities whose residents use I-580. Elected officials and local jurisdictions need full knowledge and understanding of the project so they can answer questions posed by their constituents, show support for the project and share in demonstrating the benefits of the lanes. By the end of 2014, the messaging emphasis will shift to the success of the I-680 Express Lanes in anticipation of introducing the I-580 Express Lanes opening a year later.

Following the I-580 Express Lanes opening, provide the media and FasTrak customers with testimonials and data on travel time saved by the Express Lanes. Statistics on growing usage tied to milestones ("the first 90 days," "the first six months," etc.) are natural fits for post-opening earned media. (Specific media targets are addressed in Section 6 below.)

Nine to twelve months following the launch of the I-580 Express Lanes, launch a follow-up marketing effort to support a growth phase that will bring both Alameda County Express Lanes closer to their full potential. Every Express Lane project in the country has experienced a ramp-up period and growing use over the first 36 months as the area's commuters go through "the learning curve" about the lanes' benefits. This growth (and thus Alameda CTC's revenue) can be accelerated with periodic marketing pushes after opening.

f. **Expand the market** – Currently there are several other Express Lanes facilities planned for the Bay Area over the next few years. These other facilities can benefit greatly from the increased awareness and positive publicity and word of mouth generated by Alameda CTC's efforts to promote the I-580 Express Lanes. Alameda CTC will continue to attend regularly scheduled meetings and work closely with regional partners to ensure they are aware well in advance of any education and outreach initiatives which may be leveraged to support future projects and, indeed, that marketing of the I-580 Express Lanes is tied cohesively to MTC's Bay Area Regional Express Lanes Network.

3. Branding

Branding a new transportation concept and project is an important component of the communications and marketing effort for the I-580 and I-680 Alameda County Express Lanes. As used here, a "brand" refers to the complete experience a consumer has with the specific product and service offering. This experience extends beyond what is said about the product or how the project is promoted to include user perceptions about ease of use, safety, reliability and customer service.

Significantly, there are regionwide implications to be considered when planning for the new Alameda Express Lanes brand, namely the 500+ mile Bay Area Express Lanes Network. These additional lanes will be managed by different partners, including MTC and several regional CTCs, the Silicon Valley Express Lanes Program on the SR 237/I-880 (and planned on Highway 101) as well as new Express Lanes planned for the Contra Costa County portion of I-680, and on I-80 in Solano County.

At this point, this consortium of agencies still has the opportunity to incorporate the entire network under one unified brand which will enhance the consumer's experience and understanding of Express Lanes. Individual Express Lanes facilities will still vary in operational rules and local outreach, but creating a single brand for the current and future Express Lanes will create a strong sense of direction and unity among the regional partners, messaging to the public will be simpler, and future Express Lanes will have a built-in brand value which can be more easily utilized to bring their projects up to speed quicker. Additionally, when this brand is developed, consideration should be given to maintaining consistency with the FasTrak brand already established by BATA and the Bay Area bridges so as to leverage and benefit from credibility of this existing brand which is well known in the Bay Area.

Both Alameda CTC and MTC have expressed interest in pursuing this option, and this section has been developed assuming a unified brand will be implemented and utilized for the region moving forward. Preliminary suggestions for value statements, timing and audiences for the new brand are listed below:

Bay Area Express Lanes (I-580 and I-680 and regionwide)
Value Statement: Express Lanes are an innovative, fair and proven transportation solution that utilize technology to optimize existing freeway capacity throughout the Bay Area and provide traffic congestion relief, expanded travel options, increased travel reliability and revenue sources to pay for future transportation improvements.

Timing: July 2014 – The Bay Area Express Lanes brand should be developed after a new round of consumer research has been completed to ensure messaging, imaging and benefits are accurate. The timing of this brand development occurs in unison with planning for the I-580

Express Lanes operated by Alameda CTC but will need to be a multiagency collaboration, incorporating existing facilities such as the VTA Silicon Valley Express Lanes Program (SR 237, SR 85 and US 101 corridors) and the Alameda County Express Lanes Program (I-680 and I-580) as well as any planned or future Express Lanes programs, based upon coordination and desire of partner agencies.

Target Audiences: Bay Area commuters and residents, regionwide city councils, government agencies, Caltrans and local media, including San Joaquin County.

Target Audiences Specific to Alameda CTC: I-580 and I-680 corridor commuters, current FasTrak customers, cities along the corridor and farther to the east and major local businesses that utilize the corridor to transport good and services.

4. Audience Strategy

Market Segmentation

The I-580 education and outreach efforts should first concentrate on building FasTrak penetration in key ZIP Codes identified by market research and by conducting a new license plate capture program to identify morning commuter origin addresses. A license plate capture program was performed on I-580 and I-680 in 2008 prior to the launch of the I-680 Express Lanes, and while the results of that research are referenced below, the key target areas for I-580 should be reassessed with a new license plate capture program. Residential communities directly adjacent to I-580 should also be targeted since access to I-580 among these communities is expected to occur frequently.

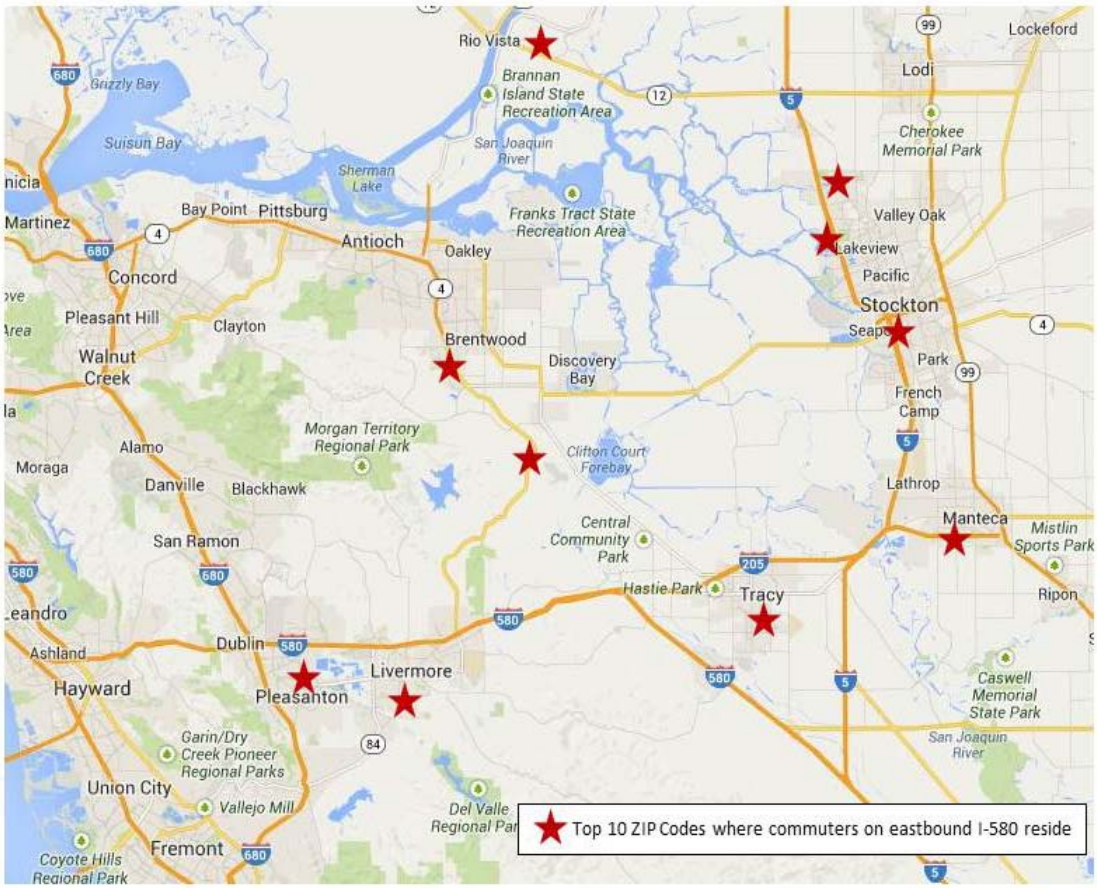
Figure 3.1 shows the top 10 ZIP Codes, along with pertinent 2011 demographic data, which were found to be the most common origins where eastbound I-580[i] morning commuters reside.

Figure 3.1 – Demographics of the Origin of I-580 Commutes by ZIP Code

City	Origin ZIP Code	No. of Trips	% of All Trips	Population	Household Median Income	Average Age
Livermore	94550	16,626	48.00%	45,154	$101,448	35.2
Stockton	95203	5,000	14.44%	15,155	$ 38,600	30.3
Tracy	95376	3,131	9.04%	48,593	$ 62.360	32.0
Pleasanton	94566	2,193	6.33%	40,443	$118,306	38.3
Brentwood	94513	2,173	6.27%	51,493	$ 87,486	33.1
Byron	94514	1,426	4.12%	1,393	$ 70,383	38.2
Rio Vista	94571	1,222	3.53%	7,515	$ 57,599	40.7
Manteca	95337	445	1.28%	30,478	$ 65,427	32.7
Stockton	95209	426	1.23%	41,533	$ 73,622	33.6
Stockton	95219	358	1.03%	27,370	$ 75,088	35.2

Based on this analysis, the average commuter driving during morning commute hours on eastbound I-580 is 35 years old and has an annual household income of $68,802 per year. For this data set, the overwhelming majority of commuters live in Livermore. The following map illustrates these locations:

Figure 3.1 – I-580 Top 10 Home City Locations



What is instructive about this data from the license plate capture research is that while more than half the morning trips began in Alameda County, the remainder originate out of county and come primarily from San Joaquin County. This creates a new challenge for Alameda CTC in terms of outreach, as the agency will need to conduct active outreach in a neighboring county. This outreach could begin as soon as early 2014 with the primary audiences being local civic and community organizations (such as Chambers of Commerce), city officials, top businesses, other transportation partners, including the San Joaquin Council of Governments and their Member Agencies, and other stakeholders in the area. Following that, consumer outreach would also be needed in order to directly reach potential FasTrak users. (Please see Section 6 for Outreach Strategy.)

A new license plate capture survey conducted in the near future may produce different results than the 2008 study, so the information presented above will need to be updated before outreach efforts commence. As we know, employment and residential data is vastly different now compared to five years ago before the economic and housing crisis of 2008.

Additionally, by coordinating with the California DMV, the license plate capture will provide Alameda CTC with addresses of every license plate holder identified. This list can be cross-checked to remove current FasTrak customers, leaving a strong list of potential customers to target via direct mail. This tactic was utilized for the launch of the I-680 Express Lanes and proved to be a very effective way to reach the target audience.

Customer Types – Segmenting the audience by customer type helps to choose approaches, messaging and media that, in general, appeals to the audience. In order to achieve rapid acceptance and use of the I-580 Express Lanes, the customer base within the top ZIP Codes identified by the license plate capture should be segmented to focus messaging based on characteristics of each specific audience group. When Alameda CTC performs additional research, these customer types and their demographic and other characteristics should be confirmed. Additionally, new customer types may be identified.

1. *Current FasTrak Account Holders* – Since current FasTrak account holders are already familiar with the concept of FasTrak and have active accounts, demonstrating the benefits of the Express Lanes on I-580 should be fairly easy. This can be done by developing an information strategy with direct mail and e-mail blasts to target current FasTrak customers in an arrangement with BATA to send information to current FasTrak holders through e-mails or account statement messaging in the top ZIP Codes discovered from the license plate capture. The following chart shows the number of FasTrak accounts currently in the targeted ZIP Codes:[ii]

Figure 3.3 – Current FasTrak Accounts in Targeted ZIP Codes

City	ZIP Code	# Accts
Livermore	94550	6,453
Stockton	95203	128
Tracy	95376	1,925
Pleasanton	94566	8,659
Brentwood	94513	6,611
Byron	94514	518
Rio Vista	94571	1,955
Manteca	95337	867
Stockton	95209	680
Stockton	95219	937
Total		**28,733**

Figure 3.3 indicates that there are 28,733 FasTrak accounts established in areas which have been identified as having the most likely potential Express Lanes users as determined by the 2008 license plate capture. While these FasTrak customers acquired the device to use on Bay Area bridges, the I-680 Express Lanes and other Express Lanes

facilities, this customer base provides a built-in base of potential users for the I-580 Express Lanes.

It is important to note that with the new rules and regulations related to the I-580 Express Lanes continual access and anticipated FasTrak transponder requirements for carpoolers, including new types of transponders, specific messaging will need to be included in any communications directed at these customers to clarify the differences between the new lanes and the existing I-680 Express Lanes.

2. *Carpoolers* – Encouraging people who currently carpool and vanpool to buy-in to the program may be the single biggest marketing challenge, as using the new lanes will likely require the account holder to make an initial deposit to open a FasTrak account even though using the lanes is free as a carpool. This will be perceived by some as "paying" to drive as a carpool in a previously "free" lane. In a similar project in Los Angeles, LA Metro consultants estimated it could take up to a year for some carpoolers to obtain FasTrak transponders to use on the new I-10 and I-110 ExpressLanes.[1] The consultants cautioned that particular care needs to be taken when addressing the needs of this group. Specific tactics to address carpoolers are addressed in the next section.

3. *Additional Customer Type* – By evaluating similar Express Lanes projects across the country, additional customer types have been identified and effectively described. In particular, research performed in 2010 for the I-15 Express Lanes by the San Diego Association of Governments (SANDAG) revealed two customer types who are likely to also exist in this project area: *"Competitors"* and *"Social Media Drivers."* SANDAG was able to then target these audiences through messaging designed specifically for them.
    a. *Competitors* are known for their competitive instinct. They experience a psychological pleasure in knowing they are moving past **other** commuters. Competitors have an above average knowledge of Express Lanes and will know of the I-680 Express Lanes and may even already own a FasTrak transponder. They will understand the new rules of the I-580 Express Lanes quickly and look very favorably on their opening, as they serve to help them achieve their goal of moving past traffic and are willing to pay for this convenience.
    b. *"Social Media Drivers"* – This group is named after their affinity toward social media, as 35% of commuters surveyed by SANDAG said social media was a good way to reach them. Interestingly, one-third of this same group said they always use the general purpose lanes—meaning they are potential Express Lanes customers. Alameda CTC should know this audience exists and that they are more inclined to track the Express Lanes projects in the area via Facebook and Twitter than through traditional media channels.

[1] InMotionConsulting.*Making the Switch*: How Metro Can Ensure Carpooler Access to Los Angeles' New HOT Lanes. March 16, 2010. Executive Summary. Pg 29.

5. Strategy – Promotion, Price, Distribution and Product

1. Potential FasTrak Customer Strategy – Solo drivers

a. Product Strategy

Previous experience in Express Lanes implementation projects shows the main product concerns among solo drivers (both existing FasTrak users and potential users) are understanding how the lanes will work (in this case how "continuous access" works) and how pricing and enforcement will be addressed.

Continuous Access and Fair Pricing – Introduction and Education – Unlike the I-680 Express Lanes or Express Lanes in Southern California, the new I-580 Express Lanes will allow continuous access into and out of the lanes. The Express Lanes will be separated from the general purpose lanes by a dashed white line, and ingress and egress will be unlimited throughout the corridor. Although this operating mode is similar to the operation of most Bay Area HOV lanes, previous research indicates this type of access creates an initial concern among drivers about the possible large number of vehicles randomly entering and exiting the lanes and the perceived potential for accidents, cheating and bottlenecks. In addition, it is critical to clarify and clearly explain how continuous access lanes will be priced to ensure that users pay only for what they use.

Switchable Transponder – Introduction and Education – Similar to the education needed to explain continuous access, Alameda CTC will need to educate commuters on a new type of switchable FasTrak transponders with the ability for users to "self-declare" the number of individuals in their automobile. This type of transponder was recently introduced on the LA Metro Express Lanes where considerable efforts were made to educate the public on how to properly use them. As with any new or upgraded technology, both potential and current FasTrak users will need to understand how to safely and properly use the *new* device.

Enforcement – When the I-680 Express Lanes were introduced, focus groups demonstrated a motorist concern that the lanes might fill up with violators, thus defeating the purpose of the project. It is reasonable to anticipate similar concerns will exist with the I-580 Express Lanes, especially because all vehicles using the lanes will need to use FasTrak and the lanes will operate with continuous access (uninformed commuters will most likely think you can just "dodge" the tolling gantries and avoid being noticed as a user of the lanes or falsely "self-declare" the number of individuals in their automobile). Furthermore, experience with similar projects shows that paying customers deeply resent cheaters and violators. It will be very important for the credibility of the program that Alameda CTC work out an effective arrangement with the CHP so that use of the lanes is vigorously enforced, especially in the early days of

operation. A visible CHP presence in the lanes in the weeks and months following their opening is a potent deterrent to cheating. Messaging, materials and outreach should emphasize enforcement and the penalties for misuse.

It is important to note that CHP enforcement during the initial months doesn't necessarily mean tickets should be issued for all violators. There will be an ongoing need to educate drivers, and close coordination with the CHP can be a part of the education process to ensure drivers understand the rules of the lanes. In other words, for some introductory period, violators can be treated as potential customers—they have already demonstrated an affinity for using the lane; the next step is to get them to pay for it. As one example, the Minnesota Department of Transportation worked closely with the Minnesota State Patrol following the opening of the I-35W MnPASS Express Lanes to remove Express Lanes violators, but instead of giving them tickets, State Patrol officers would provide MnPASS Express Lanes information handouts and explain the rules of the new lanes. This coordination proved to speed up the public's acceptance and proper use of the lanes and went a long way to promote goodwill with commuters.

b. Price Strategy

It is important to educate customers on how and why the lanes cost what they do. Some resistance to Express Lanes can often be mitigated through a brief explanation on how traffic congestion determines trip cost. Determining and communicating the business rules of price and access are critical elements of the marketing plan.

c. Sales and Distribution Strategy

Sales and distribution of FasTrak are managed and controlled by BATA, so this important detail needs to be coordinated with BATA early on. Currently, consumers can acquire FasTrak transponders at certain Costco, Safeway and Walgreens locations; through the website; by mail; by fax; at walk-in centers; or by calling the FasTrak Customer Service Center (CSC) and creating an account. There are only a limited number of these stores in the primary marketing target area for I-580 drivers. Alameda CTC should endeavor to work closely with BATA to expand the number of locations where consumers can purchase FasTrak transponders. There are currently a limited number of retail outlets selling FasTrak in Fremont and Livermore and none in Stockton or Tracy or any other locations east of Livermore. The number of participating Costco and Safeway stores will need to be increased in these new target markets.

New FasTrak customers in these areas are most likely signing up in order to use the I-580 Express Lanes (since they have declined for many years to sign up and use FasTrak when crossing Bay Area bridges). Therefore, Alameda CTC will need to coordinate with BATA on what new kinds of marketing materials could be included in packaging and

literature in the BATA fulfillment kit—such as everything you need to know to use the lanes.

Also, point-of-purchase displays offering information on how to open a FasTrak account and use the new lanes could be placed throughout the market area. This would further increase awareness and promote new sales. A program will also need to be put in place to restock these displays.

d. Promotion Strategy

In order to create the awareness needed about the new lanes by opening day, Alameda CTC will need to promote the lanes through various means to foster the early adoption of transponders by carpools and solo drivers. Some initial directives related to promotion include:

- Establish a goal by estimating the number of transponders needed to be distributed to solo drivers during the first year.
- Use earned media and special events to frame the projects, create a "News Bureau" to distribute a steady stream of information and create a buzz. (See Section 6 - Earned Media and Special Events for more information.)
- Promote FasTrak and the Express Lanes directly to major employers in the market area and at the home end through an aggressive Mobile Customer Service Center outreach program.
- Use on-facility promotion, including banners and electronic variable message signs, to create awareness of the new Express Lanes. Promote a "countdown" message leading up to the opening of the Express Lanes.
- Utilize Alameda CTC's own resources to effectively promote the lanes, including utilizing the outreach team, bus tails, bus wraps, partner websites, social media, etc.
- Utilize Alameda CTC's agency partners such as 511.org and BATA's FasTrak website, AAA and other partners.
- Evaluate and update the information on Express Lanes included in FasTrak retail packets.
- In the final weeks before opening and over the first weeks following opening, advertise with drive-time radio spots and messages during traffic and weather updates.

e. Introductory Offer

The I-580 Express Lanes must appeal initially to people who are currently using I-580 as a means of daily commuting, many of whom do not have FasTrak today. To accelerate their adoption of FasTrak transponders, Alameda CTC could work with BATA to make a limited-time introductory offer to commuters who don't already have FasTrak. This could be done as the basis of or in conjunction with one of BATA's periodic

promotional pushes This will help demonstrate the value of obtaining and using the product and encourage early use. This tactic proved successful during the launch of the I-680 Express Lanes and has been used by BATA to build FasTrak usage. Alameda CTC should coordinate with BATA to begin planning a promotion or to tie into a planned or scheduled BATA promotion. The following table lists promotional offers introduced by various tolling facilities to provide an idea of what the standard industry practice is:

Agency	Location	Promotion
Bay Area Toll Authority	Golden Gate Bridge, Caltrans Bay Area Bridges and I-680 Express Lanes	I-680 Express Lanes Promotion: ▪ $10 in toll credits for sign-up before x date.
San Diego Association of Governments I-15 Express Lanes	San Diego, CA	▪ "Free" transponder for sign-up by x date. ▪ $25 in toll credits when signing up using MasterCard
LA Metro	Los Angeles, CA	▪ Equity Plan: Low-income residents of Los Angeles County with an annual household income at or below $39,060 qualify for a $25 credit when they set up their account. The monthly $3 account maintenance fee is waived. ▪ AAA Membership Discount: AAA members receive a 20% discount on their prepaid toll balance at account opening (an $8 value).
Transportation Corridor Agencies	Orange County, CA	▪ "Free" transponder for sign-up by x date. ▪ $25 in toll credits when signing up using MasterCard
E-ZPass® Consortium	Delaware DOT New Jersey Turnpike Garden State Parkway Atlantic City Expressway Port Authority of NY/NJ	Original Marketing Plan: ▪ "Free" transponder for sign-up by x date. ▪ $25 in toll credits 2004 – New Jersey Turnpike: ▪ Discount for use of ETC over cash.
91 Express Lanes – Opened as a private toll road and now owned by Orange County Transportation Authority	Orange County, CA	▪ "Free" transponder for sign-up by x date. ▪ $25 in toll credits
MnPASS Express Lanes	Minnesota Department of Transportation	▪ $25 in FREE toll credits for signing up before x date ▪ $25 in FREE transit credits for signing up before x date
SBX Express Lanes	South Bay Expressway	▪ $25 in FREE transit credits for signing up before x date

2. Potential FasTrak Customer Strategy – Carpoolers

Carpools and vanpools pose a potential issue for the introduction of the lanes. That is, there will be an effort and a cost associated with continuing to use what's now the HOV lane: opening a FasTrak account (the required $25 deposit), installing a switchable tag and learning how to properly use it. Perceptions about promotion and cost should be thoroughly vetted via focus groups during the market research phase. Absent that research, the following is a discussion of how the problem might be approached:

a. **Promotion Strategy** – Create awareness and foster the early adoption of FasTrak transponders by carpoolers and vanpools. Consider implementing the following:
   - Clearly differentiate Express Lanes from HOV lanes and other Express Lanes facilities. They are a new travel choice with a new set of rules. While the lanes will be branded with the I-680 Express Lanes, the differences in use will need to be widely promoted.
   - Feed the word-of-mouth grapevine that the requirement of opening a FasTrak account for everyone using the new Express Lanes is coming, and let people become used to the idea.
   - Use license plate video capture on the existing eastbound HOV facility and westbound general purpose lanes to create a database of addresses of carpoolers, and initiate a "drip" mailing program leading up to the opening of the lanes.
   - Use on-facility promotion (banners and electronic variable message signs) as mentioned above.
   - Use earned media to get carpool-specific information to the public.
   - Use advertising targeted to carpoolers to reinforce and support the effort.

b. **Price Strategy** – Carpoolers with FasTrak can already receive discounts on Bay Area bridges. On I-580, they will be able to use the new Express Lanes free of charge. In order to offset the cost to carpoolers and vanpools of paying the initial deposit for a FasTrak transponder, consider offering promotional discounts for early adopters and create an opt-in reward program.
   - Through a "limited-time" promotional offer, provide the first XX thousand transponders for carpools "free of charge" (no deposit required), or consider offering a "$25 toll credit and/or waive the initial $25 deposit—a "$50 value" to carpoolers who register early for FasTrak.
   - Such a promotion could provide an early carpool customer base, positive earned media and positive testimonials from carpoolers.
   - To overcome possible objections related to the initial deposit needed when opening a FasTrak account, consider allowing a very low deposit and replenishment amount. Condition it on the understanding there can be no more than one or two replenishment charges per month on their credit card.
   - Create an opt-in rewards program for carpoolers.

- The program would reward carpoolers with a gas card or similar reward for their frequent use of the lanes.
- The BATA system would likely have to record the number of trips with the transponder in carpool mode, or a separate system would have to be developed to allow carpoolers to track their trips. This could be promoted as a pilot program and limited to FasTrak carpool customers.
- The program provides an incentive for carpoolers to use the lanes as they currently do. This approach could incentivize infrequent carpoolers to use the lanes more frequently and avoid any associated fees. Previous research conducted by LA Metro supports this approach:
  i. "Carpoolers differ in their perception of the (Metro) program's value. Frequent carpoolers have a lower willingness to pay for a transponder deposit, most likely because they think they will not benefit from using the system as much as single drivers and occasional carpoolers."[2]
  ii. It is important to note that "frequent carpoolers," those who carpool 5+ days a week, made up the largest percent of carpoolers along the corridors in Los Angeles, and the same may be true about the I-580.[3]
  iii. "Carpoolers prefer an ongoing points-based rewards program to an upfront subsidized transponder deposit and are in favor of expanding the rewards beyond what Metro has already established in the current Rewards program."[4]

c. **Distribution** – Ensure sufficient distribution channels are available to get FasTrak transponders into the hands of carpoolers.
   - Explore the possibility of working with BATA to develop a Mobile Customer Service Center with the ability to open new accounts and sell transponders remotely from locations such as:
     - Park and Ride lots
     - Employment centers or through HR departments
     - Local community events at the home end
     - Consider the cost benefit of developing a retail distributor.
     - Consider a separate landing page for carpools and vanpools that can be promoted through carpool promotions.
     - Review all elements of the Express Lanes customer website, and ensure that it is as user friendly as possible and that the sign-up process is easy; emphasize the ease of signing up.

[2]InMotionConsulting.*Making the Switch*: How Metro Can Ensure Carpooler Access to Los Angeles' New HOT Lanes. March 16, 2010. Executive Summary. Pg ii.
[3]Los Angeles County Metropolitan Transportation Authority.*License Plate Survey Draft Report*. Prepared by Parsons Brinckerhoff. 2009. Pg 10.
[4]InMotionConsulting. *Making the Switch*: How Metro Can Ensure Carpooler Access to Los Angeles' New HOT Lanes. March 16, 2010. Executive Summary. Pg ii.

6. Social Justice Strategy

A common initial reaction to the Express Lanes concept is to criticize them as being "unfair" and either aimed towards higher-income earners or that they represent a form of "double taxation." Alameda CTC should be prepared to address these myths and concerns early on and as part of the I-580 Express Lanes Marketing Plan.

In fact, research for existing Express Lanes clearly show that lower-income earners use the lanes as often as other socio-economic groups. In addition, the myth seems to evaporate once a lane is in operation and people see that it gives a choice to avoid congestion to all people when they need it. The social justice issue is best addressed through a combination of information on actual usage elsewhere and early education to set the record straight. It will be crucial for Alameda CTC to use results from outreach and research to help shape and communicate policies, product and service in ways that will make the program acceptable to future users. It is also important to carefully frame the project based on its benefits to commuters, including new commute choice, improved access and reliable, safe travel. For example, in a 2008 Santa Clara VTA survey,[iii] potential FasTrak users were asked about their plans to use Express Lanes after they were introduced. The results indicated lower-income earners were just as likely to use the lanes as other income groups.

Additionally, Alameda CTC can demonstrate their attention to this issue by considering an Equity Program for low-income commuters similar to one developed by LA Metro for the I-10 and I-110 Express Lanes. In that program, corridor users with an annual household income (family of 3) equal to or below $39,060 (twice the 2013 federal poverty level) could receive a $25 credit when they set up their account. This policy was deemed a successful way of combating the equity issue. For reference, see:
https://www.metroexpresslanes.net/en/about/ExpressLanes_Factsheet_Toll_Credit_Program.pdf

Alameda CTC also needs to communicate solid answers on the use of toll revenues and address the question of "Where does the money go?" Building support for the project will occur more quickly if the public is convinced that revenues are well spent and can potentially go to support additional improvements in the corridor, including public transit improvements.

The perception that taxpayers are being charged twice for the Express Lanes is also a common misconception. The idea that "I already paid for these roads with my tax dollars, why do I have to pay again to use them?" arises frequently. To address this issue and educate the public, communications, messaging and education materials need to stress:

- Solo commuters who *choose* to pay a toll can access the lanes, something they cannot do now.

- The benefits for commuters of toll revenues are being “recycled” to provide greater transportation improvements and/or options for all commuters
- This is a better use of existing roadway, and the toll amount would be less than the increase in taxes necessary to build and maintain additional lanes.

Additionally, dynamic pricing needs to be described succinctly so that prospective users understand and believe it is designed to reduce congestion in all lanes and, perhaps more important, will ensure a congestion-free Express Lanes. The benefits of the Express Lanes choice, congestion-free commute and environmentally sound nature of the lanes need to be kept at the forefront of communications.

Ultimately, the public wants assurance that the idea will work and that it will be fair. Demonstrating the Express Lanes are a proven concept and clearly communicating how social justice issues are being addressed through the messaging and marketing tactics described above will go a long way to alleviate concerns.

7. Community-Based Marketing Plan – Outreach, Marketing and Communications

Successful outreach will rely on a strategy that touches all the bases as well as materials that explain the I-580 Express Lanes to multiple audiences. To launch a public outreach effort, the following materials will need to be developed based on the scope of the final marketing and outreach plan:

- Web-based content to be housed on BATA's FasTrak (bata.mtc.ca.gov) and 511.org websites that contains information and links to sign up for FasTrak, as approved by MTC/BATA, and content for Alameda CTC's website
- Informational Brochure which includes an Infographic showing how the Express Lanes work, translated in to Spanish and Mandarin and possibly additional languages
- How-It-Works Video
- Standard PowerPoint presentation describing the project, illustrating the timeline, explaining continual access and addressing social equity issues
- Display Boards for use at community events, presentations and speaking events, including a map of the project area as well as one of the entire planned Express Lanes network, easy to understand highlights/benefits of the project and a project timeline
- Invitation/Mailer for any planned Open Houses
- Comment Cards to be distributed after events to gather feedback from participants
- A "Press Kit" comprised of the following:
    - Fact Sheets, including a Fact Sheet about equity
    - FAQs
    - Maps of I-580 and I-680
    - B-Roll, including photos and videos of the project facility
- A "Commuter Resource Kit" that would include the main informational pieces in this list as well as additional transportation-related information, including transit schedules, bike to work information, working from home information, flex-schedule information (commuting during off-peak hours), etc.
- E-mail Content
- Point-of-Purchase Informational Displays
- Promotional Items
- Advertising Components which may include:
    - Print Ads
    - Radio Spots
    - Billboards
    - Bus Tails
    - Vehicle Wraps
    - Web Banner Ads
    - On-facility Banners and Signage

Stakeholder Communications and Outreach

Alameda CTC will need to schedule presentations at city council meetings in cities whose residents use I-580, so that mayors, city council members and local staff have full knowledge and understanding of the project and are prepared to answer questions posed by constituents. This should be done well in advance of the project opening and can begin in early 2014.

Of course, Alameda CTC will need to tightly coordinate its outreach efforts with MTC throughout the project. MTC is currently coordinating the planning and implementation of more than 500 miles of Express Lanes in the Bay Area and has already obtained substantial relevant information, including a fairly extensive environmental justice outreach which included interviews and focus groups.

By continuing to work closely with MTC and BATA, Alameda CTC can be sure to incorporate their knowledge base and adopt already discovered best practices in order to achieve:

- Smooth operations (including trying to limit the volume and wait times at BATA's call center)
- Safe and proper use of the lanes
- Minimum violation and enforcement issues

Community Outreach

As a cornerstone of marketing efforts, Alameda CTC will need to utilize its robust community outreach team to reach potential customers where they live, work and play. This team, or an identified community liaison, will need to develop and manage the day-to-day activities of a grassroots effort to support the opening of the Express Lanes and have extensive knowledge of the lanes as well as FasTrak. Additionally, this team will represent the project and serve as a point of contact, give presentations in the community and respond to requests for information. The components of the community outreach program can include the following:

- Master Schedule – A master schedule of speaking engagements, community events and other outreach opportunities can be developed and maintained. This schedule should be coordinated with any earned media program. The Alameda CTC community outreach team should proactively reach work to fill this schedule month by month and week by week.
- Speakers Bureau – Alameda CTC can operate a Speakers Bureau using consultant resources as needed. Opportunities to speak to employer and community groups in both Alameda and San Joaquin counties should be identified. If an Alameda CTC speaker is not available, presentations should be given by the community liaison.
- Participation at Community Events – Alameda CTC needs to continue to be visible at as many events and opportunities as possible. Incorporating demonstrations of transponder usage and advance sign-ups for FasTrak toll tags could help generate buzz and lay groundwork for a solid transponder base prior to the Express Lanes opening.

- Public Participation Requirements – Project Open Houses and Public Meetings should be added to the Community Outreach program as needed if any public participation requirements exist.

Employer Outreach

Employers in the target market areas represent a major stakeholder group, as they have influence with both local government agencies and their own employees. Developing employer support will speed up early FasTrak account openings and Express Lanes usage. In order to reach this audience, Alameda CTC will need to expand its existing database of major employers in the area along with important characteristics that will assist in reaching potential Express Lanes users. Additionally, Alameda CTC can work closely with MTC's 511 Regional RideShare program to reach the employer audience, and can utilize existing communications channels to reach users of the Guaranteed Ride Home program.

This database entails a comprehensive list of mid-size (100–500 employees) to large (500+ employees) employers along the I-580 project corridor and east into San Joaquin County. The results of the license plate capture survey should drive the geographic focus of the employer outreach.

The data gathered on each employer should including the following:

- Company name, business type, number of employees, relevant employment characteristics (such as full-time vs. part-time, unions, shifts), etc.
- Key contact name and title for this program (e.g., Human Resource Director, Benefits Manager, Facilities Director, CEO, COO and Property Management firm, if applicable)
- Name of business park and at least two neighboring companies
- Local food court or lunch establishments (for potential flyer distribution or other outreach activities)
- Local chamber or business association name and membership status.
- Commute resources: transit accessibility, nearest I-580 on-ramp and Park and Ride lot(s), Bike to Work paths, vanpool and rideshare amenities
- Commuter benefits offered, if any, including benefits related to Regulation 14, Rule 1: The Bay Area Commuter Benefits Program

After the database is complete, Alameda CTC should conduct an employer situational analysis of the I-580 corridor. This would entail developing a summary and description of the following so as to understand talking/message points and issues that businesses, commuters and residents experience within the corridor.

- An overview of the biggest and highest priority employers and most active companies in local issues, especially traffic
- Traffic congestion, road construction, bottlenecks, timely delivery of goods and related topics identified in any research

- Employer and employee perceptions about the strengths, weaknesses, opportunities and threats facing the installation of the I-580 Express Lanes
- Other timely topics

Preliminary research identified the following top five employers in Pleasanton:

Company	Employees
Kaiser Permanente	3,974
Safeway	3,225
Workday Incorporated	1,699
Oracle	1,479
Pleasanton Unified School District	1,272

Top five employers in Livermore:

Company	Employees
Lawrence Livermore National Laboratory	8,750
Valley Care Health System	1,300
Livermore Valley Joint Unified School District	1,120
Comcast	1,000
Sandia National Laboratory	910

Top five employers in Tracy:

Company	Employees
Safeway Distribution Center	2,000
Tracy Unified School District	1,600
Defense Distribution Depot San Joaquin	1,375
Deuel Vocational Institute	1,300
Sutter Tracy Community Hospital	568

Then, Alameda CTC will conduct outreach to establish partnerships with individual employers. Usually this process begins one year in advance of the opening of the Express Lanes to ensure relationships are fully established by the time the lanes open. In this case, Alameda CTC should begin as soon as early 2014, since there are several planned transportation improvement projects scheduled in the near future which would benefit from the word of mouth generated by these employer relationships. This process can begin with identifying any existing relationships with employers in the area, then moving on to high-priority targets. The goals of these partnerships would include:

a) Identify, prioritize and define the role of employer partners. Educate them on what can they do to help ensure a safe and easy transition to new transportation options in their corridor.
b) Promote the value and benefits of partnering with Alameda CTC in order to educate their employees about existing and planned projects and events. These benefits may

include less employee commute time, less commute stress, easier accessibility to local projects/meetings, etc.

c) Facilitate and standardize partnership strategies for ongoing communication and feedback between Alameda CTC and employer partners.

Earned Media and Special Events

Marketing and public outreach for the I-580 Express Lanes will include a very active earned media and special events program. This program is designed to raise awareness and educate motorists in the marketing area about Alameda CTC's role in transportation improvements in the corridor, the success of the I-680 Express Lanes, construction milestones, the new I-580 Express Lanes project—and to promote the benefits of managed lanes throughout the Bay Area. The program must be carried out in tight coordination with the public affairs staff of the MTC, particularly John Goodwin and Randy Rentchler.

Bay Area news outlets have previously responded well to transportation stories, so the I-580 Express Lanes should expect good coverage for briefings, construction updates, explanation of enforcement, introduction of signs and striping, project kickoff and other milestones.

Alameda CTC will need to develop a News Bureau approach to develop and prepare spokespersons, both staff or Board members; provide one-to-one briefings with reporters; project tours for reporters; a steady stream of news releases to local media; and a series of special events designed to highlight and promote the planned media messages leading up to the opening and launch of the 580 Express Lane project. Materials for the News Bureau include:

Press Kit – Create an informational press kit as a message platform for the educational effort, which provides factual, up-to-the minute information about the project. The press kit should include the following items: a fact sheet, an FAQ, maps of I-680 and I-580, infographics of both projects, an entry and exit informational handout, an informational video, logos and graphics. The press kit should be made available online through the project website.

Media List – Revisit and develop the list of more than 40 local and regional media organizations, including TV, radio, daily newspapers, community papers and blogs. Special attention should be paid to the *San Francisco Chronicle*, Bay Area Newspaper Group (in particular transportation writer Gary Richards, the region's preeminent traffic reporter), and local radio traffic reporters. Because many I-580 drivers originate in the San Joaquin Valley, media lists will be broadened beyond Bay Area outlets to include news outlets in Tracy, Sacramento, Stockton, Modesto, etc., as well as local student publications.

Press Releases – Develop a schedule of press releases to distribute information throughout the project timeline to news organizations in the Bay Area and Central Valley. Topics should include:

- Alameda CTC's role in transportation improvements in the area
- Transportation and construction project announcements, milestones and completions
- Bay Area Regional Express Lanes Network plans and vision
- The success of the 680 Express Lanes – tied to milestones in usage or anniversary dates
- Opening date for the 580 Express Lanes announced
- The promotional offer for new customers
- New transponder and lane operations
- Express Lanes opening
- Milestones and key dates thereafter

Community Calendars – Create and continually update calendars with information on what events the Alameda CTC community outreach team will be attending, and distribute them for the months leading up to the opening of the 580 Express Lanes. The calendars should be placed in high-traffic areas in the target market area at such locations as coffee shops, dry cleaners and community bulletin boards.

Special News Events – A series of cornerstone events should be used to highlight progress on the project, to promote the opening and to attract coverage by the local news media. These events should be coordinated with MTC to accentuate the integration of the 580 Express Lanes with the Regional Express Lanes Network and coordinated with the CHP to accentuate safety and enforcement at every opportunity. The events include:

Reporter Briefing – Invite TV, radio and newspaper reporters for a formal announcement of when the Express Lanes would open, and fully describe the electronic toll collection system, highlighting the differences between the I-680 Express Lanes and the new I-580 Express Lanes.

Lane Striping, Signage and Project Tour – A media briefing and project tour featuring Express Lanes Joint Power Authority board members, the CHP and Alameda CTC staff. The purpose of the briefing is to give reporters and news crews a firsthand look at how the new Express Lanes would operate and be enforced, show what new signs drivers will see and describe how continuous access striping would look before the Express Lanes open.

Grand Opening/Kickoff Event – A grand opening kickoff event will be used to officially open the lanes, with a high-ranking elected official serving as the moderator for the event. Government officials, along with CHP, Caltrans, partner transit agencies and Alameda CTC staff should participate in the event. B-roll of the new lane access and striping should be distributed to the television stations to help illustrate their coverage of the lane opening.

As with the I-680 Express Lanes launch, Alameda CTC will need to encourage media outlets to begin coverage early and continue all day. Alameda CTC should expect the Express Lanes Opening Day will be covered extensively starting at 5 a.m. by every TV station in the area. Alameda CTC should plan an afternoon briefing with first-morning statistics, which will be part of the evening news coverage.

Paid Media Strategy Overview

Advertising generally plays a supportive role to any educational and community outreach program, so while funding for such advertising may be limited, there are still some options to consider as the project launch date draws closer:

- Facebook Ads by ZIP Code – Facebook provides the means to reach targeted areas on any type of budget. Area selection can be determined by city name or ZIP Code, and ads can be run until a daily maximum dollar amount is reached. This type of limited, focused advertising would work well when the community outreach teach targets a specific area.
- Patch.com – Similar to Facebook, Patch.com can be used to target specific cities on a limited basis to complement outreach efforts. Patch.com currently has community-specific sites in Livermore, Pleasanton and Brentwood.
- Google Ads by ZIP Code – Again, Google Ads represent an affordable tool that can be used in target areas during specific times.
- Radio – Radio ads have a larger budget attached to them but represent one of the best ways to reach the target audience when they are most likely to be thinking about commuting and traffic on their way to and from work.
- Partnerships or co-advertising with businesses and organizations:
    - AAA has previously partnered with LA Metro during launch of the ExpressLanes and currently advertises 20% off the initial prepaid toll deposit of $40.
    - WHEELS bus service provides public transportation by the Livermore/Amador Valley Transit Authority to serve the communities of Dublin, Livermore and Pleasanton.
    - Altamont Commuter Express (ACE) provides commuter service from Stockton to San Jose through Pleasanton in the AM and reverse direction in the PM. Trains run on weekdays only.
    - Local malls may also represent possible partnerships.

Advertising

In the event that Alameda CTC decides to augment their communication efforts with traditional advertising, the follow section offers an initial paid media strategy and list of possible media channels.

Paid media marketing strategies include a combination of broad-reaching :30-second and :60-second radio commercials and :10-second and :15-second traffic sponsorships, geo-targeted

out-of-home advertising, and digital ads and local community newspapers in residential communities directly adjacent to the I-580 project area.

Broad-reaching radio

The media strategy with radio utilizes stations that have a strong reach with adults 25–54 and 35+ and household income of $65K+ to match the demographics of Express Lanes users. The following stations would lend well to reaching both female and make audiences that commute west utilizing I-580 as far east as Livermore and northeast in Rio Vista and Brentwood.

- KIOI Star 101.3 FM
- KOIT 96.5 FM
- KQED Public Radio
- KGO 810AM News
- KNBR Sports AM
- KCBS AM News
- KLLC 97.3 FM

Traffic sponsorships

Total Traffic & Weather Network sponsorships reach a large and high-quality audience in traffic media. Stations in the Total Traffic network include KMEL 106.1, KKSF 103.7, KUFX 98.5, KCNL 104.9, KSJO 92.3, KYLD 94.9, KISQ 98.1 and KIOI 101.3.

:10-second and :15-second sponsorships (within local radio content) will offer the ability to impact commuters with a message that is read in-content separate from the commercial stop-set. Sponsorships are embedded in traffic, news, weather and sports reports.

Outdoor advertising (billboard, bus cards, transit boards, bulletins, and posters)

Out-of-home advertising is an effective way to reach commuters. There are many vendors that can provide bulletins, posters and transit advertising to reach commuters traveling the I-580 or adjacent communities that take on- and off-ramps and service streets as part of their I-580 commute. The following out-of-home vendors can provide mapping of key locations that can target commuters along and adjacent to I-580.

- Titan Media (Transit advertising)
- Lamar Outdoor
- CBS Outdoor
- Clear Channel Outdoor

Print Advertising

Static display ads, inserts and post-its (when available) will provide the opportunity to educate commuters about the changes in a longer format that can be more educational and designed to drive home the messaging points. Print publications can offer community reach in the East Bay such as:

- *The Independent* (Serves Livermore and Pleasanton)
- *Tri-Valley Times*
- *Contra Costa Times*
- *The Record* (Stockton)
- *Tracy Press*
- *Caravan News* (Stockton)
- Business specific for executives, such as *East Bay Business Times*

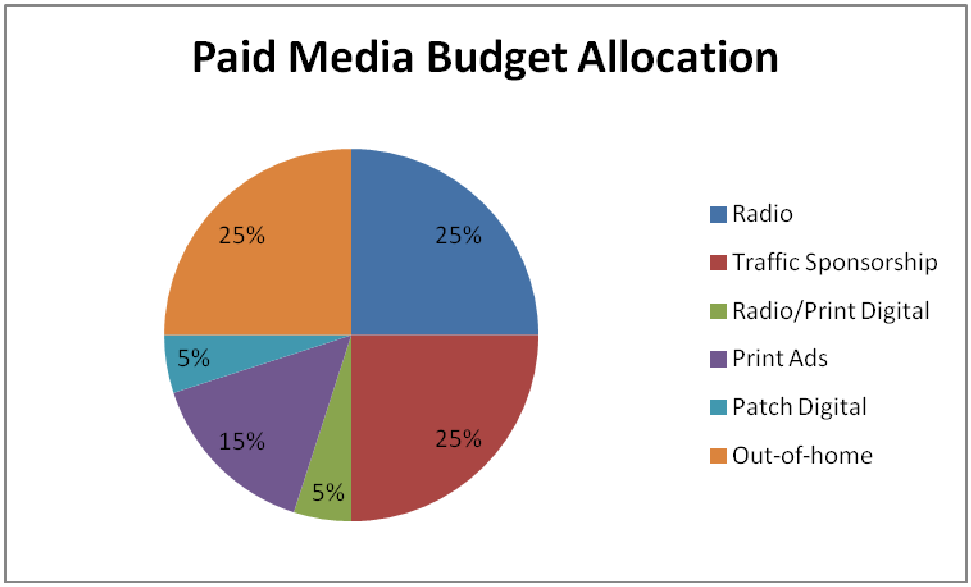
Due to higher cost, we do not recommend advertising in regional papers that reach mass audiences, such as the *San Francisco Chronicle* or *Sacramento Bee*.

Digital Advertising

Geo-targeting communities can be a cost-effective way to reach commuters in the respective areas where they live, particularly with news sites such as SFGate.com. The radio stations outlined above can package digital advertising and streaming to support radio commercials airing. Many print publications have digital opportunities to package with print display ads as well. Additional opportunities may include a stand-alone website such as Patch.com.

Media Budget

It is recommended that the paid media budget be allocated as follows:



Going forward

Marketing the I-580 Express Lanes does not end when the project opens. Other Express Lanes throughout the country, including Alameda CTC's I-680 Express Lanes, have shown steady increases in usage as more and more people learn about the lanes after they open. This process can be accelerated through a well-planned, post-opening component of the marketing plan. Elements include:

1. New cycles of advertising after 60, 120 and 180 days
2. Earned media surrounding milestones (100,000th customer, six-month progress report, etc.)
3. Launch-Day and success reports to city councils
4. Ongoing e-blasts and communications to subscribers

A summary of activities relating to the launch of the I-580 Express Lanes and a conceptual schedule for each element of the Marketing Plan are listed in the accompanying spreadsheet. Additionally, a map illustrating the locations of current FasTrak account holders by ZIP Code is also attached.

[i] Eastbound Trip Distribution by Zip Code on I-580 Between Hacienda Drive and Greenville Road 4-Hour PM Peak, Wilbur Smith Associates, October 2008

[ii] FasTrak Current Account Holder Locations by Zip Code, BATA, September 2013

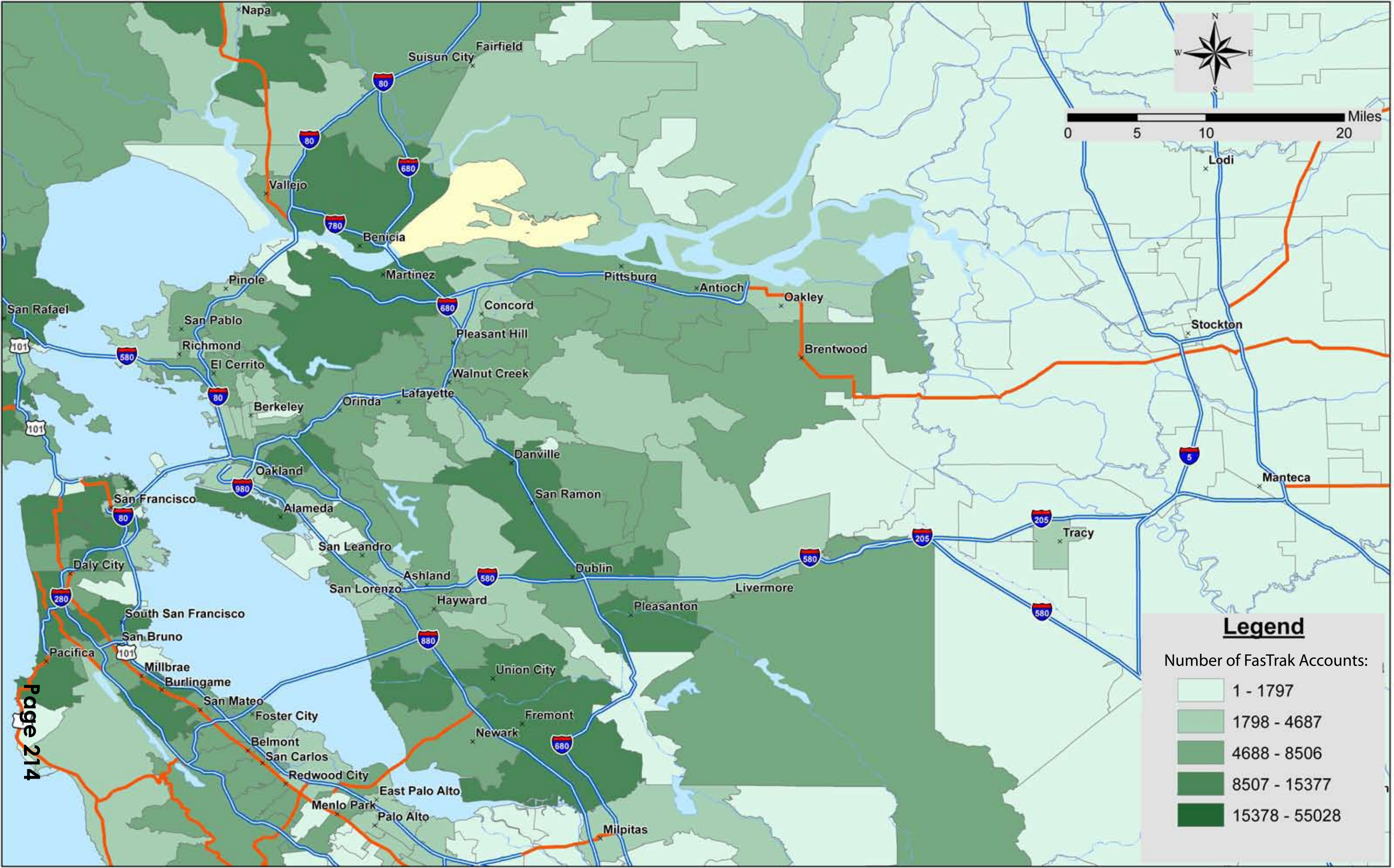
[iii] A Public Opinion Survey of Highway 101 and State Route 85 Drivers, SA|Opinion Research, September 2008

Conceptual I-580/I-680 Express Lanes Public Education, Marketing Deliverables and Marketing Schedule

*Consultant NTP in MARCH 2014

**Based on 580 Express Lane to open October 2015

	2013				2014												2015												2016							
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July*	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct**	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug
Public Outreach Plan Development																																				
Develop Public Outreach Plan	■	■																																		
Outreach Focus: ACTC					■	■	■			■	■							■	■	■																
Outreach Focus: Route 84 Expressway								■	■																											
Outreach Focus: EB 580 Aux Lane												■	■																							
Outreach Focus: WB 580 HOW Lane												■	■																							
Outreach Focus: 680 EL Success													■	■	■	■	■																			
Outreach Focus: 580 EL Opening																					■	■	■	■	■	■	■									
Outreach Focus: Getting FasTrak																							■	■	■	■	■									
Research																																				
Determination of Research Needs				■													■																			
License Plate Capture Survey:														■																						
- Third Party Vendor Facilitation													■	■																						
- Coordination with DMV														■	■	■	■	■	■																	
- Address List Acquisition for 580																			■																	
- Integration of License Plate Capture Survey into Plan																				■																
Integration of Research Findings Into Plan					■															■																
Focus groups - discussion guide, logistics, facilitation											■								■																	
Results review												■								■																
Meeting with City Councils																																				
Meeting location and logistics					■												■																			
Contact List Development					■	■												■	■																	
Design/Produce/Print Collateral Material					■												■																			
Fact sheet/FAQ/comment card writing and production					■												■																			
Staffing and attendance						■	■	■										■	■	■																
Post-event report writing and coordination							■	■	■										■	■	■															
Public Meeting in Market Area																																				
Open house location and logistics																						■	■	■	■											
Contact List Development																	■	■	■	■	■	■	■	■	■											
Design/Produce/Distribute Invitation Mailer																						■	■	■	■											
Design/Produce/Print Collateral Material																					■															
Fact sheet/FAQ/comment card writing and production																					■															
Staffing and attendance																						■	■	■	■											
Post-event report writing and coordination																							■	■	■	■										
Branding																																				
I-580 Express Lanes Outreach Development											■	■																								
Region-wide Express Lane Brand Development											■	■																								
Marketing to Consumers																																				
Coordination with BATA etc. for FasTrak issues									■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Internet/Website																																				
Websites Reviews																				■	■															
Customer Database Development																							■	■	■	■										
E-Mail Campaign Design																						■														
Website Links/Co-op															■	■	■	■	■	■	■															
Build E-Mail Campaign List																						■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Grassroots: Community Outreach																																				
Community Outreach Events Displays Creation (tent, etc.)																				■	■															
Speakers' Bureau and Event Schedule Development																				■	■	■	■	■	■											
Express Lanes Presentation Development																		■	■																	
580 Market Area Development - POP/Community Events																							■	■	■	■	■									
Community Group Presentations																				■	■	■	■	■	■	■	■									
1 on 1 briefings with stakeholders																						■	■	■	■	■	■									
Grassroots: Map/Infographic																																				
580 Maps												■	■																							
580 Infographic												■	■																							
Grassroots: Video																																				
Edit current video/add new footage to include 580													■																							
Advertising Program																																				
Media Plan Development																	■	■	■	■	■															
Creative Development																■	■	■	■	■	■															
Media Buy (to be broken down)																						■	■	■	■	■										
Material Development																					■	■														
Material Production/Printing																						■	■													
On-Facility Advertising																									■	■										
Social Media																																				
Facebook/Twitter Account Creation																						■														
ACTC Facebook Ad /Twitter Updates																						■	■	■	■	■	■	■	■	■	■	■				
Partner Facebook/Twitter Updates					■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■				
Promotions																																				
Promotion Creation - $XX Free Toll Credits																				■	■															
Promotion Implementation																								■	■	■	■	■								
Media Relations																																				
Earned Media/Special Events: Media Tours																																				
Media Tour Event Facilitation																									■	■						■				
Grand Opening Events																										■						■				
Earned Media/Special Events: Newsletter																																				
Email list aquision for eNewsletters																				■	■	■	■	■	■	■				■	■	■				
Writing of eNewsletters																				■	■	■	■	■	■	■	■	■	■	■	■	■				
Earned Media/Special Events: Press Kit																																				
580 Fact sheet/FAQ (electronic)																						■														
Materials Printing																						■	■													
B-roll Production																									■											
Support MTC, ACTC, Regional PartnerMeetings																																				
Attend meetings (in person or via phone) - dates TBD																																				
Project Team meetings																																				
Attend meetings (in person or via phone)											■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■								


Napa
Fairfield
Suisun City
Vallejo
Benicia
Martinez
Pittsburg
Antioch
Oakley
Brentwood
Concord
Pleasant Hill
Walnut Creek
Lafayette
Orinda
Berkeley
Richmond
El Cerrito
San Pablo
Pinole
San Rafael
Danville
San Ramon
Oakland
Alameda
San Francisco
San Leandro
Ashland
San Lorenzo
Hayward
Dublin
Livermore
Pleasanton
Tracy
Lodi
Stockton
Manteca
Daly City
South San Francisco
San Bruno
Pacifica
Millbrae
Burlingame
San Mateo
Foster City
Belmont
San Carlos
Redwood City
East Palo Alto
Menlo Park
Palo Alto
Union City
Fremont
Newark
Milpitas
Miles
0
5
10
20
Legend
Number of FasTrak Accounts:
1 - 1797
1798 - 4687
4688 - 8506
8507 - 15377
15378 - 55028

Scope of Work for I-580 Express Lanes Public Outreach and Education

Alameda CTC seeks to engage a consultant to provide a full range of strategic public information and outreach services to support the forthcoming I-580 Express Lanes, slated to open in fall 2015. Development and implementation of the I-580 Express Lanes is underway from Hacienda Drive to Greenville Road in the eastbound direction and from Greenville Road to San Ramon Road/Foothill Road in the westbound direction. This is the second express lane project that will be implemented in Alameda County and is part of a larger Bay Area Express Lane network that is being implemented with partner agencies.

The first express lane in Alameda County was opened in 2010 on I-680. The I-580 and I-680 Express Lanes, governed by Alameda CTC, are integral components of a larger Bay Area – wide express lanes network, a collaboration of current and future express lanes in the region. Multiple public agencies are engaged in the development and implementation of express lanes in the Bay Area including Alameda CTC, Contra Costa Transportation Authority, the Metropolitan Transportation Commission, Santa Clara Valley Transportation Authority, and Solano Transportation Authority. Alameda CTC will implement public education and outreach activities in coordination and collaboration with partner agencies to ensure clarity and as much uniformity as possible and as applicable for the public to understand and easily use the express lanes in the Bay Area.

The Express Lanes on I-580 will consist of a double lane in the eastbound direction and a single westbound express lane. The I-580 express lanes are under design to be near continuous access lanes, which means that there will not be a series of ingress and egress access points as there are on the current express lane on southbound I-680. Rather, drivers will have more access to the lanes throughout the whole corridor and can move into them similarly to how drivers enter into high occupancy vehicle lanes. Signs will indicate the cost to enter the lanes along the corridor, and tolls will be levied by zone throughout the lanes with the use of FasTrak® transponders.

A strong public information and outreach effort will be necessary to ensure the broad acceptance and use of the express lanes on I-580 and throughout the region, while supporting the public's understanding of the many commonalities of the regional express lanes as well as their unique attributes. All express lanes in the Bay Area require the use of FasTrak® transponders, and Alameda CTC anticipates that significant express lane public information, education and outreach will include collaboration with other express lane operators and will incorporate education to current and future FasTrak® customers.

Public information and outreach shall not only target potential toll-paying users of the express lanes, but shall identify and target those who will benefit from reduced congestion in the general purpose lanes, businesses that will benefit from consistent drive times for goods movements and services, and drivers and transit operators that will benefit from greater efficiencies within the corridor.

It is anticipated that a phased implementation of the Public Outreach and Education Plan will occur between January 2014 and at minimum up to six months after opening or up to a year (fall 2016).

GENERAL QUALIFICATIONS

1. Proposer shall have demonstrated experience with providing thorough and creative information and outreach activities for managed lanes, including identification and targeted outreach to key stakeholders, the media and the public, and appropriately timed delivery of information and outreach to ensure broad acceptance, support and use of the lanes for both pre- and post-opening.
2. Proposer shall have demonstrated ability to work collaboratively with multiple agencies, at varying degrees of readiness, toward a common public education goal.
3. Proposer's work experience shall include public outreach and tactical execution of strategic communications to identify and educate potential express lane users and stakeholders, and must demonstrate actual experience in performing effective outreach and education to media, elected officials, businesses and other agencies.
4. Proposer shall possess all permits, licenses, and professional credentials necessary to perform the required services.
5. Proposer shall be in compliance with all federal and state requirements applicable to provision of services of the type described in this RFP.
6. Proposer's clients should not pose conflict of interest issues for Alameda CTC, nor should their interest be in direct conflict with Alameda CTC's mission.

SCOPE OF SERVICES

Alameda CTC is issuing a contract for Public Outreach and Education for the I-580 Express Lanes and other related matters associated with the successful launch of Alameda CTC-governed express lanes and the region-wide Bay Area Express Lanes. The successful proposer shall demonstrate a strategic approach to delivering information in a way that builds greater understanding and thus broad acceptance of the lanes over time.

The goals of public information and outreach efforts include:

- Develop widespread understanding of the benefits of express lanes on I-580 and region-wide, as applicable;
- Develop broad public understanding of why and how to use express lanes;
- Ensure a smooth transition for users of HOV lanes and new audiences;
- Promote the proper and safe use of express lanes;
- Promote increased use of express lanes to reduce traffic congestion and support more consistent travel times;
- Promote the breadth of transportation choices along the I-580 corridor and throughout Alameda County; and
- Demonstrate how express lane investments benefit the corridor, offer choices and increase opportunities for additional investments within the corridor.

This RFP seeks services for the I-580 Express Lanes as described below. If the consultant recommends additional tasks outside those listed below as effective methods for educating about express lanes, the consultant is requested to include those items in a separate optional task and as a separate item in the cost proposal.

TASK 1: Finalize and Implement Public Outreach and Education Plan

Finalize and implement the Public Outreach and Education Plan for the I-580 Express Lanes, including coordinated marketing efforts with partners to foster consistent communications for the region-wide express lane network, as applicable. This plan will be the foundation upon which all education and outreach activities are conducted, and includes methodologies for identification of target audiences, key messages, education and outreach methods, tools and materials, as well as a timeline for implementation. The plan shall be implemented in the spirit of collaboration and best practices for the public. Interagency coordination could include work with MTC, all regional express lanes operators, the California Highway Patrol (in its role to provide enforcement on the managed lanes), Caltrans and other partner agencies in the region, including San Joaquin County.

Deliverables

1.1 Finalize the Draft Public Outreach and Education Plan
1.2 Strategic implementation of the Public Outreach and Education Plan
1.3 Report on outreach efforts, including, but not limited to individual impressions, social media and website analytics, and public outreach meeting/fair/event attendance.

1.4 Attendance at, and participation in, monthly region-wide coordination meetings, as requested.

TASK 2: Post-Opening Education and Outreach Report

Successful express lanes public information and outreach will be an ongoing effort, continuing once the lanes are in operation. However, post-opening public information and education efforts will need to be adjusted and updated to reflect the most current public perceptions and understanding of value of the lanes and to address potential lane use by additional I-580 travelers. Evaluating the efficacy of past outreach and educational efforts and reflecting on lessons learned will be key to developing an ongoing outreach and education plan to respond to the needs of existing and potential express lane corridor users.

Deliverable

2.1 A detailed report that evaluates education and outreach efforts up to and including the opening and the initial operating period of the I-580 Express Lanes, and includes lessons learns and suggestions for future public information and outreach opportunities to support on-going successful education and outreach for the express lanes.

OPTIONAL TASKS

OPTIONAL TASK 1: I-680 Express Lane Public Information and Outreach

The I-680 Express Lanes opened in September 2010, the first express lane in Northern California. Marketing and outreach was performed prior to, and including a grand opening event, for the lane. A website and Facebook page were created, as well as a unique brand identity. This task includes the identification of opportunities for additional public information, outreach and education to expand the use of the I-680 Southbound Express Lane, particularly in coordination with education and outreach efforts associated with the I-580 Express Lanes and regional work.

Deliverables

O1.1 A strategic public outreach and education plan to increase the use of the I-680 Southbound Express Lane, and to educate about the forthcoming northbound express lanes.

O1.2 Implement approved public outreach and education plan, including coordination with region-wide express lane partners

OPTIONAL TASK 2: I-80 Integrated Corridor Mobility Project Public Outreach and Education

The I-80 Integrated Corridor Mobility Project (I-80 ICM) will enable operational improvements and implement intelligent transportation strategies (ITS), such as

adaptive ramp metering and incident management, along a 19.5-mile portion of I-80 from the San Francisco-Oakland Bay Bridge Toll Plaza to the Carquinez Bridge in Alameda and Contra Costa Counties. ITS is a combination of computer and communication technologies that make transportation systems operate more efficiently and safely and provide users with real-time traffic and transit information. The project will include improvements to San Pablo Avenue and the arterials connecting with mainline I-80. Similar to the Express Lanes projects, the I-80 ICM project is the result of, and is dependent upon continued close collaboration with a variety of partners. Public information and outreach planning and implementation must include close coordination with transit agencies partners, Caltrans, the CHP and the local jurisdictions along I-80 in the project corridor.

It is anticipated that an I-80 ICM Public Outreach and Education Plan will be developed in early 2104, and that a phased implementation of the plan will occur between spring 2014 and summer 2015. This task may include developing a plan, and/or working closely to help implement a partner-led plan.

Deliverables

O2.1 Develop and implement a Strategic Public Information and Outreach Plan to ensure broad support and understanding of I-80 ICM *and/or* support the implementation of the communications and outreach plan(s) of project implementing partner agencies.
O2.2 Inter-agency Coordination
O2.3 Branding
O2.4 Development of Public Outreach Materials
O2.5 Implement Media Relations
O2.6 Special Events

OPTIONAL TASK 3: Regional Express Lanes Public Outreach and Education

Upon completion in 2035, the Bay Area will have 550 miles of express lanes operated by the Bay Area Infrastructure Financing Authority (BAIFA), the Valley Transportation Authority (VTA) and Alameda CTC. These agencies, as well as the Contra Costa Transportation Authority and the Solano County Transportation Authority, are working together to convert existing carpool lanes into express lanes and to close gaps in the carpool network by adding more lanes. This optional task includes supporting express lane partner agencies (potentially under the direction of one of those agencies) to perform market research, define project/program identities, develop marketing and outreach materials/strategies, and conduct public outreach and education for other express lanes (current and planned) in the Bay Area - individually and/or as a collective network. This task could include other related work that promotes the increased use, acceptance and understanding of express lanes in the region, including FasTrak marketing and education.

Deliverables

O3.1 Regional Customer Communication Strategy
O3.2 Market research
O3.3 Project/program identity development
O3.4 Marketing and educational outreach materials/strategies

OPTIONAL TASK 4: Optional Tasks as identified by consultant in response to this RFP

Any tasks identified by the consultant for effective education and outreach activities that are not included in the Tasks outlined in this RFP must be included within this task and shown in the cost proposal as separate cost items.

ALAMEDA County Transportation Commission

Memorandum 6.12

1111 Broadway, Suite 800, Oakland, CA 94607 • PH: (510) 208-7400 • www.AlamedaCTC.org

DATE:	November 27, 2013
SUBJECT:	Report of Pavement Condition Of Bay Area Jurisdictions for 2012.
RECOMMENDATION:	Receive an update on the Report of Pavement Condition Of Bay Area Jurisdictions for 2012 by the Metropolitan Transportation Commission (MTC)

Summary

MTC released the "Pavement Condition Of Bay Area Jurisdictions for 2012" report. This report provides total lane miles and the Pavement Condition Index (PCI) scores for each city and county in the San Francisco Bay Area. The PCI score is a numerical index between 0 and 100, based on a three year running average, which indicates the average condition of the roadway pavement in a jurisdiction. In Alameda County, PCI scores ranged from Very Good to At-Risk for the 14 cities of Alameda, Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, Union City and the County of Alameda. This item is for information only.

Background

The San Francisco Bay Area roadway network comprises of 42,788 total lane miles of which 7,954 miles (19%) is represented by the cities and County of Alameda.

Every year local jurisdictions analyze their pavement conditions by evaluating representative samples of roadways and entering this data into MTCs' online Pavement Management Program (PMP) called "Street Saver". The "Street Saver" program is a database designed to assist cities and counties to prioritize roadway maintenance and repairs with limited available funding. In this report, MTC compiles the PCI scores for the jurisdictions in the nine counties of the Bay Area and ranks them by Condition Categories, ranging from Very Good-Excellent (PCI= 80-100) to Failed (PCI= 0-24).

The following table describes the average pavement conditions and possible roadway treatments recommended per each Condition Category:

Condition Category	Description
Very Good-Excellent (PCI= 80-100)	Pavements are newly constructed or resurfaced and have few if any signs of distress
Good (PCI= 70-79)	Pavements require mostly preventive maintenance and have only low levels of distress, such as minor cracks or spalling, which occurs when the top layer of asphalt begins to peel or flake off as a result of water permeation.
Fair (PCI= 60-69)	Pavements at the low end of this range have significant levels of distress and may require a combination of rehabilitation and preventive maintenance to keep them from deteriorating rapidly.
At Risk (PCI= 50-59)	Pavements are deteriorated and require immediate attention including rehabilitative work. Ride quality is significantly inferior to better pavement categories
Poor (PCI= 25-49)	Pavements have extensive amounts of distress and require major rehabilitation or reconstruction. Pavements in this category affect the speed and flow of traffic significantly.
Failed (PCI- 0-24)	Pavements need reconstruction and are extremely rough and difficult to drive.

The following table summarizes the lane miles, the running three year average PCI, and the condition category of the 14 Alameda cities and the county of Alameda.

Jurisdiction	Lane Miles	PCI 2012	Condition Category
Dublin	244	86	Very Good
Union City	330	79	Good
Emeryville	47	78	Good
Livermore	670	78	Good
Pleasanton	497	77	Good
Newark	250	73	Good
Alameda County	995	73	Good
Piedmont	78	73	Good
Hayward	645	69	Fair
City of Alameda	275	67	Fair
Fremont	1,065	63	Fair
Berkeley	453	59	At Risk
Albany	59	58	At Risk
Oakland	1,964	57	At Risk
San Leandro	392	56	At Risk

Attachments

A. Pavement Condition of Bay Area Jurisdictions 2012

Staff Contact

Stewart Ng, Deputy Director of Programming and Projects

John Hemiup, Project Manager

Pavement Condition Of Bay Area Jurisdictions 2012

Pavement Condition Index (PCI) for Bay Area Jurisdictions, 2,012

Jurisdiction	County	Total Lane Miles	3-Year Moving Average 2,010	2,011	2,012
Very Good (PCI = 80–89)					
Brentwood	Contra Costa	406.1	86	86	87
Dublin	Alameda	254	82	84	86
El Cerrito	Contra Costa	145.4	62	73	84
Belvedere	Marin County	23.5	84	85	83
Atherton	San Mateo	105.8	77	79	81
Foster City	San Mateo	121	81	81	81
Los Altos	Santa Clara	225.9	82	81	80
Good (PCI = 70–79)					
Union City	Alameda	329.6	78	79	79
San Pablo	Contra Costa	103.4	80	79	79
Emeryville	Alameda	47.1	77	78	78
Livermore	Alameda	670.2	78	78	78
Daly City	San Mateo	253.8	77	77	78
Portola Valley	San Mateo	71.3	73	77	78
Pleasanton	Alameda	497.4	77	77	77
Brisbane	San Mateo	53.2	77	77	77
Redwood City	San Mateo	352.4	78	77	77
Los Altos Hills	Santa Clara	114.6	77	77	77
Dixon	Solano	125.8	76	78	77
San Ramon	Contra Costa	433.1	75	76	76
Morgan Hill	Santa Clara	255.9	77	77	76
Palo Alto	Santa Clara	470.7	73	74	76
Santa Clara	Santa Clara	589.8	80	78	76
Sunnyvale	Santa Clara	635.8	75	76	76
Clayton	Contra Costa	94.2	75	74	75
Mountain View	Santa Clara	330.9	76	75	75
Santa Clara County	Santa Clara	1,436.1	74	74	75
Hercules	Contra Costa	121.8	73	74	74
Lafayette	Contra Costa	200.7	72	73	74
Oakley	Contra Costa	282.4	76	75	74

Pavement Condition Index (PCI) for Bay Area Jurisdictions, 2012 (continued)

			3-Year Moving Average		
Jurisdiction	**County**	**Total Lane Miles**	**2010**	**2011**	**2012**
Burlingame	San Mateo	162.3	77	76	74
Campbell	Santa Clara	218.3	75	75	74
Gilroy	Santa Clara	253.1	76	74	74
Newark	Alameda	250.1	69	71	73
Tiburon	Marin	67.4	70	70	73
Hillsborough	San Mateo	166.5	71	72	73
Saratoga	Santa Clara	280.8	71	72	73
Fairfield	Solano	716.8	73	73	73
Contra Costa County	Contra Costa	1,328.3	78	75	72
Danville	Contra Costa	315.7	73	72	72
Novato	Marin	317.8	73	73	72
San Rafael	Marin	330.9	75	74	72
Menlo Park	San Mateo	199.8	63	68	72
San Mateo	San Mateo	411.7	73	72	72
Alameda County	Alameda	990.3	72	73	71
Piedmont	Alameda	78.1	70	73	71
Walnut Creek	Contra Costa	430.5	73	71	71
Corte Madera	Marin	71.2	72	71	71
South San Francisco	San Mateo	296	73	72	71
Solano County	Solano	940.8	67	68	71
Sonoma	Sonoma	68.2	77	74	71
Pinole	Contra Costa	118.8	70	69	70
Ross	Marin	22.1	67	69	70
Colma	San Mateo	23	65	68	70
Monte Sereno	Santa Clara	27.1	69	69	70
Vacaville	Solano	581.9	76	73	70
Windsor	Sonoma	173.1	73	72	70
		Fair (PCI = 60–69)			
Hayward	Alameda	645.3	69	69	69
Antioch	Contra Costa	666.3	69	69	69
Yountville	Napa	16.9	69	71	69
San Mateo County	San Mateo	624.6	69	69	69

Pavement Condition Index (PCI) for Bay Area Jurisdictions, 2012 (continued)

			3-Year Moving Average		
Jurisdiction	**County**	**Total Lane Miles**	**2010**	**2011**	**2012**
Los Gatos	Santa Clara	220.7	69	68	69
Milpitas	Santa Clara	298.2	69	68	69
Alameda	Alameda	303.9	66	67	68
Cupertino	Santa Clara	299.1	70	70	68
Rohnert Park	Sonoma	207	69	68	68
Concord	Contra Costa	713.3	76	72	67
American Canyon	Napa	106.5	74	71	67
Suisun City	Solano	150	62	68	67
Pleasant Hill	Contra Costa	224.9	67	66	66
Fairfax	Marin	54.7	69	68	66
Cloverdale	Sonoma	63.2	71	68	66
Pittsburg	Contra Costa	334.4	64	64	64
San Francisco	San Francisco	2,121.1	64	64	64
Santa Rosa	Sonoma	1,093.8	65	65	64
Sebastopol	Sonoma	47.2	65	64	64
Fremont	Alameda	1,064.9	64	63	63
Sausalito	Marin	52.3	63	63	63
San Carlos	San Mateo	174.7	67	65	63
San Jose	Santa Clara	4,210.3	64	64	63
Mill Valley	Marin	117.4	61	62	62
Woodside	San Mateo	96.4	57	58	62
Richmond	Contra Costa	570.2	55	58	61
Millbrae	San Mateo	124.6	59	62	61
San Bruno	San Mateo	178.1	63	63	61
Healdsburg	Sonoma	93.2	66	63	61
Martinez	Contra Costa	230.3	59	60	60
Napa	Napa	462.9	57	58	60
Benicia	Solano	190.1	63	61	60

Pavement Condition Index (PCI) for Bay Area Jurisdictions, 2012 (continued)

Jurisdiction	County	Total Lane Miles	3-Year Moving Average 2010	2011	2012
At-Risk (PCI=50–59)					
Berkeley	Alameda	452.8	60	59	59
Calistoga	Napa	30.7	60	61	59
Napa County	Napa	833.9	57	60	59
Pacifica	San Mateo	187.2	59	60	59
Cotati	Sonoma	46.3	64	61	59
Oakland	Alameda	1,919.5	56	57	58
Albany	Alameda	59.1	60	58	57
San Anselmo	Marin	81.4	55	56	57
Belmont	San Mateo	138.3	60	58	57
San Leandro	Alameda	391.5	57	56	56
Half Moon Bay	San Mateo	54.1	62	59	56
Marin County	Marin	845.7	52	52	55
East Palo Alto	San Mateo	79.7	53	53	55
Moraga	Contra Costa	110.2	58	56	53
Rio Vista	Solano	45.5	42	47	51
Vallejo	Solano	714.5	53	51	51
Poor (PCI=25–49)					
Petaluma	Sonoma	389.7	55	52	49
Orinda	Contra Costa	192.9	49	48	48
Sonoma County	Sonoma	2,737.2	45	45	44
Larkspur	Marin	63.7	45	44	42
St. Helena	Napa	51.2	46	44	42
Regional		**42,788**	**66**	**66**	**66**

Attachment 2: FINAL

Current Level of Service												
						2012 PCI				3-yr Moving Average		
County	Jurisdiction	Total Lane Miles	Total Centerline Miles	% Poor or Failed	% Excellent or Very Good	Arterial	Collector	Residential	Network	2010	2011	2012
	Regional Benchmarks *(weighted)*	**42,788**	**20,634**	**24%**	**31%**	**73**	**66**	**63**	**66**	**66**	**66**	**66**
Alameda	ALAMEDA	303.9	137.8	22%	29%	70	72	62	66	66	67	68
	ALAMEDA COUNTY	990.3	471.8	9%	16%	71	73	71	71	72	73	71
	ALBANY	59.1	29.4	36%	20%	64	60	54	58	60	58	57
	BERKELEY	452.8	216.2	38%	28%	70	50	58	58	60	59	59
	DUBLIN	254.0	116.0	0%	84%	88	85	88	87	82	84	86
	EMERYVILLE	47.1	19.8	5%	51%	77	75	70	75	77	78	78
	FREMONT	1064.9	496.9	30%	31%	73	61	57	63	64	63	63
	HAYWARD	645.3	282.0	21%	45%	79	72	64	69	69	69	69
	LIVERMORE	670.2	301.8	5%	52%	76	76	76	76	78	78	78
	NEWARK	250.1	104.4	5%	52%	77	75	75	76	69	71	73
	OAKLAND	1919.5	794.5	29%	18%	67	58	58	61	56	57	58
	PIEDMONT	78.1	38.8	16%	19%	70	71	65	67	70	73	71
	PLEASANTON	497.4	206.3	5%	54%	77	75	78	77	77	77	77
	SAN LEANDRO	391.5	180.4	41%	19%	64	62	52	57	57	56	56
	UNION CITY	329.6	138.1	4%	59%	77	82	80	80	78	79	79
	COUNTYWIDE	**7954.0**	**3534.1**	**20%**	**33%**	**72**	**67**	**65**	**67**	**66**	**67**	**68**
Contra Costa	ANTIOCH	666.3	**317.3**	21%	40%	71	57	68	68	69	69	69
	BRENTWOOD	406.1	182.7	1%	90%	83	86	89	88	86	86	87
	CLAYTON	94.2	42.4	7%	59%	88	79	78	80	75	74	75
	CONCORD	713.3	308.6	18%	8%	62	65	61	62	76	72	67
	CONTRA COSTA COUNTY	1328.3	645.3	14%	28%	73	63	68	69	78	75	72
	DANVILLE	315.7	154.0	14%	37%	83	74	70	72	73	72	72
	EL CERRITO	145.4	70.1	0%	82%	81	88	85	85	62	73	84
	HERCULES	121.8	58.0	20%	60%	77	75	69	72	73	74	74
	LAFAYETTE	200.7	92.5	11%	59%	84	83	67	75	72	73	74
	MARTINEZ	230.3	120.2	36%	31%	69	58	59	61	59	60	60
	MORAGA	110.2	55.7	54%	14%	67	43	43	50	58	56	53
	OAKLEY	282.4	130.6	10%	61%	74	75	77	76	76	75	74
	ORINDA	192.9	92.7	58%	23%	78	62	38	50	49	48	48
	PINOLE	118.8	52.2	14%	30%	77	61	69	69	70	69	70

Attachment 2: FINAL

County	Jurisdiction	Total Lane Miles	Total Centerline Miles	% Poor or Failed	% Excellent or Very Good	2012 PCI Arterial	2012 PCI Collector	2012 PCI Residential	2012 PCI Network	3-yr Moving Average 2010	3-yr Moving Average 2011	3-yr Moving Average 2012
	Regional Benchmarks *(weighted)*	**42,788**	**20,634**	**24%**	**31%**	**73**	**66**	**63**	**66**	**66**	**66**	**66**
	PITTSBURG	334.4	165.3	28%	31%	69	65	60	63	64	64	64
	PLEASANT HILL	224.9	109.7	24%	24%	76	79	57	65	67	66	66
	RICHMOND	570.2	286.7	31%	40%	73	63	60	65	55	58	61
	SAN PABLO	103.4	48.1	4%	50%	83	77	76	78	80	79	79
	SAN RAMON	433.1	213.6	9%	54%	77	76	76	76	75	76	76
	WALNUT CREEK	430.5	217.5	9%	40%	71	72	71	71	73	71	71
	COUNTYWIDE	**7022.8**	**3363.1**	**18%**	**39%**	**74**	**68**	**67**	**69**	**71**	**71**	**70**
Marin	BELVEDERE	23.5	12.7	1%	50%	85	80	80	81	84	85	83
	CORTE MADERA	71.2	35.0	9%	19%	72	70	70	70	72	71	71
	FAIRFAX	54.7	27.6	24%	22%	63	65	62	63	69	68	66
	LARKSPUR	63.7	32.2	65%	7%	71	63	33	40	45	44	42
	MARIN COUNTY	845.7	420.4	39%	21%	75	60	50	57	52	52	55
	MILL VALLEY	117.4	61.4	30%	21%	54	59	62	60	61	62	62
	NOVATO	317.8	152.6	14%	36%	69	71	69	70	73	73	72
	ROSS	22.1	11.1	16%	41%	81	64	74	72	67	69	70
	SAN ANSELMO	81.4	39.2	34%	31%	67	55	59	59	55	56	57
	SAN RAFAEL	330.9	172.6	19%	40%	71	70	69	70	75	74	72
	SAUSALITO	52.3	26.8	26%	29%	73	57	76	63	63	63	63
	TIBURON	67.4	35.9	12%	54%	87	77	74	76	70	70	73
	COUNTYWIDE	**2048.1**	**1027.2**	**29%**	**28%**	**72**	**64**	**60**	**63**	**62**	**62**	**63**
Napa	AMERICAN CANYON	106.5	52.3	26%	40%	72	59	66	64	74	71	67
	CALISTOGA	30.7	15.4	39%	13%	73	57	57	58	60	61	59
	NAPA	462.9	218.7	33%	30%	73	68	59	63	57	58	60
	NAPA COUNTY	833.9	416.4	34%	17%	81	63	53	60	57	60	59
	ST. HELENA	51.2	26.0	59%	15%	44	38	41	40	46	44	42
	YOUNTVILLE	16.9	8.5	17%	26%	74	62	67	68	69	71	69
	COUNTYWIDE	**1502.1**	**737.1**	**34%**	**22%**	**76**	**63**	**56**	**61**	**58**	**58**	**60**
San Francisco	SAN FRANCISCO	2121.1	939.3	31%	27%	72	68	62	65	64	64	64
San Mateo	ATHERTON	105.8	53.8	0%	56%	83	83	81	81	77	79	81
	BELMONT	138.3	69.3	45%	23%	75	60	50	56	60	58	57

Attachment 2: FINAL

County	Jurisdiction	Total Lane Miles	Total Centerline Miles	% Poor or Failed	% Excellent or Very Good	2012 PCI Arterial	2012 PCI Collector	2012 PCI Residential	2012 PCI Network	3-yr Moving Average 2010	3-yr Moving Average 2011	3-yr Moving Average 2012
	Regional Benchmarks *(weighted)*	**42,788**	**20,634**	**24%**	**31%**	**73**	**66**	**63**	**66**	**66**	**66**	**66**
	BRISBANE	53.2	22.3	4%	57%	79	73	80	77	77	77	77
	BURLINGAME	162.3	83.9	10%	34%	76	69	73	73	77	76	74
	COLMA	23.0	9.1	31%	55%	53	77	90	68	65	68	70
	DALY CITY	253.8	115.2	3%	56%	79	79	79	79	77	77	78
	EAST PALO ALTO	79.7	37.9	34%	40%	63	65	53	57	53	53	55
	FOSTER CITY	121.0	54.7	0%	59%	80	83	80	81	81	81	81
	HALF MOON BAY	54.1	27.3	48%	37%	74	48	54	56	62	59	56
	HILLSBOROUGH	166.5	83.3	6%	24%	79	74	70	72	71	72	73
	MENLO PARK	199.8	98.0	8%	56%	77	79	78	78	63	68	72
	MILLBRAE	124.6	58.2	31%	16%	73	62	49	59	59	62	61
	PACIFICA	187.2	90.1	39%	23%	58	70	55	59	59	60	59
	PORTOLA VALLEY	71.3	36.7	4%	54%	82	83	80	81	73	77	78
	REDWOOD CITY	352.4	154.3	5%	45%	79	77	75	76	78	77	77
	SAN BRUNO	178.1	88.8	37%	26%	74	58	53	58	63	63	61
	SAN CARLOS	174.7	86.0	34%	15%	71	56	57	60	67	65	63
	SAN MATEO	411.7	192.4	17%	56%	83	81	67	73	73	72	72
	SAN MATEO COUNTY	624.6	307.1	14%	26%	82	74	65	69	69	69	69
	SOUTH SAN FRANCISCO	296.0	138.9	13%	31%	74	67	69	70	73	72	71
	WOODSIDE	96.4	47.7	31%	38%	66	70	68	67	57	58	62
	COUNTYWIDE	**3874.4**	**1855.1**	**17%**	**38%**	**77**	**72**	**67**	**70**	**70**	**70**	**69**
Santa Clara	CAMPBELL	218.3	91.2	8%	38%	77	66	74	73	75	75	74
	CUPERTINO	299.1	138.7	30%	23%	77	78	60	65	70	70	68
	GILROY	253.1	118.7	8%	50%	74	75	77	76	76	74	74
	LOS ALTOS	225.9	110.9	0%	48%	83	78	78	79	82	81	80
	LOS ALTOS HILLS	114.6	57.4	8%	49%	74	78	76	76	77	77	77
	LOS GATOS	220.7	104.0	17%	44%	82	72	69	72	69	68	69
	MILPITAS	298.2	128.3	14%	33%	74	68	71	71	69	68	69
	MONTE SERENO	27.1	13.6	10%	23%	68	68	68	68	69	69	70
	MORGAN HILL	255.9	116.1	4%	41%	74	73	76	75	77	77	76
	MOUNTAIN VIEW	330.9	144.4	4%	34%	72	75	74	73	76	75	75
	PALO ALTO	470.7	198.4	14%	60%	71	75	80	78	73	74	76
	SAN JOSE	4210.3	1934.1	23%	17%	73	71	57	62	64	64	63

Attachment 2: FINAL

County	Jurisdiction	Total Lane Miles	Total Centerline Miles	% Poor or Failed	% Excellent or Very Good	2012 PCI Arterial	2012 PCI Collector	2012 PCI Residential	2012 PCI Network	3-yr Moving Average 2010	3-yr Moving Average 2011	3-yr Moving Average 2012
	Regional Benchmarks *(weighted)*	**42,788**	**20,634**	**24%**	**31%**	**73**	**66**	**63**	**66**	**66**	**66**	**66**
	SANTA CLARA	589.8	247.4	3%	37%	79	72	77	76	80	78	76
	SANTA CLARA COUNTY	1436.1	623.8	11%	44%	77	70	72	75	74	74	75
	SARATOGA	280.8	140.0	5%	18%	78	72	73	74	71	72	73
	SUNNYVALE	635.8	259.6	4%	41%	78	74	76	76	75	76	76
	COUNTYWIDE	**9867.4**	**4426.3**	**15%**	**29%**	**75**	**72**	**67**	**69**	**70**	**70**	**69**
Solano	BENICIA	190.1	93.9	37%	27%	62	77	55	60	63	61	60
	DIXON	125.8	62.1	11%	61%	77	79	77	77	76	78	77
	FAIRFIELD	716.8	331.8	12%	34%	71	68	71	70	73	73	73
	RIO VISTA	45.5	22.7	43%	39%	76	65	50	57	42	47	51
	SOLANO COUNTY	940.8	467.7	8%	43%	76	81	69	75	67	68	71
	SUISUN CITY	150.0	75.1	26%	39%	77	67	60	65	62	68	67
	VACAVILLE	581.9	264.5	21%	30%	74	66	66	68	76	73	70
	VALLEJO	714.5	320.0	49%	24%	68	53	42	50	53	51	51
	COUNTYWIDE	**3465.3**	**1637.8**	**22%**	**35%**	**72**	**69**	**62**	**66**	**66**	**66**	**66**
Sonoma	CLOVERDALE	63.2	32.0	28%	36%	69	61	62	64	71	68	66
	COTATI	46.3	22.3	42%	21%	73	51	51	57	64	61	59
	HEALDSBURG	93.2	44.9	31%	30%	69	67	56	62	66	63	61
	PETALUMA	389.7	174.1	28%	22%	62	43	40	46	55	52	49
	ROHNERT PARK	207.0	90.2	23%	38%	72	70	65	68	69	68	68
	SANTA ROSA	1093.8	490.5	30%	24%	65	64	60	62	65	65	64
	SEBASTOPOL	47.2	23.7	27%	34%	64	75	60	65	65	64	64
	SONOMA	68.2	33.8	24%	44%	69	71	66	68	77	74	71
	SONOMA COUNTY	2737.2	1378.8	65%	16%	72	54	34	44	45	45	44
	WINDSOR	173.1	86.4	15%	40%	68	71	68	69	73	72	70
	COUNTYWIDE	**4919.0**	**2376.6**	**49%**	**21%**	**69**	**57**	**44**	**61**	**54**	**53**	**55**

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DATE:	November 27, 2013
SUBJECT:	Alameda CTC FY2013-14 First Quarter Investment Report
RECOMMENDATION:	Approve the Alameda CTC FY2013-14 First Quarter Investment Report

Summary

The Quarterly Investment Report (Attachment A) provides balance and average return on investment information for all cash and investments held by the Alameda CTC as of September 30, 2013. The report also shows balances as of June 30, 2013 for comparison purposes. The *Portfolio Review for Quarter Ending September 30, 2013* (Attachment B) prepared by SunTrust provides an outlook of current market conditions and an investment strategy to maximize return without compromising safety and liquidity. Alameda CTC investments are in compliance with the adopted investment policy except for a small excess in the governmental money market fund at September 30, 2013 due to the timing of investment settlements. Alameda CTC has sufficient cash flow to meet expenditure requirements over the next six months.

Activity

The following are key highlights of cash and investment information as of September 30, 2013:

- As of September 30, 2013, total cash and investments held by the Alameda CTC were $242.6 million. This total is an increase of $6.4 million or 2.7% over the prior year-end balance of $236.2 million.
- The ACTA investment balance decreased $2.1 million or 1.7% due to capital project expenditures. The ACTIA investment balance increased $2.4 million or 2.8% due to the timing of pass-through distributions offset by capital project expenditures. The ACCMA investment balance increased $6.1 million or 26.8% mostly related to project collections and the timing of VRF pass-through distributions.
- Investment yields have declined with the return on investments for the Alameda CTC at 0.33% compared to the prior year's return of 0.57%. Return on investments

were projected for the FY2013-14 budget year at varying rates ranging from 0.3% - 0.5% depending on investment type.

- Based on cash flow projections updated in August and current market conditions, ACTIA is planning to go to the market for debt financing by the 3rd quarter of FY2013-14 to satisfy capital project obligations.

- Effective July 1, 2013 the Alameda CTC investment advising services contract was awarded to SunTrust Bank / CSI Capital.

Fiscal Impact

There is no fiscal impact.

Attachments

A. Consolidated Investment Report as of September 30, 2013
B. Portfolio Review for Quarter Ending September 30, 2013 (provided by SunTrust Bank)
C. Fixed Income Portfolio as of September 30, 2013

Staff Contact

Patricia Reavey, Director of Finance

Lily Balinton, Accounting Manager

Alameda CTC
Consolidated Investment Report
As of September 30, 2013

ACTA	Un-Audited Investment Balance	Interest Earned As of September 30, 2013 Interest earned	Approx. ROI	Budget	Difference	FY 2012-2013 Investment Balance June 30, 2013	Interest earned FY 2012-2013
Checking Account	$ 64,980	$ 6	0.04%			$ 990,642	$ 35
State Treasurer Pool (LAIF)	41,221,212	25,370	0.25%			26,312,847	37,613
Investment Advisor (1)	73,055,311	110,907	0.61%			89,135,230	994,095
Loan to ACCMA	10,000,000	-				10,000,000	-
ACTA Total	$ 124,341,503	$ 136,283	0.44%	$ 107,500	$ 28,783	$ 126,438,719	$ 1,031,742
						Approx. ROI	*0.82%*

ACTIA	Un-Audited Investment Balance	Interest Earned As of September 30, 2013 Interest earned	Approx. ROI	Budget	Difference	FY 2012-2013 Investment Balance June 30, 2013	Interest earned FY 2012-2013
Checking Account	$ 16,370,611	$ 97	0.00%			$ 10,825,653	$ 235
State Treasurer Pool (LAIF)	31,111,156	20,459	0.26%			32,405,385	78,105
Investment Advisor (1)	42,150,422	24,981	0.24%			43,976,235	148,637
ACTIA Total	$ 89,632,189	$ 45,537	0.20%	$ 10,500	$ 35,037	$ 87,207,273	$ 226,977
						Approx. ROI	*0.26%*

ACCMA	Un-Audited Investment Balance	Interest Earned As of September 30, 2013 Interest earned	Approx. ROI	Budget	Difference	FY 2012-2013 Investment Balance June 30, 2013	Interest earned FY 2012-2013
Checking Account	$ 2,749,225	$ -	0.00%			$ 2,713,936	$ -
State Treasurer Pool (LAIF)	20,973,514	11,408	0.22%			14,848,174	44,446
Project Deferred Revenue (2)	14,924,031	9,678	0.26%			15,030,817	52,207
Loan from ACTA	(10,000,000)	-				(10,000,000)	-
ACCMA Total	$ 28,646,770	$ 21,086	0.29%	$ -	$ 21,086	$ 22,592,926	$ 96,653
						Approx. ROI	*0.43%*
ACTC TOTAL	$ 242,620,463	$ 202,907	0.33%	$ 118,000	$ 84,907	$ 236,238,919	$ 1,355,373

Notes:

(1) See attachments for detail of investment holdings managed by Investment Advisor.
(2) Project funds in deferred revenue are invested in LAIF with interest accruing back to the respective project fund which include TVTC, San Leandro Marina, TCRP and PTMISEA funds.
(3) All investments are marked to market on the financial statements at the end of the fiscal year per GASB 31 requirements.
(4) Alameda CTC investments are in compliance with the currently adopted investment policies.
(5) Alameda CTC has sufficient cash flow to meet expenditure requirements over the next six months.

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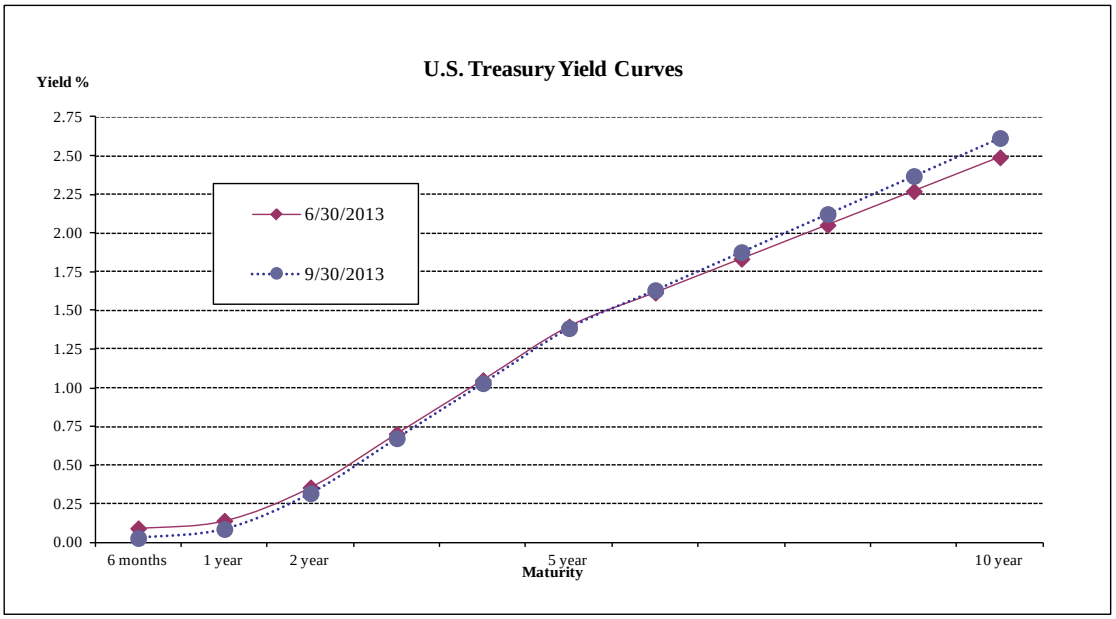
Alameda County Transportation Commission
Portfolio Review for Quarter Ending September 30, 2013

Fixed Income Market Review and Outlook

The direction of interest rates was mixed during the third quarter of the year as investors began to differentiate between the outlook for short- and long-term bonds. As shown in the graph below, short-term rates were unchanged to modestly lower as investors maintained their expectation that the Federal Reserve (Fed) was unlikely to increase the Federal Funds rate before mid 2015. Longer term interest rates, on the other hand, rose modestly on expectations that the Fed would begin to taper their program of purchasing long-term bonds sometime this fall.



Data Source: Bloomberg Finance L.P.

The third quarter was also remarkable for its heightened levels of interest rate volatility. Ten-year Treasury Notes, (the benchmark most often used to determine mortgage rates), for example, began the quarter around 2.5%, rose as high as 3.0% in early September and ended the quarter near 2.6%. Heighten levels of volatility are typical around periods of changing investor expectations. Indeed, SunTrust believes the summer just past marked the beginning of a multiyear path towards higher rates. Over the next several years, we would not be surprised to see yields on ten-year Treasury Notes more than double from their current level.

Heightened levels of volatility are also typical of periods characterized by increasing uncertainty. Thanks to events such as the looming shut-down of the Federal

Government, threatened military action in Syria, the debate over the debt ceiling, poor communication by the Fed and mixed economic data, the quarter had an overabundance of issues to give investors pause.

At times such as these, it becomes increasingly important to distinguish between the signal and the noise. By signal we mean those pieces of information that are both meaningful and symbolic of longer term trends in the economy and markets. By noise we are referring to transitory events that may have an immediate impact in the market but are unlikely to have a lasting effect.

We believe most of the events that transpired over the quarter would fall into the category of noise. This is not to diminish their importance, but rather to acknowledge they are unlikely to have a lasting impact on the economy and markets. Underneath this noise, however, we detect a pattern of synchronized global growth and slow but steady improvement in the domestic employment situation. If correct in our assessment, this would be supportive for the economy and equity markets and provide for higher interest rates down the road.

Looking forward we believe the key to the pace and degree of any future rate increases will be centered on the employment situation. While any genuine improvement in employment will undoubtedly result in higher rates, there are no clear catalysts for employers to accelerate the current pace of hiring. Indeed, the current levels of uncertainty might even act as a deterrent to increasing head counts.

For now then, our expectation is for the bond market to settle into a rather uneasy period of relative quiet until many of the issues currently responsible for our heighten levels of uncertainty resolve themselves. We expect this period of relative calm to be short lived. From there, we expect the underlying trends of slow but steady improvement in both the global economy and our domestic employment situation to re-emerge and ultimately lead to higher interest rates.

Strategy

Over the foreseeable future SunTrust expects interest rates to move gradually higher. Currently the portfolio's sensitivity to a change in interest rates is modestly below that of the benchmark. The current low rate environment leaves the bond market without much of a yield cushion to avoid negative rates of returns should interest rates begin to rise more than already anticipated by the market.

Given our outlook and the current level of uncertainty in the markets, we are comfortable keeping the portfolio's exposure to a change in interest rates near that of the benchmark.

For the time being we are recommending any surplus cash flows from maturing issues be rolled over into Local Agency Investment Fund (LAIF). As opportunities present themselves we will be strategically placing investments where we believe they can provide a higher return than LAIF.

As of the end of the quarter, the consolidated Alameda CTC portfolio consisted of 33.4% US Government Agency securities, 1.2% US Treasury securities, 15.0% High Grade Corporate Bonds, 21.6% Certificates of Deposit, 7.3% Commercial Paper and 21.5% in cash and cash equivalents.

Compliance with Investment Policy Statement

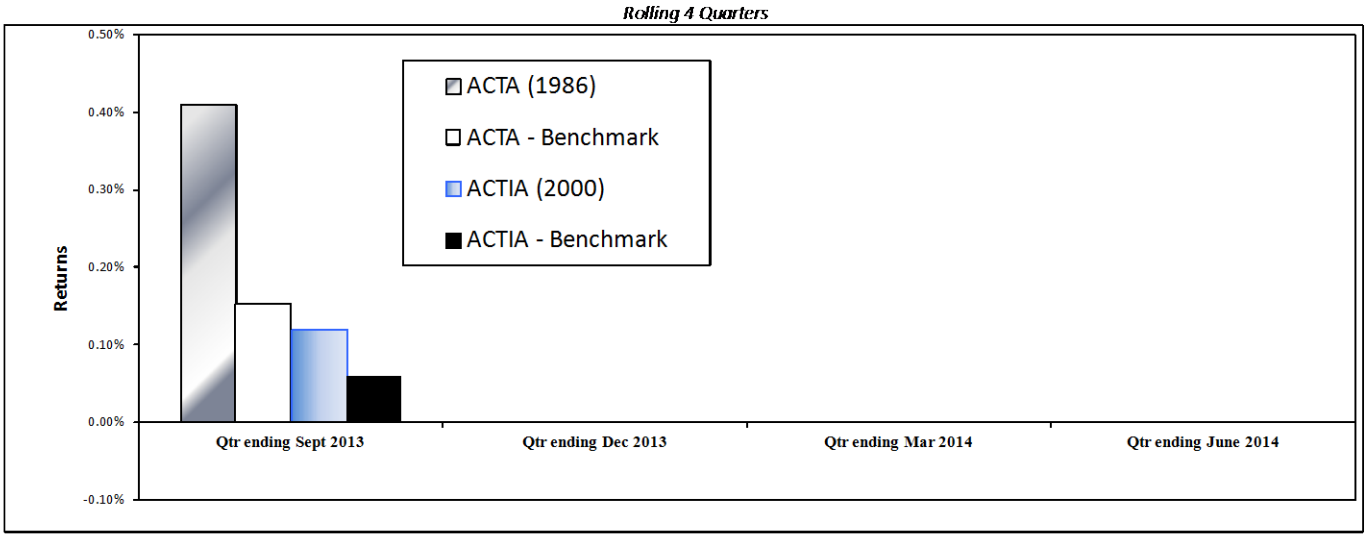
For the quarter ending September 30, 2013, the Alameda CTC portfolio was in compliance with the investment policy statement except for a small excess in the government money market fund due to the timing of investment settlements.

Budget Impact

The portfolio's performance is reported on a total economic return basis. This method includes the coupon interest, amortization of discounts and premiums, capital gains and losses and price changes (i.e., unrealized gains and losses). For the quarter ending September 30, the ACTA (1986) portfolio returned 0.41**%** percent. This compares to the benchmark return of 0.15% percent. For the quarter ending September 30, the ACTIA (2000) portfolio returned 0.12% percent. This compares to the benchmark return of 0.06% percent. The following exhibit shows the performance of the Alameda CTC's portfolios relative to their respective benchmarks for the quarter.

Alameda CTC

Quarterly Review - Account vs. Benchmark



Trailing 12 Months	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Inception to Date
MONTHLY PERFORMANCE DATA													
Alameda ACTA (1986)	0.34%	-0.01%	0.08%										0.41%
Alameda ACTIA (2000)	0.10%	0.00%	0.02%										0.12%
Benchmark - ACTA	0.08%	-0.01%	0.09%										0.15%
Benchmark - ACTIA	0.02%	0.02%	0.02%										0.06%

The portfolio's yield to maturity, the return the portfolio will earn in the future if all securities are held to maturity is also reported. This calculation is based on the current market value of the portfolio including unrealized gains and losses. For the quarter ending September 30, the ACTA (1986) portfolio's yield to maturity or call was 0.33%. The benchmark's yield to maturity was 0.13%. For the quarter ending September 30, the ACTIA (2000) portfolio's yield to maturity or call was 0.22%. The benchmark's yield to maturity was 0.02%.

SunTrust Bank

FIXED INCOME PORTFOLIO

Alameda CTC

ACTA 1986 Measure B

September 30, 2013

Par Value	Symbol	Security	Moody Rating	S&P Rating	Unit Cost	Total Cost	Price	Market Value	Accrued Interest	Market Value +Accr.Int.	Pct. Assets	Yield To Mat.	Dura-tion
CORPORATE BONDS													
3,500,000	94974bfe5	Wells Fargo 1.500% Due 07-01-15	A2	A+	101.28	3,544,660.00	101.25	3,543,893.50	12,979.17	3,556,872.67	4.9	0.78	1.7
3,500,000	46623ejr1	JPMorgan Chase & Co MTN BE 1.100% Due 10-15-15	A2	A	100.02	3,500,875.00	100.19	3,506,699.22	17,645.83	3,524,345.05	4.8	1.00	2.0
3,500,000	36962g4t8	GE Capital Corp MTN BE 2.250% Due 11-09-15	A1	AA+	102.62	3,591,700.00	102.67	3,593,285.50	30,843.75	3,624,129.25	4.9	0.97	2.0
		CORPORATE BONDS Total				10,637,235.00		10,643,878.22	61,468.75	10,705,346.97	14.6	0.92	1.9
GOVERNMENT AGENCY ISSUES													
2,300,000	31331gcs6	Federal Farm Credit Banks Global 3.875% Due 10-07-13	WR	AA+	104.26	2,397,934.00	100.06	2,301,453.60	42,829.51	2,344,283.11	3.2	0.61	0.0
2,000,000	3133xsae8	Federal Home Loan Banks 3.625% Due 10-18-13	Aaa	AA+	104.03	2,080,600.00	100.17	2,003,328.00	32,625.00	2,035,953.00	2.8	0.29	0.0
2,500,000	3134a4uk8	Federal Home Loan Mtg Corp 4.875% Due 11-15-13	Aaa	AA+	111.07	2,776,632.50	100.59	2,514,832.50	45,703.12	2,560,535.62	3.5	0.13	0.1
2,600,000	3137eacz0	Federal Home Loan Mtg Corp 0.375% Due 11-27-13	Aaa	AA+	100.15	2,603,848.00	100.05	2,601,193.40	3,331.25	2,604,524.65	3.6	0.08	0.2
7,325,000	31398a5w8	Federal Natl Mtg Assn 0.750% Due 12-18-13	Aaa	AA+	100.63	7,371,306.00	100.15	7,335,965.52	15,565.62	7,351,531.15	10.0	0.06	0.2
3,319,000	31398a3g5	Federal Natl Mtg Assn 1.500% Due 09-08-14	Aaa	AA+	101.68	3,374,626.44	101.12	3,356,116.38	3,042.42	3,359,158.79	4.6	0.31	0.9
2,500,000	3135g0dw0	Federal Natl Mtg Assn 0.625% Due 10-30-14	Aaa	AA+	100.59	2,514,650.00	100.48	2,512,015.00	6,510.42	2,518,525.42	3.4	0.18	1.1
5,000,000	3134g4er5	Federal Home Loan Mtg Corp 0.500% Due 08-19-15	Aaa	AA+	100.01	5,000,550.00	100.06	5,003,240.00	2,847.22	5,006,087.22	6.8	0.47	1.9
700,000	3135g0nv1	Federal Natl Mtg Assn 0.500% Due 09-28-15	Aaa	AA+	100.40	702,814.00	100.18	701,273.30	19.44	701,292.74	1.0	0.41	2.0
675,000	3133834r9	Federal Home Loan Banks 0.375% Due 06-24-16	Aaa	AA+	99.69	672,934.50	99.47	671,443.42	675.00	672,118.42	0.9	0.57	2.7
		GOVERNMENT AGENCY ISSU Total				29,495,895.44		29,000,861.13	153,149.01	29,154,010.14	39.8	0.26	0.7
GOVERNMENT BONDS													
1,400,000	912828pl8	United States Treas Nts 0.750% Due 12-15-13	Aaa	AA+	100.59	1,408,283.99	100.14	1,402,023.00	3,069.67	1,405,092.67	1.9	0.05	0.2
		GOVERNMENT BONDS Total				1,408,283.99		1,402,023.00	3,069.67	1,405,092.67	1.9	0.05	0.2

SunTrust Bank

FIXED INCOME PORTFOLIO

Alameda CTC

ACTA 1986 Measure B

September 30, 2013

Par Value	Symbol	Security	Moody Rating	S&P Rating	Unit Cost	Total Cost	Price	Market Value	Accrued Interest	Market Value +Accr.Int.	Pct. Assets	Yield To Mat.	Dura-tion
CERTIFICATES OF DEPOSIT													
4,375,000	86562cez1	Sumitomo Mitsui Banking Corp NY 0.260% Due 10-07-13	P-1	A-1	100.00	4,375,175.09	100.00	4,375,065.62	5,235.62	4,380,301.24	6.0	0.18	0.0
2,755,000	21684bbh6	Cooperatieve Centrale Raif Bank 0.270% Due 12-18-13	P-1	A-1+	100.01	2,755,240.64	100.03	2,755,782.42	2,710.47	2,758,492.89	3.8	0.14	0.2
4,300,000	16144rts2	Chase Bank USA NA Inst Ctf Dep 0.330% Due 02-12-14	P-1	A-1	100.00	4,300,000.00	100.04	4,301,767.30	5,326.11	4,307,093.41	5.9	0.22	0.4
		CERTIFICATES OF DEPOSI Total				11,430,415.73		11,432,615.34	13,272.19	11,445,887.54	15.6	0.19	0.2
COMMERCIAL PAPER													
4,400,000	06538bx73	Bank Tokyo Mitsubishi UFJ Ltd 0.000% Due 10-07-13	P-1	A-1	99.90	4,395,569.44	100.00	4,399,914.46	0.00	4,399,914.46	6.0	0.10	0.0
4,000,000	90262db79	UBS Fin Del Inc 0.000% Due 02-07-14	P-1	A-1	99.74	3,989,726.67	99.96	3,998,556.08	0.00	3,998,556.08	5.5	0.10	0.4
		COMMERCIAL PAPER Total				8,385,296.11		8,398,470.54	0.00	8,398,470.54	11.5	0.10	0.2
CASH AND EQUIVALENTS													
	61747c70s	Morgan Stanley Government Inst				12,211,542.97		12,211,542.97		12,211,542.97	16.7		
	cash	Cash Account Balance				107.71		107.71		107.71	0.0		
		CASH AND EQUIVALENTS Total				12,211,650.68		12,211,650.68		12,211,650.68	16.7		
TOTAL PORTFOLIO						**73,568,776.95**		**73,089,498.91**	**230,959.63**	**73,320,458.54**	**100.0**	**0.33**	**0.7**

SunTrust Bank

FIXED INCOME PORTFOLIO

Alameda CTC

ACTIA 2000 Measure B

September 30, 2013

Par Value	Symbol	Security	Moody Rating	S&P Rating	Unit Cost	Total Cost	Price	Market Value	Accrued Interest	Market Value +Accr.Int.	Pct. Assets	Yield To Mat.	Dura-tion
CORPORATE BONDS													
1,500,000	46623eje0	JPMorgan Chase & Co MTN BE 2.050% Due 01-24-14	A2	A	100.67	1,510,125.00	100.53	1,507,966.50	5,637.50	1,513,604.00	3.6	0.37	0.3
2,500,000	10138mah8	Bottling Group LLC (Pepsi) 6.950% Due 03-15-14	A1	A	103.45	2,586,350.00	102.93	2,573,255.00	7,239.58	2,580,494.58	6.1	0.54	0.5
2,500,000	911312al0	United Parcel Service Inc 3.875% Due 04-01-14	Aa3	A+	102.07	2,551,775.00	101.68	2,541,932.50	48,168.40	2,590,100.90	6.1	0.53	0.5
		CORPORATE BONDS Total				6,648,250.00		6,623,154.00	61,045.49	6,684,199.49	15.8	0.50	0.4
GOVERNMENT AGENCY ISSUES													
1,000,000	31331gcs6	Federal Farm Credit Banks Global 3.875% Due 10-07-13	WR	AA+	103.26	1,032,610.00	100.06	1,000,632.00	18,621.53	1,019,253.53	2.4	0.61	0.0
1,535,000	31398a4h2	Federal Natl Mtg Assn 1.125% Due 10-08-13	WR	AA+	100.88	1,548,584.75	100.02	1,535,311.60	8,250.62	1,543,562.23	3.7	0.21	0.0
1,650,000	3134g23h3	Federal Home Loan Mtg Corp 0.500% Due 10-15-13	WR	AA+	100.26	1,654,372.50	100.02	1,650,268.95	3,781.25	1,654,050.20	3.9	0.11	0.0
3,400,000	31398a5w8	Federal Natl Mtg Assn 0.750% Due 12-18-13	Aaa	AA+	100.62	3,421,216.00	100.15	3,405,089.80	7,225.00	3,412,314.80	8.1	0.06	0.2
1,780,000	313371uc8	Federal Home Loan Banks 0.875% Due 12-27-13	Aaa	AA+	100.98	1,797,461.80	100.19	1,783,378.44	4,023.54	1,787,401.98	4.2	0.09	0.2
		GOVERNMENT AGENCY ISSU Total				9,454,245.05		9,374,680.79	41,901.94	9,416,582.74	22.3	0.16	0.1
CERTIFICATES OF DEPOSIT													
4,500,000	86958cvb7	Svenska Handelsbanken ABM 0.240% Due 10-01-13	P-1	A-1+	100.00	4,499,999.66	100.00	4,500,013.50	5,355.62	4,505,369.12	10.7	0.13	0.0
4,500,000	83051hhz2	Skandinaviska Enskilda Banken 0.280% Due 10-07-13	P-1	A-1	100.00	4,500,198.71	100.00	4,500,171.00	6,144.66	4,506,315.66	10.7	0.08	0.0
4,500,000	85325bws9	Standard Chartered Bank NY 0.310% Due 12-20-13	P-1	A-1+	100.01	4,500,291.03	100.03	4,501,210.50	6,306.16	4,507,516.66	10.7	0.19	0.2
		CERTIFICATES OF DEPOSI Total				13,500,489.40		13,501,395.00	17,806.44	13,519,201.44	32.0	0.13	0.1
CASH AND EQUIVALENTS													
	61747c70s	Morgan Stanley Government Inst				12,651,858.31		12,651,858.31		12,651,858.31	29.9		
	cash	Cash Account Balance				159.37		159.37		159.37	0.0		
		CASH AND EQUIVALENTS Total				12,652,017.68		12,652,017.68		12,652,017.68	29.9		
TOTAL PORTFOLIO						**42,255,002.13**		**42,151,247.47**	**120,753.87**	**42,272,001.34**	**100.0**	**0.22**	**0.2**

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DATE:	November 27, 2013
SUBJECT:	Alameda CTC FY2013-14 First Quarter Financial Report
RECOMMENDATION:	Approve the Alameda CTC FY2013-14 First Quarter Financial Report

Summary

The attached First Quarter Financial Report has been prepared on a consolidated basis by governmental fund type including the General Funds, Special Revenue Funds, the Exchange Fund, and the Capital Projects Funds. This report provides a summary of FY2013-14 first quarter actual revenues and expenditures with comparisons to the year-to-date currently adopted budget. Variances from budget are demonstrated as a percentage of the budget used with any percent over 100% indicating that the Alameda CTC is over budget for that line item as well as either a favorable or unfavorable variance in dollars. At the end of the first quarter, the Alameda CTC is showing a net decrease in fund balance in the amount of $14.0 million due to capital project sales tax related expenditures exceeding revenues.

Activity

The following are highlights of actual revenues and expenditures compared to budget as of September 30, 2013 by fund type:

General Fund
In the General Fund, the Alameda CTC's revenues are less than budget by $1.5 million or 35.4% and expenditures are under budget by $1.2 million or 32.3% (see attachment A). These variances are primarily due to lower than projected costs for the overall Safe Routes to School program due to delays in contract procurement and for Transportation and Land Use activities for which work has not yet begun for the year. Both revenues and expenditures are directly correlated as revenues are received on a reimbursement basis for the work as it is completed.

Special Revenue Funds
The Special Revenue Funds group is made up of Measure B Program funds including funds for express bus, paratransit service, bike and pedestrian, transit oriented development and pass-through funds as well as Transportation for Clean Air (TFCA) funds and Vehicle

Registration Fee (VRF) funds. In the Special Revenue Funds, the Alameda CTC's revenues are more than budget by $0.5 million or 2.5% mostly due to actual sales tax and VRF revenues which were higher than projected (see attachment B). Expenditures in the Special Revenue Funds are $1.9 million or 8.8% less than budget mostly attributable to programming costs which were lower than projected in the first quarter of the fiscal year.

Exchange Fund
As of September 30, 2013, Exchange Fund revenues and expenditures were under budget by $2.8 million and $2.4 million respectively (see attachment C). Budget in this fund is only utilized on an as needed basis as exchanges are established to accommodate other governmental agencies' needs.

Capital Projects Funds
The Capital Projects Funds incorporate all Alameda CTC capital projects whether they were originally projects of the Alameda County Transportation Improvement Authority (ACTIA), the Alameda County Transportation Authority (ACTA) or the Alameda County Congestion Management Agency (ACCMA). In the Capital Projects Funds, the Alameda CTC's revenues are less than budget by $11.1 million or 40.6% and expenditures are less than budget by $22.2 million or 40.8% (see attachment D). Expenses for ACTA's East/West Connector project are less than budgeted due to a funding shortfall as a result of the outcome of Measure B1 and the project is currently on hold. ACTIA related projects are below budget mainly due to the delay in contractor invoicing for several projects including the Route 92/Clawiter-Whitesell Interchange and the Isabel Avenue- 84/I-580 Interchange projects. Project sponsors are expected to catch-up on invoicing in the second quarter of the fiscal year. ACCMA related capital project costs for the I-580 Westbound HOV Lane are less than budget caused by deferred billing as a recent change order to a cooperative agreement was implemented. In addition the I-80 Integrated Corridor Mobility project costs are lower than anticipated due to schedule lags although the design work has been ongoing. The I-880 Southbound HOV Lanes Project costs are lower than budget because some contract change orders have not yet been initiated, so costs on this project are expected to be heavier towards the later part of the fiscal year, and expenditures on the Altamont Commuter Express project are lower than budget because of a timing lag in their invoicing due to the execution of authorizing agreements. Alameda CTC implemented a rolling capital budget system in fiscal year 2011-2012, and any unused approved budget is available to pay for costs in subsequent fiscal years. Additional budget authority will be requested by project only as needed.

ACTIA Limitations Calculations
Staff has made the calculations required in ACTIA's Transportation Expenditure Plan related to salary and benefits and administration. The Salary and Benefits Limitation ratio of 0.67% and Administrative Cost Limitation ratio of 2.22% were calculated based on actual expenditures and were found to be in compliance with the requirements of 1.0% and 4.5%, respectively (see attachment E).

Fiscal Impact

There is no fiscal impact.

Attachments

A. Alameda CTC General Fund Revenues/Expenditures Actual vs. Budget as of September 30, 2013
B. Alameda CTC Special Revenue Funds Revenues/Expenditures Actual vs. Budget as of September 30, 2013
C. Alameda CTC Exchange Fund Revenues/Expenditures Actual vs. Budget as of September 30, 2013
D. Alameda CTC Capital Projects Funds Revenues/Expenditures Actual vs. Budget as of September 30, 2013
E. ACTIA Fiscal Year 2013-2014 Budget Limitations Calculations as of September 30, 2013

Staff Contact

Patricia Reavey, Director of Finance

Lily Balinton, Accounting Manager

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Alameda CTC General Fund
Revenues/Expenditures
Actual vs Budget
as of September 30, 2013

	YTD Actuals	YTD Budget	% Used	Favorable (Unfavorable) Variance
Revenues:				
Sales Tax Revenues	$ 1,370,876	$ 1,350,000	101.55%	$ 20,876
Investment Income	14,641	-	-	14,641
Member Agency Fees	348,705	348,705	100.00%	-
VRF Funds	86,431	-	-	86,431
Other Revenues	106,804	574,211	18.60%	(467,407)
Grants	818,688	1,979,821	41.35%	(1,161,133)
Total Revenues	$ 2,746,144	$ 4,252,736		$ (1,506,592)
Expenditures:				
Administration				
Salaries and Benefits	738,347	414,776	178.01%	(323,571)
General Office Expenses	653,132	676,341	96.57%	23,209
Other Administration	158,377	235,667	67.20%	77,290
Commission and Community Support	45,699	58,719	77.83%	13,020
Contingency	-	43,750	0.00%	43,750
Planning				
Salaries and Benefits	480,108	202,365	237.25%	(277,743)
CWTP/Transportation Expenditure Plan	76,805	287,500	26.71%	210,695
Congestion Management Program	-	62,500	0.00%	62,500
Other Planning Projects	23,045	627,963	3.67%	604,917
Programs				
Salaries and Benefits	192,979	99,331	194.28%	(93,648)
Programs Management	106,632	264,136	40.37%	157,503
Safe Routes to School Programs	142,409	775,375	18.37%	632,966
Other Programming	10,521	31,250	33.67%	20,729
Indirect Cost Recovery/Allocation				
Indirect Cost Recovery from Capital, Spec Rev & Exch Funds	(212,336)	(209,444)	101.38%	2,892
Total Expenditures	$ 2,415,717	$ 3,570,228		$ 1,154,511
Net revenue over / (under) expenditures	**$ 330,427**	**$ 682,509**		

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Alameda CTC Special Revenue Funds
Revenues/Expenditures
Actual vs Budget
as of September 30, 2013

	YTD Actuals	YTD Budget	% Used	Favorable (Unfavorable) Variance
Revenues:				
Sales Tax Revenues	$ 17,426,722	$ 17,161,350	101.55%	$ 265,372
Investment Income	11,445	-	-	11,445
VRF Funds	3,146,333	2,875,000	109.44%	271,333
Other Revenues	450,000	482,205	93.32%	(32,205)
Grants	17,036	29,157	58.43%	(12,121)
Total Revenues	$ 21,051,535	$ 20,547,712		$ 503,822
Expenditures:				
Administration				
Salaries and Benefits	100,059	117,314	85.29%	17,255
General Office Expenses	788	18,250	4.32%	17,462
Other Administration	122,996	78,899	155.89%	(44,097)
Commission and Community Support	250	8,250	3.03%	8,000
Programs				
Salaries and Benefits	38,829	58,958	65.86%	20,129
Programs Management	22,112	197,989	11.17%	175,877
VRF Programming and Other Costs	1,945,706	2,189,445	88.87%	243,739
Measure B Pass-Through	16,248,727	16,057,852	101.19%	(190,875)
Grant Awards	600,734	1,326,848	45.28%	726,114
Other Programming	140,658	1,025,465	13.72%	884,807
Total Expenditures	$ 19,220,858	$ 21,079,269		$ 1,858,412
Net revenue over / (under) expenditures	**$ 1,830,677**	**$ (531,557)**		

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Alameda CTC Exchange Fund
Revenues/Expenditures
Actual vs Budget
as of September 30, 2013

	YTD Actuals	YTD Budget	% Used	Favorable (Unfavorable) Variance
Revenues:				
Exchange Program Funds	$ -	$ 2,803,199	0.00%	$ (2,803,199)
Interest Revenue	$ 1,491	-	-	1,491
Other Revenue	27,027	27,027	100.00%	-
Total Revenues	$ 28,518	$ 2,830,226		$ (2,801,709)
Expenditures:				
Salaries	7,025	12,485	56.27%	5,460
Program Management	2,542	24,623	10.33%	22,081
Programming Funds	350,169	2,766,091	12.66%	2,415,922
Total Expenditures	$ 359,737	$ 2,803,199		$ 2,443,462
Net revenue over / (under) expenditures	**$ (331,219)**	**$ 27,027**		

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Alameda CTC Capital Projects Funds
Revenues/Expenditures
Actual vs Budget
as of September 30, 2013

	YTD Actuals	YTD Budget	% Used	Favorable (Unfavorable) Variance
REVENUES				
Sales Tax Revenues	$ 11,666,303	$ 11,488,650	101.55%	$ 177,653
Investment Income	165,653	118,000	140.38%	47,653
VRF Funds	104,567	350,465	29.84%	(245,898)
Other Revenues	519,173	995,246	52.17%	(476,073)
Grants	3,862,060	14,508,621	26.62%	(10,646,561)
Total Revenues	$ 16,317,756	$ 27,460,982		$ (11,143,226)
EXPENDITURES				
Administration				
Salaries and Benefits	61,443	55,262	111.19%	(6,181)
General Office Expenses	91,178	85,594	106.52%	(5,584)
Other Administration	43,879	77,926	56.31%	34,048
Commission and Community Support	2,853	5,031	56.71%	2,178
Contingency	-	6,250	0.00%	6,250
Capital Projects				
ACTA				
Salaries and Benefits	6,910	17,384	39.75%	10,474
Capital Expenditures	15,636	84,406	18.53%	68,769
I-800 Mod. Rte. 262-Mission Bl	10,705	150,000	7.14%	139,295
E/W Connector Proj. In N. Frem	7,795	5,785,395	0.13%	5,777,599
Rte. 238 Corridor Improvement	-	750,000	0.00%	750,000
I-580/Redwood Road Interchange	-	448,259	0.00%	448,259
I-580, 238 and 880 Corr Stdy	-	275,000	0.00%	275,000
Central Alameda County Freeway	-	500,000	0.00%	500,000
ACTIA				
Salaries and Benefits	23,745	29,676	80.01%	5,931
Project Management Services	76,743	169,227	45.35%	92,484
ACE Capital Improvements	-	1,057,666	0.00%	1,057,666
BART Warm Springs Extension	14,360,899	8,637,049	166.27%	(5,723,850)
BART Oakland Airport Connector	9,672,822	5,000,000	193.46%	(4,672,822)
Downtown Oakland Streetscape	-	945,675	0.00%	945,675
Telegraph Avenue Bus Rapid Transit	-	1,130,367	0.00%	1,130,367
I-680 Express Lane	103,469	1,410,395	7.34%	1,306,926
Iron Horse Trail	-	250,000	0.00%	250,000
I-880/Broadway-Jackson Interchange	-	631,831	0.00%	631,831
I-580/Castro Vally Interchange Improve.	18,063	406,811	4.44%	388,747
Lewelling/East Lewelling Blvd Widening	2,427	162,500	1.49%	160,073
I-580 Aux Lane-WB Fallon to Tassajara	-	178,000	0.00%	178,000
I-580 Aux Lane-WB Airway to Fallon	-	543,682	0.00%	543,682
I-580 Aux Lane-EB Cl Charro to Airway	-	11,250	0.00%	11,250
Rte 92/Clawiter -Whitesell Interchange	-	1,993,312	0.00%	1,993,312
Hesperian Blvd/Lewlling Blvd Widening	-	149,906	0.00%	149,906
Westgate Parkway Extension	-	150,000	0.00%	150,000
E. 14th/Hesperian/150th Improvements	-	526,202	0.00%	526,202
I-238 Widening	-	49,519	0.00%	49,519
I-680/I-880 Cross Connector Study	-	123,129	0.00%	123,129
Isabel Avenue - 84/I-580 Interchange	-	2,568,750	0.00%	2,568,750
Route 84 Expressway	3,288,300	2,260,488	145.47%	(1,027,812)
Dumbarton Corridor Improvement	-	820,275	0.00%	820,275
I-580 Corridor/BART to Livermore Study	-	875,000	0.00%	875,000
I-80 Integrated Corridor Mobility	-	147,711	0.00%	147,711
I-880 Corridor Improvements	-	343,255	0.00%	343,255
CWTP/TEP Development	-	12,500	0.00%	12,500
Studies at Congested Seg/Loc on CMP	-	200,000	0.00%	200,000

Alameda CTC Capital Projects Funds
Revenues/Expenditures
Actual vs Budget
as of September 30, 2013

	YTD Actuals	YTD Budget	% Used	Favorable (Unfavorable) Variance
ACCMA				
Salaries and Benefits	280,701	256,405	109.48%	(24,297)
I-680 Sunol Express Lanes-Southbound	(103,503)	1,028,986	-10.06%	1,132,489
Center to Center	-	138,296	0.00%	138,296
Route 24 Caldecott Tunnel Settlement	-	350,000	0.00%	350,000
I-880 North Safety & Oper Impr @ 23rd/29th	568,186	954,158	59.55%	385,972
I-580 Environmental Mitigation	-	19,159	0.00%	19,159
I-580 EB Express (HOT) Lane	63,951	547,207	11.69%	483,256
I-580 EB Auxiliary (AUX) Lane	21,472	999,393	2.15%	977,921
I-680 Sunol Express Lanes-Northbound	305,982	764,714	40.01%	458,731
I-580 Corridor ROW Preservation	-	230,735	0.00%	230,735
I-580 Westbound HOV Lane	187,636	1,693,764	11.08%	1,506,128
I-580 Westbound HOT Lane	384,524	763,239	50.38%	378,715
Altamont Commuter Express-Operations	7,593	1,155,353	0.66%	1,147,759
I-880 Southbound HOV Lane	642,059	1,798,246	35.70%	1,156,187
I-880 Southbound HOV Lane Landscaping	111,333	254,183	43.80%	142,851
Webster Street SMART Corridor	226,970	173,868	130.54%	(53,102)
Marina Boulevard/I-880 PSR	(127,214)	86,872	-146.44%	214,086
East Bay Greenway - Segment 7A	40,000	394,354	10.14%	354,354
I-80 Gilman Interchange Improvements	4,281	210,929	2.03%	206,648
I-680/I-880 Cross Connector PSR	737	87,954	0.84%	87,216
I-680 SB HOV Lane	-	32,751	0.00%	32,751
I-580 Soundwall Design	6,620	144,962	4.57%	138,342
I-80 Integrated Corridor Mobility	1,797,643	3,131,003	57.41%	1,333,359
SMART Corridors Operation and Management	62,981	253,517	24.84%	190,536
SMART Corridors O&M / Tri-Valley	-	11,786	0.00%	11,786
Total Expenditures	$ 32,268,821	$ 54,506,511		$ 22,237,690
Net revenue over / (under) expenditures	**$ (15,951,065)**	**$ (27,045,529)**		

Alameda County Transportation Improvement Authority
Fiscal Year 2013-2014
Budget Limitations Calculations
As of September 30, 2013

Net Sales Tax	$ 30,463,900.24	A
Investments & Other Income	69,685.91	B
Funds Generated	30,533,586.15	C
Salaries & Benefits	204,244.95	D
Other Admin Costs	472,230.13	E
Total Admin Costs	$ 676,475.08	F

Gross Admin Sal & Ben to Net Sales Tax	0.6704%	= D/A
Gross Admin Sal & Ben to Funds Generated	0.6689%	= D/C
Total Admin Costs to Net Sales Tax	2.2206%	= F/A

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DATE:	November 27, 2013
SUBJECT:	Alameda CTC Contract Equity Annual Utilization Report for FY2012-13
RECOMMENDATION:	Approve the Contract Equity Annual Utilization Report for payments processed between July 1, 2012 and June 30, 2013.

Summary

This report provides an update on the utilization of Local Business Enterprise (LBE) / Small Local Business Enterprise (SLBE) participation on active Measure B funded contracts awarded and administered by the Commission and Sponsoring agencies, as well as Disadvantaged Business Enterprise (DBE) participation on active federally funded contracts awarded and administered by the Commission. Measure B funded contracts exempted from the LBCE Program were those that had additional state, regional, or non-local funds, or were less than $50,000 in contract value.

Local Business Contract Equity (LBCE) Program Summary

In the current reporting period there were a total of 34 active contracts with LBCE Program goals. Of these contracts, approximately 72% of payments ($5.1 million) went to administrative and engineering firms certified as LBE and 41% of payments ($2.9 million) went to administrative and engineering firms certified as SLBE. The LBCE Program goals of 70% for LBE and 30% for SLBE were exceeded. For the construction category, there was one active construction contract funded with local funds; however, the contract was awarded in 2011 with Good Faith Efforts (GFE) and no payments were anticipated to be made on this contract to LBE and/or SLBE certified firms. This information is shown in Tables 1 and 2.

Additional information collected for contracts with LBCE Program goals include:

- Very Small Local Business Enterprise (VSLBE) – 26% of payments ($1.8 million)
- Disadvantaged Business Enterprise (DBE) – 15% of payments ($1.1 million)
- Minority-Owned Business Enterprise (MBE) – 6% of payments ($0.4 million)
- Woman-Owned Business Enterprise (WBE) – 7% of payments ($0.5 million)

TABLE 1 – Contracts with LBCE Program Goals Goals = 70% for LBE; 30% for SLBE								
Contract Type	Number of Contracts	Payments in FY2012-13 (July 1, 2012 through June 30, 2013)						
		Payment Amount	LBE %	SLBE %	VSLBE %	DBE %	MBE %	WBE %
Administrative	23	$2,346,513	72%	56%	38%	26%	17%	18%
Engineering	10	$4,647,838	72%	33%	20%	9%	0%	2%
Professional Services	**33**	**$6,994,351**	**72%**	**41%**	**26%**	**15%**	**6%**	**7%**

TABLE 2 – Contracts with LBCE Program Goals Goals = 60% for LBE; Contract Specific for SLBE								
Contract Type	Number of Contracts	Payments in FY2012-13 (July 1, 2012 through June 30, 2013)						
		Payment Amount	LBE %	SLBE %	VSLBE %	DBE %	MBE %	WBE %
Construction[1,2]	1	$58,220	0%	0%	0%	0%	0%	0%
Construction	**1**	**$58,220**	**0%**	**0%**	**0%**	**0%**	**0%**	**0%**

There were 18 active contracts exempt from LBCE Program goals in this reporting period, of which half were in the administrative and engineering services categories and the other half were in the construction category. Approximately, 95% of payments ($5.6 million) were made to Caltrans for project engineering and construction phase activities. For contracts exempt from LBCE Program goals, in aggregate, approximately 3% of payments ($0.2 million) went to LBE certified firms. No payments were made to SLBE, VSLBE, DBE, MBE, or WBE certified firms in this reporting period.

TABLE 3 – Contracts Exempt from LBCE Program Goals								
Contract Type	Number of Contracts	Payments in FY2012-13 (July 1, 2012 through June 30, 2013)						
		Payment Amount	LBE %	SLBE %	VSLBE %	DBE %	MBE %	WBE %
Administrative	7	$295,845	60%	0%	0%	0%	0%	0%
Engineering	2	$4,029	50%	0%	0%	0%	0%	0%
Construction	9	$5,566,399	0%	0%	0%	0%	0%	0%
All Industries	**18**	**$5,866,272**	**3%**	**0%**	**0%**	**0%**	**0%**	**0%**

Disadvantaged Business Enterprise (DBE) Program Goals Summary

There were 31 active federally funded contracts with DBE Program contract specific goals in this reporting period. Of these contracts, approximately 10% of payments ($1.8 million) went to administrative and engineering firms certified as DBE and 50% of payments ($0.1 million) went to contractors certified as DBE. In aggregate, a total of 11% of payments went to DBE certified firms.

Additional information collected for federally funded contracts with DBE Program goals include:

- Local Business Enterprise (LBE) – 44% of payments ($7.9 million)
- Small Local Business Enterprise (SLBE) – 9% of payments ($1.6 million)
- Very Small Local Business Enterprise (VSLBE) – 7% of payments ($1.2 million)
- Minority-Owned Business Enterprise (MBE) – 8% of payments ($1.4 million)
- Woman-Owned Business Enterprise (WBE) – 1% of payments ($0.2 million)

TABLE 4 – Contracts with DBE Program Goals
Goals = Contract Specific

Contract Type	Number of Contracts	Payments in FY2012-13 (July 1, 2012 through June 30, 2013)						
		Payment Amount	LBE %	SLBE %	VSLBE %	DBE %	MBE %	WBE %
Administrative	12	$6,831,964	61%	11%	9%	25%	20%	2%
Engineering	17	$11,004,010	34%	8%	5%	1%	0%	0%
Construction	2	$249,001	0%	0%	0%	50%	0%	0%
All Industries	**31**	**$18,084,975**	**44%**	**9%**	**7%**	**11%**	**8%**	**1%**

Contract Award Summary

The Alameda CTC awarded a total of 31 contracts in the administrative, engineering, construction categories and 47 sponsoring agency agreements in this reporting period, for a combined total of over $39.8 million. Of the administrative, engineering, construction contracts, approximately $8.4 million (or 42% of the total) came from local sources and these funds were able to leverage an additional $11.4 million from federal and/or state sources. Contracts to Alameda County businesses and sponsoring agencies accounted for roughly 89% ($35.6 million) of the total funds.

TABLE 5 – Contracts Awarded in FY2012-13				
Contract Type	**Type of Funding**	**Number of Contracts**	**Total Contract Amount**	**Amount Awarded to Alameda County Firms**
Administrative/ Engineering	State / Federal	6	$15,035,868	$12,912,600
	Local	23	$2,604,128	$1,295,304
Construction	State / Federal	2	$2,211,952	$1,561,354
	Local	0	$0	$0
Sponsoring Agencies	Local	47	$19,992,848	$19,817,848
Total		**78**	**$39,844,796**	**$35,587,106**

Background

In 1989, a contract equity program for the procurement of professional services was established which set goals of 70% for LBE, 25% for MBE, and 5% for WBE.

In 1995, a program for construction contracts that set overall participation goals of 60% for LBE, 33% for MBE, and 9% for WBE was approved. Those goals were based on a disparity study in addition to extensive public input from both the prime and minority contracting communities. Specific goals were set for each construction contract, based on biddable items and the availability of LBE/MBE/WBE firms.

As a result of the passage of Proposition 209 in 1996, and the United States Department of Transportation's issuance of the final ruling on the Disadvantaged Business Enterprise program in 2000, the MBE/WBE program and goal requirements were suspended. In lieu of the suspended MBE/WBE program, two new programs were adopted: the LBE/SLBE Program for contracts funded with local dollars and the DBE program for contracts funded with federal dollars. In January 2008, a Revised LBE/SLBE Program was adopted and renamed as the Local Business Contract Equity Program.

Revisions to the LBCE Program were aimed at increasing SLBE participation in all areas of the Agency contracting opportunities, particularly in construction contracting. The revised program became effective for eligible Agency-led contracts as of February 2008 and for all eligible Sponsor-led projects awarded after July 2008.

Utilization of local dollars is determined annually by collecting and analyzing financial data relative to the amounts awarded and paid to LBE, SLBE, VSLBE, DBE, MBE, and WBE prime and subcontractors in three contract categories:

- Administrative Services – many of the contracts in this group are annually renewed, administrative and professional services contracts to assist in the administration of the Alameda CTC's Projects and Programs. These services include, but are not limited to, contract equity program support, general counsel, federal and state legislative advocacy, auditors, financial advisors, information technology and computer services, and project management and program support teams.
- Engineering Services – contracts in this group are primarily engineering services contracts to assist the Alameda CTC in the development and delivery of its capital program.
- Construction – contracts in this group are specific to construction contracts awarded to builders of transportation facilities such as roadway and transit improvements.

Key information monitored and reported includes LBE, SLBE, VSLBE, DBE, MBE, and WBE utilization on all active contracts as of June 30, 2013.

Reporting Process

Data collection on all active and open contracts began on July 1, 2012, by surveying prime contractors and subcontractors for verification of payment amounts and other invoice details. For the current reporting period, 170 payment verification survey forms were sent to prime and subcontractors. Approximately 37% of the prime and subcontractors responded during the allotted time.

Staff utilized the same method of reporting from the last reporting period of January through June 2012, which included an automated summary report of processed payments by vendor and an automated utilization report generated from an in-house database (see Attachment A – Contract Equity Utilization Report).

Regarding billing and timely receipt of payments, approximately 95% of the respondents indicated that they had not experienced any billing-related issues and 92% of the respondents indicated they had received timely payments from the project sponsors and/or prime contractors. All of the billing and payment-related issues reported to the Alameda CTC have been resolved by the Contract Equity consultant, L. Luster & Associates, Inc., prior to the development of this report.

The participation, data, and statistics, which serve as a basis for this report, have been independently reviewed and verified by L. Luster & Associates, Inc. As stated in the attached letter from L. Luster and Associates, Inc. (see Attachment C – Letter of Independent Review of Alameda CTC's Contract Equity Annual Utilization Report for the Period of July 1, 2012 through June 30, 2013), this report was found to be materially accurate and complete.

Certification Update

TABLE 6 – Certified Firms by Contract Types				
Contract Type	**LBE**	**SLBE**	**VSLBE**	**# of Firms Certified this Reporting Period**
Administrative/Engineering	36	20	61	117
Commodities/Vendors	7	4	7	18
Construction	11	10	17	38
Total	**54**	**34**	**85**	**173**

Fiscal Impact: There is no fiscal impact.

Attachments

A. Contract Equity Utilization Report
B. Local Business Contract Equity Program Goals Attainment Summary – FY2008-09 to FY2012-13
C. Letter of Independent Review of Alameda CTC's Contract Equity Annual Utilization Report for the Period of July 1, 2012 through June 30, 2013

Staff Contact

Patricia Reavey, Director of Finance
Seung Cho, Contracting, Administration, and Fiscal Resource Manager

Contract Equity Utilization Report

Fiscal Year: FY12-13

Current Reporting Period Start Date: 7/1/2012 End Date: 6/30/2013

Contract Number/Company Name	Contract Amount	Total Payment to Date	Payment Current Period	Goal Attainment LBE	SLBE	VSLBE	DBE	MBE	WBE	Goal Attainment Cummulative	SLBE	VSLBE	DBE	MBE	WBE
Contract Type: Administrative															
Goal Requirements for DBE (Contract Specific)															
A10-0004 - Nelson/Nygaard	$983,884.00	$980,744.31	$28,892.06	96.71%	8.00%	8.00%	11.28%	0.00%	0.00%	86.63%	2.42%	2.42%	3.13%	0.00%	0.00%
A11-0042 - Cycles of Change	$461,000.00	$231,320.47	$123,621.04	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A11-0002 - Wendel, Rosen, Black & Dean, LLP	$1,025,500.00	$1,019,355.34	$423,336.11	98.32%	4.28%	4.28%	0.00%	0.00%	0.00%	96.91%	2.88%	2.88%	0.00%	0.00%	0.00%
A12-0031 - Hatch Mott MacDonald	$6,428,431.00	$2,068,774.47	$979,971.98	76.53%	20.81%	15.90%	29.27%	29.27%	3.17%	68.86%	18.89%	14.20%	26.98%	26.98%	2.74%
A12-0017 - Moore Iacofano Goltsman, Inc.	$561,180.00	$411,556.16	$346,062.12	100.00%	22.08%	22.08%	15.38%	0.00%	22.08%	94.71%	19.21%	19.21%	12.94%	0.00%	19.21%
A12-0016 - Moffatt & Nichol	$2,115,100.00	$1,854,418.84	$1,854,418.79	65.96%	19.08%	19.08%	19.08%	9.26%	1.53%	65.96%	19.08%	19.08%	19.08%	9.26%	1.53%
A12-0015 - Novani, LLC	$242,900.00	$146,276.70	$138,701.70	0.00%	0.00%	0.00%	100.00%	100.00%	0.00%	0.00%	0.00%	0.00%	100.00%	100.00%	0.00%
A12-0002 - Wendel, Rosen, Black & Dean, LLP	$805,000.00	$791,986.12	$694,153.25	94.92%	0.00%	0.00%	0.00%	0.00%	0.00%	94.92%	0.00%	0.00%	0.00%	0.00%	0.00%
A11-0020 - Moore Iacofano Goltsman, Inc.	$410,140.00	$410,140.00	$103,174.75	100.00%	21.63%	21.63%	8.84%	0.00%	0.00%	98.66%	31.62%	31.62%	23.98%	0.00%	0.00%
A11-0019 - Alta Planning + Design	$2,257,813.97	$1,894,310.24	$1,123,199.07	22.94%	2.08%	0.00%	2.08%	0.00%	0.00%	18.67%	1.81%	0.00%	1.81%	0.00%	0.00%
A11-0018 - Moffatt & Nichol	$4,075,000.00	$3,630,782.06	$1,006,274.38	77.29%	28.37%	15.41%	15.41%	0.00%	0.74%	79.33%	34.33%	19.94%	19.94%	0.00%	1.40%
A11-0017 - Novani, LLC	$110,000.00	$109,999.70	$10,158.30	0.00%	0.00%	0.00%	100.00%	100.00%	0.00%	0.00%	0.00%	0.00%	100.00%	100.00%	0.00%
Summary for Administrative with Goal Requirements for DBE (Contract Specific)															
	$19,475,948.97	**$13,549,664.41**	**$6,831,963.55**	**61.06%**	**10.53%**	**8.87%**	**25.11%**	**19.88%**	**2.29%**	**61.06%**	**10.53%**	**8.87%**	**25.11%**	**19.88%**	**2.29%**
Goal Requirements of 70% for LBE and 30% for SLBE															
A12-0011 - Acumen Building Enterprise, Inc.	$1,561,845.00	$1,143,659.12	$967,839.12	100.00%	91.04%	0.05%	90.99%	90.99%	0.00%	92.03%	83.83%	0.18%	83.65%	83.65%	0.00%
A12-0005 - CJ Lake, LLC	$63,000.00	$60,016.94	$55,016.94	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A12-0006 - Koff & Associates	$66,210.00	$66,210.00	$63,227.90	100.00%	100.00%	100.00%	100.00%	0.00%	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%	100.00%
A12-0007 - PFM ASSET MANAGEMENT, LLC	$105,000.00	$85,164.14	$78,198.32	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A12-0003 - Rochelle Wheeler	$355,640.00	$310,135.82	$183,641.75	75.88%	75.88%	75.88%	0.00%	0.00%	0.00%	71.37%	71.37%	71.37%	0.00%	0.00%	0.00%
A12-0009 - L. Luster & Associates	$93,622.00	$93,621.99	$79,811.47	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	85.25%	85.25%	85.25%	85.25%	85.25%	85.25%
A12-0013 - Platinum Advisors, LLC	$60,000.00	$60,000.00	$55,000.00	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A10-0003 - Nelson/Nygaard	$723,415.00	$723,080.04	$22.99	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	95.91%	0.00%	0.00%	0.00%	0.00%	0.00%
A12-0008 - CHANDLER ASSET MANAGEMENT	$85,000.00	$54,534.00	$51,457.00	100.00%	100.00%	0.00%	0.00%	0.00%	0.00%	100.00%	100.00%	0.00%	0.00%	0.00%	0.00%
A11-0008 - PFM ASSET MANAGEMENT, LLC	$120,000.00	$83,177.36	$14,625.71	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A11-0001 - Nelson\Nygaard Consulting Associates	$773,639.00	$705,501.03	$381,248.42	100.00%	31.22%	0.78%	0.00%	0.00%	0.00%	100.00%	31.97%	0.71%	0.00%	0.00%	0.00%
A11-0003 - Rochelle Wheeler	$280,640.00	$244,677.25	$106,389.11	78.56%	78.56%	78.56%	0.00%	0.00%	0.00%	84.36%	84.36%	84.36%	0.00%	0.00%	0.00%
A11-0004 - St. Mini Cab Corporation	$115,000.00	$61,794.00	$16,594.00	100.00%	100.00%	100.00%	0.00%	0.00%	0.00%	100.00%	100.00%	100.00%	0.00%	0.00%	0.00%
A12-0004 - St. Mini Cab Corporation	$125,000.00	$80,342.00	$57,691.00	100.00%	100.00%	100.00%	0.00%	0.00%	0.00%	100.00%	100.00%	100.00%	0.00%	0.00%	0.00%
A11-0007 - Koff and Associates, Inc.	$65,000.00	$64,981.17	$3,067.23	100.00%	100.00%	100.00%	100.00%	0.00%	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%	100.00%
A12-0001 - St. Mini Cab Corporation	$209,400.00	$97,675.00	$50,717.00	100.00%	100.00%	100.00%	0.00%	0.00%	0.00%	100.00%	100.00%	100.00%	0.00%	0.00%	0.00%
A11-0009 - CHANDLER ASSET MANAGEMENT	$120,000.00	$66,222.00	$5,749.00	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A11-0058 - Vavrinek, Trine, Day & Co., LLP	$220,500.00	$107,500.00	$77,500.00	100.00%	100.00%	0.00%	0.00%	0.00%	0.00%	100.00%	100.00%	0.00%	0.00%	0.00%	0.00%
A11-0006 - CJ Lake, LLC	$63,000.00	$60,659.13	$5,000.00	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A11-0013 - Acumen Building Enterprise, Inc.	$830,690.00	$790,977.83	$73,026.05	100.00%	100.00%	4.07%	100.00%	95.93%	4.07%	99.15%	99.15%	2.15%	99.15%	97.00%	2.15%
A11-0015 - Suter, Wallauch, Corbett & Associates	$60,000.00	$60,000.00	$5,000.00	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A11-0027 - Moore Iacofano Goltsman, Inc.	$200,000.00	$52,154.67	$14,584.81	100.00%	8.18%	8.18%	8.18%	0.00%	8.18%	100.00%	2.29%	2.29%	2.29%	0.00%	2.29%
A11-0010 - L. Luster & Associates	$63,240.00	$63,240.00	$1,105.46	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Summary for Administrative with Goal Requirements of 70% for LBE and 30% for SLBE															
	$6,359,841.00	**$5,135,323.49**	**$2,346,513.28**	**71.93%**	**55.86%**	**37.72%**	**26.05%**	**16.82%**	**17.92%**	**71.93%**	**55.86%**	**37.72%**	**26.05%**	**16.82%**	**17.92%**
Exempt from Goal Requirements															
A12-0020 - Alliant Insurance Services	$229,255.04	$229,255.04	$229,255.04	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A11-0012 - MV TRANSPORTATION INC	$32,295.10	$32,295.10	$5,696.60	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A12-0010 - MV TRANSPORTATION INC	$50,000.00	$36,281.65	$31,047.50	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Contract Equity Utilization Report

Fiscal Year: FY12-13

Current Reporting Period Start Date: 7/1/2012 End Date: 6/30/2013

Contract Number/Company Name	Contract Amount	Total Payment to Date	Payment Current Period	Goal Attainment LBE	SLBE	VSLBE	DBE	MBE	WBE	Goal Attainment Cummulative LBE	SLBE	VSLBE	DBE	MBE	WBE
Summary for Administrative with Exempt from Goal Requirements															
	$311,550.14	**$297,831.79**	**$265,999.14**	**66.67%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**66.67%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Summary for Administrative with and without Goal Requirements															
	$26,147,340.11	**$18,982,819.69**	**$9,444,475.97**	**68.08%**	**37.14%**	**25.63%**	**23.70%**	**16.46%**	**11.57%**	**68.08%**	**37.14%**	**25.63%**	**23.70%**	**16.46%**	**11.57%**
Contract Type: PSA (Professional Services Agreement)															
Goal Requirements for DBE (Contract Specific)															
A08-009 - DKS Associates, Inc.	$498,598.00	$498,595.22	$118,587.24	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A05-014 - T.Y. Lin International CCS	$12,875,120.00	$12,388,030.87	$12,587.19	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A06-019 - Solem & Associates	$1,127,910.00	$1,046,752.89	$3,635.87	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A07-007.PH2 - Kimley-Horn and Associates, Inc.	$1,555,924.00	$1,453,838.51	$0.00	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A07-007.PH3 - Kimley-Horn and Associates, Inc.	$10,592,923.00	$10,189,976.25	$1,236,673.23	95.08%	10.49%	0.00%	10.49%	5.89%	0.00%	99.40%	1.27%	0.00%	1.27%	0.71%	0.00%
A07-011.BKF.PH2 - BKF	$14,700,780.00	$14,180,442.55	$2,736,292.98	96.74%	3.21%	0.00%	0.05%	0.00%	0.00%	72.16%	14.87%	0.00%	3.62%	0.00%	0.00%
A08-017.RM(NS) - Rajappan & Meyer Consulting Enginee	$4,797,924.44	$4,420,992.81	$1,015,204.37	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A04-007 - Wilbur Smith Associates	$2,257,821.00	$2,033,208.27	$111,771.77	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A11-0024 - URS Corporation	$2,186,502.00	$772,245.69	$400,944.61	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	78.10%	0.00%	0.00%	0.00%	0.00%	0.00%
A08-001 - ETC - Electronic Transaction Consultants	$6,872,251.78	$6,707,459.91	$746,936.90	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A08-017.TYLIN - T.Y. Lin International CCS	$3,508,972.00	$3,201,949.34	$843,451.99	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A11-0033 - CDM Smith	$1,433,934.00	$271,113.02	$271,270.34	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A10-013 - RBF Consulting	$9,334,999.50	$9,289,318.92	$3,014,910.17	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A10-012 - PB Americas, Inc	$654,028.00	$363,397.68	$40,442.04	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A08-017.WMH - WMH Corporation	$6,777,319.00	$6,539,194.34	$188,617.51	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A09-024 - Jacobs Engineering Group, Inc.	$333,413.00	$237,665.55	$100,716.75	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A09-007 - ETC - Electronic Transaction Consultants	$6,319,027.00	$1,167,888.83	$161,967.39	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Summary for PSA (Professional Services Agreement) with Goal Requirements for DBE (Contract Specific)															
	$85,827,446.72	**$74,762,070.65**	**$11,004,010.36**	**17.17%**	**0.81%**	**0.00%**	**0.62%**	**0.35%**	**0.00%**	**17.17%**	**0.81%**	**0.00%**	**0.62%**	**0.35%**	**0.00%**
Goal Requirements of 70% for LBE and 30% for SLBE															
A11-0063 - R.L. Banks & Associates, Inc.	$300,000.00	$226,978.01	$185,149.07	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
AA07-0001-1 - TY Lin International/CCS	$10,500,000.00	$9,721,445.37	$802,697.29	99.79%	4.80%	0.00%	0.00%	0.00%	0.00%	83.10%	17.70%	0.00%	0.00%	0.00%	0.00%
A11-0034 - WMH Corporation	$6,161,366.00	$4,219,627.45	$2,301,467.47	93.46%	54.34%	50.17%	0.00%	0.00%	19.08%	83.80%	50.91%	48.15%	0.00%	0.00%	15.03%
A12-0026 - Kittelson & Associates, Inc.	$199,966.00	$199,966.00	$159,754.21	57.94%	13.80%	0.00%	0.00%	0.00%	0.00%	66.39%	11.03%	0.00%	0.00%	0.00%	0.00%
A10-0021 - Eisen | Letunic	$265,000.00	$264,931.52	$42,463.01	100.00%	100.00%	100.00%	94.35%	0.00%	0.00%	59.15%	59.15%	59.15%	52.20%	0.00%	0.00%
A05-0004 - URS Corporation Americas	$13,750,000.00	$12,334,631.36	$665,831.12	85.87%	6.76%	0.00%	0.00%	0.00%	0.00%	70.88%	15.62%	0.00%	0.00%	0.00%	0.00%
A05-0045 - Mark Thomas & Company, Inc.	$3,905,000.00	$3,905,000.00	$89,786.00	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	55.95%	0.00%	0.00%	0.00%	0.00%	0.00%
A10-0026 - HQE, Inc.	$1,012,659.00	$971,212.97	$210,343.30	71.00%	56.00%	54.70%	0.00%	0.00%	0.00%	76.89%	65.24%	62.14%	0.00%	0.00%	0.00%
A07-0037 - S & C Engineers	$2,860,000.00	$2,788,492.83	$49,131.00	100.00%	100.00%	0.00%	0.00%	0.00%	0.00%	83.53%	83.53%	0.00%	0.00%	0.00%	0.00%
A99-0003 - PBQD, Inc.	$8,090,000.00	$7,821,846.22	$141,215.41	15.82%	0.92%	0.00%	0.00%	0.00%	0.00%	58.16%	0.98%	0.00%	0.00%	0.00%	0.00%
Summary for PSA (Professional Services Agreement) with Goal Requirements of 70% for LBE and 30% for SLBE															
	$47,043,991.00	**$42,454,131.73**	**$4,647,837.88**	**72.39%**	**33.66%**	**20.49%**	**9.44%**	**0.00%**	**1.91%**	**72.39%**	**33.66%**	**20.49%**	**9.44%**	**0.00%**	**1.91%**
Exempt from Goal Requirements															
A09-023.1 - Kimley-Horn and Associates, Inc.	$35,600.00	$35,340.00	$3,534.00	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%
AA07-0004 - Union Pacific Railroad	$100,000.00	$66,403.35	$494.69	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Summary for PSA (Professional Services Agreement) with Exempt from Goal Requirements															
	$135,600.00	**$101,743.35**	**$4,028.69**	**50.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**50.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Summary for PSA (Professional Services Agreement) with and without Goal Requirements															
	$133,007,037.72	**$117,317,945.73**	**$15,655,876.93**	**38.47%**	**12.08%**	**7.06%**	**3.62%**	**0.20%**	**0.66%**	**38.47%**	**12.08%**	**7.06%**	**3.62%**	**0.20%**	**0.66%**

Contract Equity Utilization Report

Fiscal Year: FY12-13

Current Reporting Period Start Date: 7/1/2012 End Date: 6/30/2013

Contract Number/Company Name	Contract Amount	Total Payment to Date	Payment Current Period	Goal Attainment LBE	SLBE	VSLBE	DBE	MBE	WBE	Goal Attainment Cummulative SLBE	VSLBE	DBE	MBE	WBE
Contract Type: CC (Construction Contract)														
Goal Requirements for DBE (Contract Specific)														
A11-0030 - Bortolussi & Waktin, Inc.	$222,417.00	$198,803.16	$198,803.16	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A11-0062 - Amland Corp.	$650,598.46	$374,445.00	$50,197.50	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Summary for CC (Construction Contract) with Goal Requirements for DBE (Contract Specific)														
	$873,015.46	**$573,248.16**	**$249,000.66**	**0.00%**	**0.00%**	**0.00%**	**50.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**50.00%**	**0.00%**	**0.00%**
Goal Requirements of 60% for LBE and Contract Specific for SLBE														
A11-0036 - Forster and Kroeger, Inc.	$231,820.00	$116,337.60	$58,220.10	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Summary for CC (Construction Contract) with Goal Requirements of 60% for LBE and Contract Specific for SLBE														
	$231,820.00	**$116,337.60**	**$58,220.10**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Summary for CC (Construction Contract) with and without Goal Requirements														
	$1,104,835.46	**$689,585.76**	**$307,220.76**	**0.00%**	**0.00%**	**0.00%**	**33.33%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**33.33%**	**0.00%**	**0.00%**
Contract Type: Coop (Cooperative Agreement)														
Exempt from Goal Requirements														
04-2355 - Caltrans	$16,412,000.00	$5,716,483.23	$4,716,483.23	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
4-1925 - Caltrans	$74,266,583.31	$74,266,583.31	$0.00	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
4-2138 - Caltrans	$27,400,000.00	$26,646,250.27	$172,928.12	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A10-0029 - Fremont	$250,000.00	$87,193.19	$1,547.37	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
4-2071 - Caltrans	$600,000.00	$93,418.94	$20,610.08	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
04-2440 - Caltrans	$9,840,000.00	$543,757.42	$543,757.42	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
04-2368 - Caltrans	$147,000.00	$5,423.29	$5,423.29	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
04-2445 - Caltrans	$920,000.00	$236,314.80	$30,937.72	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
04-2400 - Caltrans	$147,000.00	$74,711.32	$74,711.32	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Summary for Coop (Cooperative Agreement) with Exempt from Goal Requirements														
	$129,982,583.31	**$107,670,135.77**	**$5,566,398.55**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Summary for Coop (Cooperative Agreement) with and without Goal Requirements														
	$129,982,583.31	**$107,670,135.77**	**$5,566,398.55**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Contract Type: LA (Letter Agreement)														
Exempt from Goal Requirements														
L11-0007 - Metropolitan Transportation Commission	$15,000.00	$15,000.00	$15,000.00	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
L12-0001 - Monsen Consulting	$20,000.00	$13,359.65	$6,307.65	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
L12-0004 - EverGreen LandCare, Inc.	$5,000.00	$5,000.00	$5,000.00	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
L12-0006 - Metropolitan Transportation Commission	$15,500.00	$14,180.00	$3,537.98	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Summary for LA (Letter Agreement) with Exempt from Goal Requirements														
	$55,500.00	**$47,539.65**	**$29,845.63**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Summary for LA (Letter Agreement) with and without Goal Requirements														
	$55,500.00	**$47,539.65**	**$29,845.63**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Contract Type: PSFA (Project Specific Funding Agreement)														
Exempt from Goal Requirements														
A06-0041 - BART	$76,800,000.00	$54,255,888.70	$49,216,930.98	0.27%	0.05%	0.00%	0.00%	0.00%	0.00%	1.23%	0.10%	0.00%	0.00%	0.00%	0.00%

Contract Equity Utilization Report

Fiscal Year: FY12-13

Current Reporting Period Start Date: 7/1/2012 End Date: 6/30/2013

Contract Number/Company Name	Contract Amount	Total Payment to Date	Payment Current Period	Goal Attainment LBE	SLBE	VSLBE	DBE	MBE	WBE	Goal Attainment Cummulative	SLBE	VSLBE	DBE	MBE	WBE
AA09-0002 - City of Hayward	$47,722,451.00	$47,722,450.70	$12,618,906.39	39.64%	14.34%	2.70%	0.00%	0.00%	0.00%	44.07%	7.61%	3.94%	0.00%	0.00%	0.00%
AA07-0002 - Alameda County	$350,000.00	$179,871.54	$86,630.48	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
A10-0027 - BART	$123,226,000.00	$11,007,546.62	$0.00	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	16.88%	0.00%	0.00%	0.00%	0.00%	0.00%
A09-0013 - BART	$62,009,000.00	$52,496,061.69	$4,871,014.25	5.55%	1.60%	0.00%	0.00%	0.00%	0.00%	4.29%	1.21%	0.00%	0.00%	0.00%	0.00%
A09-0012 - San Leandro	$306,000.00	$241,530.52	$174,129.02	5.00%	0.00%	0.00%	0.00%	0.00%	0.00%	18.41%	0.00%	0.00%	0.00%	0.00%	0.00%
A08-0045 - Livermore	$13,050,000.00	$12,722,991.70	$3,026,606.55	25.57%	0.00%	0.00%	0.00%	0.00%	0.00%	9.34%	0.00%	0.00%	0.00%	0.00%	0.00%
A07-0063 - City of Hayward	$600,000.00	$600,000.00	$184,502.69	78.94%	16.48%	0.00%	0.00%	0.00%	0.00%	72.81%	25.36%	0.00%	0.00%	0.00%	0.00%
A07-0058 - Livermore	$6,913,000.00	$4,534,247.22	$2,960,474.31	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	19.84%	0.00%	0.00%	0.00%	0.00%	0.00%
A06-0046 - San Mateo County Transportation Authorit	$2,000,000.00	$1,065,063.54	$164,600.35	14.03%	0.00%	0.00%	0.00%	0.00%	0.00%	36.65%	0.00%	0.00%	0.00%	0.00%	0.00%
A06-0022 - Alameda County	$6,848,286.00	$6,506,596.34	$878,153.76	100.00%	31.42%	0.00%	0.00%	0.00%	0.00%	74.33%	16.66%	0.00%	0.00%	0.00%	0.00%
A05-0005 - A C Transit District	$11,509,964.00	$6,943,452.12	$706,015.55	25.57%	0.08%	0.00%	0.00%	0.00%	0.00%	74.35%	3.34%	0.00%	0.00%	0.00%	0.00%
A07-0053 - Livermore	$180,000.00	$105,000.00	$26,789.08	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Summary for PSFA (Project Specific Funding Agreement) with Exempt from Goal Requirements															
	$351,514,701.00	**$198,380,700.69**	**$74,914,753.41**	**22.74%**	**4.92%**	**0.21%**	**0.00%**	**0.00%**	**0.00%**	**22.74%**	**4.92%**	**0.21%**	**0.00%**	**0.00%**	**0.00%**
Summary for PSFA (Project Specific Funding Agreement) with and without Goal Requirements															
	$351,514,701.00	**$198,380,700.69**	**$74,914,753.41**	**22.74%**	**4.92%**	**0.21%**	**0.00%**	**0.00%**	**0.00%**	**22.74%**	**4.92%**	**0.21%**	**0.00%**	**0.00%**	**0.00%**

Contract Type: Others

Exempt from Goal Requirements

10R390000 - California Highway Patrol	$825,000.00	$412,103.41	$161,984.81	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Summary for Others with Exempt from Goal Requirements															
	$825,000.00	**$412,103.41**	**$161,984.81**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Summary for Others with and without Goal Requirements															
	$825,000.00	**$412,103.41**	**$161,984.81**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Summary for All Contracts with and without Goal Requirements															
	$642,636,997.60	**$443,500,830.70**	**$106,080,556.06**	**41.22%**	**18.82%**	**12.18%**	**11.40%**	**6.51%**	**4.73%**	**41.22%**	**18.82%**	**12.18%**	**11.40%**	**6.51%**	**4.73%**

Local Business Contract Equity Program Goals Attainment Summary for
Contracts with LBCE Program Goals
FY2008-09 to FY2012-13

Contract Type	Reporting Period	Number of Contracts	Total $	LBE $	LBE %	SLBE $	SLBE %
Administrative	FY 2008/09	50	$ 4,205,057	$ 3,388,183	81%	$ 2,535,131	60%
	FY 2009/10	48	4,159,357	3,723,508	90%	2,981,064	72%
	FY 2010/11	49	4,279,167	3,626,122	85%	2,840,179	66%
	FY 2011/12	29	1,492,997	1,167,795	78%	743,826	50%
	FY 2012/13	23	2,346,513	1,687,847	72%	1,310,762	56%
Total for Administrative Contracts		**199**	**$ 16,483,091**	**$ 13,593,453**	**82%**	**$ 10,410,962**	**63%**
Engineering	FY 2008/09	34	$ 10,466,870	$ 9,566,656	91%	$ 3,996,464	38%
	FY 2009/10	26	10,401,749	9,670,210	93%	4,794,776	46%
	FY 2010/11	31	9,086,170	8,222,340	90%	2,770,903	30%
	FY 2011/12	26	4,045,451	2,978,356	74%	1,396,032	35%
	FY 2012/13	10	4,647,838	3,364,570	72%	1,564,462	34%
Total for Engineering Contracts		**127**	**$ 38,648,078**	**$ 33,802,132**	**87%**	**$ 14,522,637**	**38%**
Construction	FY 2008/09	7	$ 479,672	$ 414,388	86%	$ 278,066	58%
	FY 2009/10	0	-	-	0%	-	0%
	FY 2010/11	0	-	-	0%	-	0%
	FY 2011/12	2	43,173	-	0%	-	0%
	FY 2012/13	1	58,220	-	0%	-	0%
Total for Construction Contracts		**10**	**$ 581,065**	**$ 414,388**	**71%**	**$ 278,066**	**48%**
Grand Total (All Contracts)		**336**	**$ 55,712,234**	**$ 47,809,974**	**86%**	**$ 25,211,665**	**45%**

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L. Luster & Associates

To: Seung Cho, Contracting, Administration, and Fiscal Resource Manager, Alameda CTC

From: Joan Fisher, L. Luster & Associates

CC: Patricia Reavey, Director of Finance, Alameda CTC
Dr. Laura Luster, L. Luster & Associates

Date: October 23, 2013

RE: Independent Review of Alameda County Transportation Commission's Contract Equity Annual Utilization Report for the period July 1, 2012 through June 30, 2013

L. Luster & Associates (LLA) has reviewed Alameda CTC payment and vendor data provided by Alameda CTC staff for the period July 1, 2012 through June 30, 2013.

LLA conducted a review of physical contract/agreement files, payment invoices, and responses to vendor questionnaires providing quality control and data integrity for all payments made to vendors on contracts with Local Business Contract Equity goals within the above referenced period.

LLA met with staff and presented its findings. Staff satisfactorily responded to all issues identified and presented.

Having completed the review process, L. Luster & Associates finds no material defects in the Alameda CTC Contract Equity Annual Utilization Report for the period July 1, 2012 through June 30, 2013.

Alameda CTC LBCE Office: 1111 Broadway, Suite 800, Oakland, CA. 94609 ■ Tel: 510.208.7466
Emails: Outreach@ AlamedaCTC.com Certification@AlamedaCTC.com

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DATE:	November 27, 2013
SUBJECT:	Alameda CTC Staff Benefits for Calendar Year 2014 and Salary Ranges for Fiscal Year 2014-15
RECOMMENDATION:	Approve the Alameda CTC Staff Benefits for Calendar Year 2014 and Salary Ranges for Fiscal Year 2014-15 and adopt Resolution No. 13-013.

Summary

Article 4.6.3 of the Administrative Code calls for the Executive Director to prepare and submit an annual salary and benefits plan and such amendments thereto as may be necessary, to the Commission for its approval. At the September 26, 2013 Commission meeting the Agency's revised staff classifications and salary ranges were approved which currently includes 20 different job classifications and 27 positions filled by 25 employees, including the Executive Director. For FY 2014-15, it is anticipated that the agency staffing positions will remain unchanged.

This memorandum is to seek Commission approval of the Alameda CTC Staff Benefits for Calendar Year 2014 and Salary ranges for FY 2014-15. The salary ranges adopted by the Commission on September 26, 2013 will remain the same for FY 2014-15.

Background

The Commission has delegated to the Executive Director the administrative authority to adjust salaries for agency employees within the approved ranges by classification. Factors taken into account include job performance, job expansion, added responsibilities and economic context. <u>There are no automatic pay increases or pay grade step increases</u>. The currently approved salary structure, adopted September 26, 2013, will remain unchanged for FY 2014-15.

The attached Salaries and Benefits Resolution is also consistent with the Public Employees' Pension Reform Act of 2013 (AB 340) for current employees, as it pertains to the agency. For current employees, the major features of the agency's pension plan include the "2.5%@55" benefit. The plan does not include any optional features, payout conversions or optional benefits that have been characterized as "spiking" of the pension benefit. The plan provides

retirement employer paid member contribution (EPMC) cost sharing of 5% by the agency and 3% by employee. The CalPERS-required employer contribution rate is 15.309%.

Fiscal Impact

There is no fiscal impact.

Attachments

A. Recommended Fiscal Year 2014-15 Staff Classifications and Salary Ranges for Alameda CTC

B. Salaries and Benefits Resolution for Calendar Year 2014

Staff Contact

Arthur L Dao, Executive Director

ALAMEDA County Transportation Commission

Attachment A - Recommended FY 2014-15 Staff Classifications and Salary Ranges for Alameda CTC

Position/Classification	Min	Med	Max
Deputy Director of Projects and Programming	$153,876	$176,957	$200,039
Deputy Director of Planning and Policy	$153,876	$176,957	$200,039
Director of Finance	$136,004	$156,405	$176,805
Principal Transportation Engineer	$120,207	$138,238	$156,270
Principal Transportation Planner	$108,902	$125,228	$141,573
Senior Transportation Engineer	$103,655	$119,203	$134,751
Project Controls Engineer	$98,660	$113,459	$128,258
Senior Transportation Planner	$93,906	$107,992	$122,077
Accounting Manager	$93,906	$107,992	$122,077
Contracting, Administration and Fiscal Resource Manager	$93,906	$107,992	$122,077
Senior Accountant	$80,975	$93,121	$105,267
Assistant Transportation Planner/Programming Analyst I	$73,360	$84,363	$95,367
Office Supervisor	$73,360	$84,363	$95,367
Accountant	$69,824	$80,298	$90,772
Accounting Technician	$69,824	$80,298	$90,772
Clerk of the Board/Commission	$69,824	$80,298	$90,772
Executive Assistant	$58,740	$67,552	$76,363
Administrative Assistant	$53,216	$61,199	$69,181
Receptionist	$41,572	$47,808	$54,044

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ALAMEDA County Transportation Commission

1111 Broadway, Suite 800, Oakland, CA 94607 • PH: (510) 208-7400 • www.AlamedaCTC.org

Commission Chair
Supervisor Scott Haggerty, District 1

Commission Vice Chair
Councilmember Rebecca Kaplan, City of Oakland

AC Transit
Director Elsa Ortiz

Alameda County
Supervisor Richard Valle, District 2
Supervisor Wilma Chan, District 3
Supervisor Nate Miley, District 4
Supervisor Keith Carson, District 5

BART
Director Thomas Blalock

City of Alameda
Vice Mayor Marilyn Ezzy Ashcraft

City of Albany
Mayor Peggy Thomsen

City of Berkeley
Councilmember Laurie Capitelli

City of Dublin
Mayor Tim Sbranti

City of Emeryville
Councilmember Ruth Atkin

City of Fremont
Councilmember Suzanne Chan

City of Hayward
Councilmember Marvin Peixoto

City of Livermore
Mayor John Marchand

City of Newark
Councilmember Luis Freitas

City of Oakland
Vice Mayor Larry Reid

City of Piedmont
Mayor John Chiang

City of Pleasanton
Mayor Jerry Thorne

City of San Leandro
Vice Mayor Michael Gregory

City of Union City
Mayor Carol Dutra-Vernaci

Executive Director
Arthur L. Dao

ALAMEDA COUNTY TRANSPORTATION COMMISSION

RESOLUTION 13-013

Fiscal Year 2014-2015 Salaries and Calendar Year 2014 Benefits for Staff Members

WHEREAS, the Alameda County Transportation Commission, hereinafter referred to as Alameda CTC, was created pursuant to a joint powers agreement ("Joint Powers Agreement") entered into among the 14 cities in Alameda County, the County of Alameda, the Bay Area Rapid Transportation District, the Alameda Contra Costa Transit District, the Alameda County Transportation Improvement Authority ("ACTIA"), and the Alameda County Congestion Management Agency ("ACCMA");

WHEREAS, Alameda CTC is empowered by the Joint Powers Agreement to carry out numerous transportation planning, programming and construction functions and responsibilities, including all functions and powers of ACTIA and ACCMA;

WHEREAS, Alameda CTC is authorized under Section 11 and 13 of the Joint Powers Agreement to appoint and retain staff as necessary to fulfill its powers, duties and responsibilities;

WHEREAS, Alameda CTC previously adopted Resolution 13-005, thereby establishing a consistent set of benefits and leave policies, and this Resolution is intended to supersede and replace such Resolution 13-005; and

NOW, THEREFORE, BE IT RESOLVED that the salaries for fiscal year 2014-2015 and employment benefits for staff of the Alameda CTC for January 1, 2014 through December 31, 2014 are hereby adopted, and are herein set forth.

1. Salaries

1.1 The fiscal year 2013-2014 salary ranges approved by the Commission on September 26, 2013 shall apply during the period from July 1, 2014 through June 30, 2015.

1.2 An employee shall be compensated at a rate set between or equal to the minimum (min) and maximum (max) of the range specified in Attachment A for their respective position classification.

1.3 The duties and responsibilities of the position classification identified in Paragraph 1.2 shall be described by an Alameda CTC job specification approved by the Executive Director.

1.4 The salary ranges for the employees described in Paragraph 1.2 shall not include steps and/or provision for any automatic or tenure-based increases.

1.5 Starting compensation, including salary, for each employee shall be set by the Executive Director consistent with the prescribed ranges for the position classification identified in Paragraph 1.2.

2. Appointment and Performance Management

2.1 Original appointments of new employees shall be tentative and subject to a probationary period of one (1) year of actual service.

2.1.1 Every six (6) months during the probationary period new employees will meet with their supervisor to discuss the employee's performance to date. At the time of the discussion the supervisor will complete a written evaluation for the employee's personnel records.

2.1.2 Upon completion of the probationary period, the employee shall be given a written evaluation. If this evaluation shows that the employee has satisfactorily demonstrated the qualifications for the position, the employee shall gain regular status, and shall be so informed in writing.

2.1.3 At any time during the probationary period, a probationary employee may be terminated with or without cause and with or without notice. Employee shall be notified in writing by the Executive Director of such termination.

2.1.4 The probationary period may be extended once by the Executive Director at his/her sole discretion in order to further evaluate the performance of the probationary employee.

2.1.5 The probationary period is automatically extended by a period of time equal to the time the employee is absent due to any type of leave, including time absent while receiving workers' compensation.

2.2 Following successful completion of the probationary period, written performance reviews for employees shall be conducted at least once a year by the employee's supervisor and reviewed and approved by the Executive Director or his/her designee. In addition, a review of an employee's progress in meeting annual goals and objectives will be conducted at the end of six months by the employee and his or her supervisor.

2.3 On the basis of the performance reviews, increases or decreases in compensation may be granted at that time by the Executive Director at his/her sole discretion consistent with the Board approved annual budget.

3. Holidays

3.1 The following eleven (11) paid holidays shall be observed by the Agency:

New Year's Day	-	January 1, 2014, Wednesday
Martin Luther King Jr.'s Birthday	-	January 20, 2014, Monday

Presidents' Day	-	February 17, 2014, Monday
Memorial Day	-	May 26, 2014, Monday
Independence Day	-	July 4, 2014, Friday
Labor Day	-	September 1, 2014, Monday
Veterans Day	-	November 11, 2014, Tuesday
Thanksgiving Day	-	November 27, 2014, Thursday
Day after Thanksgiving	-	November 28, 2014, Friday
Christmas Eve	-	December 24, 2014, Wednesday
Christmas Day	-	December 25, 2014, Thursday

3.2 **Holiday Policy.** When a holiday falls on a Sunday, the following Monday shall be observed as the holiday date. When a holiday falls on a Saturday, the preceding Friday shall be observed.

3.3 **Floating Holidays**. Regular full-time employees are entitled to two (2) floating holidays per fiscal year. Employees shall be granted such holidays at the beginning of each fiscal year (i.e., effective on July 1 of each year). Floating Holidays are not accruable and those unused at the end of the fiscal year will be eliminated from the employee's available leave bank.

3.4 **Holiday Time**. Regular full-time employees shall receive eight (8) hours of holiday pay for each of the above holidays at their regular base rate. Regular part-time employees shall receive paid holiday time prorated based on actual hours worked should their regular work schedule fall on one of the above listed holidays.

3.5 **Administrative Procedure**. The Executive Director shall establish holiday procedures governing employees of the Agency.

4. Leaves of Absence

4.1 Vacation

4.1.1 **Accrual Rates.** The Agency shall provide vacation leave with pay for regular employees (including probationary employees) based on accrual guidelines shown in the table below. Vacation leave earned shall accrue upon completion of each pay period beginning upon completion of the pay period following that in which the employee commences service.

Accrual Rates Based on Years of Service:

Years of Service	Vacation Days Accrued Per Year	Maximum Hours Accrued Per Year
0-3 Years	10 Days	120 Hours
3.1-10 Years	15 Days	240 Hours
10.1-15 Years	20 Days	320 Hours
15.1+ Years	25 Days	400 Hours

Part-time employees shall earn vacation leave on a pro rata basis based on actual hours worked. The maximum accrual will also be prorated.

4.1.2 **Maximum Vacation Benefits**. Once an employee reaches the maximum accrual, the employee will cease accruing any additional vacation leave until such time as vacation leave hours fall below the maximum.

4.1.3 **Payment of Vacation upon Separation**. Accrued vacation pay that has not been used will be paid at time of resignation or termination. An employee terminating employment with the Agency for reasons other than paid retirement from the Agency employment shall be paid at such employee's current rate of pay for all unused accrued vacation up to the maximum amount of permissible accumulated vacation time as set forth above, in one (1) lump sum less applicable taxes. An employee separating from service with the Agency for paid retirement may elect either to take time off for vacation prior to the employee's date of retirement, or to be paid at the employee's current rate of pay for vacation up to the ceiling amount as set forth above, in one lump sum.

4.2 **Management Leave**. Regular full-time exempt employees may receive paid management leave of up to 80 hours per year at the sole discretion of the Executive Director. The leave is intended to compensate exempt employees who are required to attend work-related meetings outside of normal working hours. The amount of leave will be determined by the Executive Director based on each employee's function and the number of off hour meetings he/she is required to attend. No employee shall be eligible to accrue more than the amount of their annual Management Leave. Use of Management Leave shall be at the discretion of the Executive Director.

4.3 **Sick Leave**. Regular employees (including probationary employees) shall receive sick leave, accumulating at the rate of one day per calendar month up to four hundred eighty (480) hours (prorated for part-time employees based on actual hours worked). Up to sixty (60) days of accrued but unused sick leave may be used toward service credit for CalPERS retirement benefits. Sick leave is available only for the actual illness or injury of an employee or the employee's spouse, registered domestic partner, children, parents, or other dependents.

4.4 **Family and Medical Leave**. The Agency may grant regular employees (including probationary employees) up to twelve (12) workweeks of unpaid time off in a 12-month period for the employee's own serious health condition or that of the employee's immediate family member, i.e., child, parent, spouse, or registered domestic partner, or for baby/child bonding after the birth, adoption, or foster care placement of an employee's child.

Employees may exhaust any accrued vacation time and/or sick leave (if the leave is due to the employee's own serious health condition or to care for the serious health condition of an immediate family member as described above) while on unpaid leave. Employees taking family/medical leave due to the birth of a child to that employee's spouse or registered domestic partner, or the adoption or foster placement of a child, or to care for such child, may utilize accrued sick leave and/or vacation time during such leave. Such use of

accrued vacation time and/or sick leave is the only pay such employee will receive from the Agency while on family/medical leave.

4.5 **Leave Due to Pregnancy, Child Birth or Related Conditions**. The Agency shall comply with California's Pregnancy Disability Leave Law. Employees may, but are not required to, utilize accrued vacation and sick leave during any pregnancy leave so as to receive pay during some or all such leave.

4.6 **Military Leave**. Military leave shall be granted in accordance with federal and state law.

4.7 **Bereavement Leave**. In the event of a death in the immediate family of a regular full-time employee, paid leave not chargeable to sick or vacation leave will be granted for a period up to three (3) consecutive scheduled work days for the purpose of making arrangements for, or to attend, the funeral. Employees shall receive one (1) day to attend a funeral for a friend or relative outside their immediate family. Immediate family is defined as spouse, registered domestic partner, child, sister, brother, mother, father, legal guardian, any other person sharing the relationship of in loco parentis, legal dependent, current mother- or father-in-law, grandparents, or grandchildren.

4.8 **Jury and Witness Duty Leave**. All regular full-time employees will be granted a leave of absence with pay for all or any part of the time required for jury duty in the manner prescribed by law. The employee must return to work on the same day he or she is excused from service. The employee shall be paid the difference between his/her full salary and any payment received for such duty, except travel pay. All regular full-time employees will be granted a leave of absence with pay for their appearance as a witness in a civil or criminal proceeding (other than as an accused) for any appearance that is solely attributable to the employee's work for the Agency.

4.9 **Administrative Procedure**. The Executive Director shall establish specific guidelines and procedures to implement all of the leave policies.

5. Health Insurance and Other Benefits

5.1 **Cafeteria Plan.** Alameda CTC provides a Cafeteria Plan for its eligible employees, into which Alameda CTC will pay $2152 per month per employee. This amount is in addition to the Public Employees' Medical and Hospital Care Act (PEMHCA) minimum required contribution of $119. With these funds, each participating employee is able to choose the following coverage:

- Health Insurance (through the State of California's Public Employees' Retirement System (CalPERS);
- Dental Insurance;
- Vision Care Insurance;
- Life Insurance;
- Dependent Life Insurance;
- Accidental Death and Dismemberment Insurance;
- Long-term Disability Insurance; and
- Short-term Disability Insurance.

When an employee is required to work on a less than full-time basis due to medical or other valid reasons, the accrual for the cafeteria plan contribution amount will be prorated by dividing the actual hours worked plus any accrued sick/vacation hours used during the pay period, by the fulltime equivalent hours in the same pay period.

Regular full-time employees who elect not to use the CalPERS health care benefit shall receive $400 per month which will be paid with each paycheck ($200 per pay-period) and is subject to all applicable payroll taxes.

Regular part-time employees will receive a prorated amount of the monthly contribution based on actual hours worked.

6. Additional Benefits Programs

6.1 **Transit Subsidy.** All regular full-time employees of the Agency are eligible for $230 per month in commuter checks (elected to be received by the employee) as a transit subsidy benefit.

6.2 **Tuition Assistance**. Following completion of their probationary period, regular full-time employees are eligible for reimbursement of 90% of tuition fees for job-related courses, subject to budget availability up to $500 per academic year at an accredited institution each fiscal year, at the sole discretion of the Executive Director.

7. **Other benefits**. The Agency will also provide: (1) A Flexible Spending Account (FSA) program which will be administered through the cafeteria plan for both dependent care expense up to $5,000 per calendar year and medical expenses up to $2,500 per calendar year. To participate in and receive benefits in the form of reimbursements for dependent and/or medical care expenses from the FSA, an employee can elect to pay his or her contribution for FSA benefits on a pre-tax salary reduction basis; and, (2) An optional deferred compensation program.

8. **Administrative Procedure.** The Executive Director shall establish specific guidelines and procedures to implement all benefit policies.

9. **Retirement.** All employees of the Agency shall be entitled to membership with the California Public Employees' Retirement System (CalPERS) according to the guidelines established in the CalPERS Retirement Benefits Policy and the applicable contract with CalPERS. The Agency shall contribute to CalPERS each pay period 5% of the 8% employee contribution on behalf of all employees. Such contribution shall be reported to CalPERS as "employee contribution being made by the contracting agency" and shall not be deemed to be "compensation" reportable to CalPERS.

10. **Reimbursement of Expenses.** Alameda CTC will reimburse employees of the Agency for reasonable and normal expenses associated with Alameda CTC business approved by the Executive Director or his designee. An employee may be offered a fixed taxable monthly allowance in lieu of actual expenses, which may be adjusted annually by the Executive Director.

11. **Office Hours.** The offices of the Alameda CTC shall be open for the public between 8:30 a.m. and 5:00 p.m. each weekday, except on Alameda CTC holidays as defined in Paragraph 3.1. Employees are required to be at the Alameda CTC's offices during business hours from Monday through Friday.

12. All provisions of this Resolution shall be effective and pertain to all employees of the Agency as of the date of hire of the employee, or January 1, 2014, whichever is later, unless otherwise provided.

13. The Executive Director is authorized to execute the necessary contracts for the benefits and insurance coverage described herein.

14. This resolution is intended to and shall replace and supersede in its entirety that certain Resolution 13-005 adopted by the Commission on January 24, 2013.

Duly passed and adopted by the Alameda County Transportation Commission at the regular meeting of the Commission held on Thursday, October 24, 2013 in Oakland, California by the following votes:

AYES: **NOES:** **ABSTAIN:** **ABSENT:**

SIGNED:

_____
Scott Haggerty, Chairperson

ATTEST:

_____
Vanessa Lee, Clerk of the Commission

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Application for the Alameda CTC
Paratransit Advisory and Planning Committee (PAPCO)

ALAMEDA County Transportation Commission

The Alameda CTC invites Alameda County residents to serve on its **Paratransit Advisory and Planning Committee**, which meets on the fourth Monday of the month, from 1 to 3:30 p.m. Each member is appointed for a two-year term.

Name: Sandra J. Johnson-Simon

Home Address: 1240 Terra Avenue San Leandro, CA 94578

Mailing Address (if different):

Phone: (home) 510 567-3557 (work) (fax)

Email: sandrajsimon@aol.com

Please respond to the following sections on a separate attachment:

I. **Commission/Committee Experience:** What is your previous experience on a public agency commission or committee? Please also note if you are currently a member of any commissions or committees.

II. **Statement of Qualifications:** Provide a brief statement indicating why you are interested in serving on the PAPCO and why you are qualified for this appointment.

III. **Relevant Work or Volunteer Experience:** Please list your current employer or relevant volunteer experience including organization, address, position and dates.

IV. **Paratransit Experience:** List any specific interest, involvement or expertise you have related to special transportation or paratransit issues. Please also include the name(s) of any paratransit services you use.

To avoid a conflict of interest:

Members may need to recuse themselves from discussing and voting on certain funding recommendations to the Alameda CTC board.

Certification: I certify that the above information is true and complete to the best of my knowledge.

Signature Sandra J. Johnson Simon Date 11/14/13

Return the application to your Commission representative for signature (see **www.alamedactc.org/app_pages/view/8**) or fax (510.893.6489) or mail it to Alameda CTC.

Appointing Commissioner:

Signature: Nate Miley

Date: 11/4/13

Attachment for the Application for the Alameda CTC
Paratransit Advisory and Planning Committee (PAPCO)

I no longer want to be the BART representative on the PAPCO Board. I had asked over one year ago to fill the vacancy in San Leandro, CA but that did not happen. At one time I was the representative for Alameda County Supervisor Nate Miley but the rules changed and all Alameda County Supervisors are only allowed one representative on PAPCO. Currently he has a vacancy and I want to again be his representative on PAPCO. Below I am responding to the four sections in the Application.

1. **Commission/Committee Experience**: Currently I am a PAPCO member. I assist in making recommendation to the Alameda CTC Board on various expenditures and contracts. Also I serve on the Alameda County Commission on Aging, many nonprofit Boards, and several Senior Center Advisory Councils.

11. Statement of Qualifications: I only want to change my representation on the PAPCO Board. There has been NO contact from anyone from BART. I am representing them in name only. If approved to represent Alameda County Supervisor, we will definitely communicate with each other and I will continue to share various PAPCO information with various boards and councils.

111. Relevant Work or Volunteer Experience: I am a retired Community Activist. These are some of my volunteer experience: I have over 30 years of volunteer experience with seniors, transportation issues, disabled persons, and senior housing. My qualities includes being a community leader, I work well with seniors and disabled persons, excellent secretary and treasurer. I possess the judgment to analyze and make the best decision based on information provided. I am a team player, honest and fair. The following are some of the community committees, boards that I participate in – West Oakland Senior Center Advisory Council Chairperson 2009 – 2012 Current Member, CEO/Board President for Fannie Wall Children's Home 2003 –present in Oakland, United Senior of Oakland and Alameda County Board past President/Current Treasurer, John George Democratic Club Membership Chairperson 2010 – present in Oakland, Alameda County Commission on Aging – Public Relations Chair 2009 – present in Oakland, Alameda County and City of Oakland Community Action Partnership Board Sec. 2003 –present, Public Authority for In Home Support Services in Alameda County Secretary 2009 – present, and 100 Black Women Financial Secretary and Chaplain 1996 – present in Oakland, California.

IV. Paratransit Experience: Currently I am active member on the PAPCO Board. I use BART and A C Transit for some of my transportation need.

Submitted by Sandra J. Johnson Simon on November 14, 2013

Attachment A
Alameda CTC Community Advisory Committee Appointment Detail for Wilson Lee, Transit Manager, City of Union City

Check the box(es) and date and sign this form to approve reappointment of members whose terms are expiring or to appoint new members.

Paratransit Advisory and Planning Committee (PAPCO)

☑ **Reappoint**
(action required)

Larry Bunn
2601 Village Court
Union City, CA 94587
Email: lrbunn@sbcglobal.net
Phone: (510) 675-9966
Term Began: January 2012
Term End: January 2014

11-25-13
Date

Wilson Lee, Transit Manager, City of Union City

To fill a vacancy, submit a committee application and corresponding resume to the Alameda County Transportation Commission (Alameda CTC) for each new member. Return the form(s) by mail, email, or fax to:

Alameda CTC
Attn: Angie Ayers
1111 Broadway, Suite 800
Oakland, CA 94607
Email: aayers@alamedactc.org
Fax: 510-893-6489

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ALAMEDA County Transportation Commission
1111 Broadway, Suite 800, Oakland, CA 94607 • 510.208.7400 • www.AlamedaCTC.org

Alameda CTC Bicycle and Pedestrian Advisory Committee Meeting Minutes
Tuesday, May 7, 2013, 5:30 p.m., 1333 Broadway, Suite 300, Oakland

Attendance Key (A = Absent, P = Present)

Members:

P	Midori Tabata, Chair	A	Lucy Gigli
A	Ann Welsh, Vice Chair	P	Jeremy Johansen
P	Mike Ansell	P	Preston Jordan
P	Mike Bucci	P	Heath Maddox
P	Alex Chen	P	Sara Zimmerman

Staff:

P	Beth Walukas, Deputy Director of Planning	P	Matt Todd, Principal Transportation Engineer
P	Rochelle Wheeler, Bicycle and Pedestrian Coordinator	P	Vivek Bhat, Senior Transportation Engineer
		P	Angie Ayers, Acumen Building Enterprise, Inc.

1. **Welcome and Introductions**
   Midori Tabata, BPAC Chair, called the meeting to order at 5:30 p.m. The meeting began with introductions and a review of the meeting outcomes.

   Guests Present: Matt Bomberg, Alameda CTC; Dave Campbell, East Bay Bicycle Coalition (EBBC); David Ralston, City of Oakland; Rebecca Tumposky, Hope Collaborative; Cheryl Chi, Metropolitan Transportation Commission (MTC)

2. **Public Comment**
   There were no public comments.

3. **Approval of April 11, 2013 Minutes**
   Preston Jordan moved to approve the April 11, 2013 minutes as written. Mike Ansell seconded the motion. The motion passed unanimously (8-0).

4. **FY 2012-13 Coordinated Funding Program: Draft List of Projects**
   Matt Todd gave a detailed update on the FY 12-13 Coordinated Funding Program. The program includes multiple funding sources allocated by the Alameda CTC under a unified programming and evaluation schedule. Matt stated that $65.2 million is available in funding for transportation projects: $53.9 million in federal One Bay Area Grant (OBAG) funds, $6.6 million in local Measure B funds, and $6.5 million in local Vehicle Registration Fee (VRF) funds. He reiterated that the goal of coordinating the funding was to reduce the number of applications submitted by project sponsors, to apply the best-suited funds to each project, and to provide funding for projects in the context of all programming commitments of the Alameda CTC.

Matt reviewed the following:

- Requirements for the various funding sources
- OBAG and local program guidelines, including the eligibility, screening, and selection methodology
- Coordinated Funding Program Call for Projects and a breakdown of the number of projects selected for each and/or multiple funding sources
- Evaluation process, including incorporation of BPAC input
- Revised fund estimate
- Projects recommended under each category (LSR, PDA, Bike/Ped and Transit)

Beth Walukas reported that at its May meeting earlier that day, ACTAC members expressed interest in a debriefing process and requested project-level feedback that would enable sponsors to improve application submittals for future funding cycles.

Public comment

Dave Campbell with East Bay Bicycle Coalition (EBBC) stated that the EBBC conducted an online survey requesting its members to vote on their preferred bicycle projects within Alameda County. The final result of the poll matched quite closely to the draft program of projects Alameda CTC presented: four out of the top five polled projects appeared on the draft program of projects. Dave stated that he hopes the following three bikeways are funded, because EBBC believes they will further experience and knowledge of innovative bicycle facilities in Alameda County:

- City of Berkeley – Hearst Avenue Complete Streets
- City of Oakland – Bike Lane Component of Lake Merritt BART Bikeways
- City of Emeryville – Christie Avenue Bay Trail Gap Closure

Rebecca Tumposky with Hope Collaborative requested that the Commission consider including the City of Oakland's Coliseum BART Corridor and Infrastructure Connections Project in the program.

David Ralston with the City of Oakland also requested that the Commission consider including the City of Oakland's Coliseum BART Corridor and Infrastructure Connections Project in the program. In addition, he said a debriefing on how to get this project funded in the future would be helpful.

Questions/feedback from members:

BPAC members provided their feedback, which included concerns about the cost, need, effectiveness, and design detail of several projects; questions on why Alameda CTC did not fund certain projects at all or only partially; and input on projects they would like to see funded. Attachment A for the detailed BPAC comments will be distributed at the meeting.

5. Discussion and Input on MTC TDA Article 3 Revised

Rochelle Wheeler informed BPAC that the Transportation Development Act (TDA) is a small but important funding source for local agencies to use for bicycle and pedestrian projects.

Since 2005, BPAC has reviewed and given comments on TDA projects. Rochelle stated that the Metropolitan Transportation Commission (MTC) adopted policies and procedures that require TDA project review by a bicycle advisory committee. Rochelle mentioned that in April 2013, BPAC requested that it review the proposed updates to TDA Article 3 policies and procedures.

Cheryl Chi from MTC reviewed with BPAC the proposed updates to the TDA Article 3 bicycle and pedestrian funding policies and procedures. She informed the committee that the current guidelines require only review of bicycle projects by a BPAC. The new guidelines will require review of both bicycle and pedestrian projects by a BPAC. She also reviewed the proposed timeline for the completion of the updates to the policies and procedures. Cheryl mentioned that Tony Dang with California Walks provided great suggestions for the list of eligible types of pedestrian projects.

Questions/feedback from the members:

- Can the TDA Article 3 funding be used for pedestrian safety education? Cheryl stated that the statute says in particular that funding is for bicycle safety education only. The statute would need to be changed to include pedestrian safety education. The BPAC member suggested that MTC pursue a change to the statute.
- Are there jurisdictions in Alameda County that have separate bicycle and pedestrian committees? If so, would they review the projects separately? Cheryl stated that if the jurisdictions have separate committees, the pedestrian committee would review pedestrian projects, and the bicycle committee would review bicycle projects. Rochelle mentioned that the City of Berkeley is the only city with separate bicycle and pedestrian committees.
- A member stated that item 4c on page 16 should not be deleted from the guidelines. Cheryl stated that she will consider this change.
- Members stated that it's not enough that TDA projects are reviewed by the city councils. A member suggested that if a city wants to receive TDA funds, the city should have a BPAC to review the projects.

6. CDF Funded Grant Projects Updates: Review of CDF Semi-annual Progress Reports

Rochelle Wheeler mentioned that four years ago Alameda CTC funded 12 projects, and five are still active. She requested the members review the information in the packet and contact her with questions. Rochelle noted that the final report for the Alameda Countywide Bicycle Plan Update, which received a CDF grant in 2009, is included in the packet.

7. Board Actions/Staff Reports

A. General

Rochelle Wheeler provided an update on the following items:

- The next BPAC meeting will take place on June 6, 2013, which is the first Thursday of the month. The meeting date was adjusted so that BPAC could provide input on the final draft list of projects for the Coordinated Funding Program *before* the Commission committee reviews the list.

- Bike to Work Day is Thursday, May 9, 2013, and Alameda CTC will have tables at energizer stations at both Oakland's Frank Ogawa Plaza and for the first time at the Dublin/Pleasanton BART Station.
- Bike to School Day has more than 60 schools with activities planned this year.
- Alameda CTC funded the Ride into Life ad campaign for the seventh year in a row.

8. BPAC Members Reports

Preston Jordan said that the Albany Strollers and Rollers has been advocating for cycle tracks along San Pablo Avenue, which would be the first on a Caltrans facility. He also mentioned that a hybrid of bike lanes and green-backed sharrows are being considered along San Pablo Avenue.

Mike Ansell mentioned that his daughter's school in the City of Livermore had Bike to School Day last week, and the BikeMobile was very popular.

Midori Tabata mentioned that the meeting in June will be the last meeting of the fiscal year. She informed BPAC that the election of officers will occur at this meeting. Midori explained the responsibility of both the chair and vice chair.

9. Meeting Adjournment

The meeting adjourned at 7:45 p.m.

BPAC Comments & Questions on
FY 2012/2013 Coordinated Funding Program Draft Program
from May 7, 2013 BPAC Meeting

The BPAC provided the following comments on the Draft Program List. Staff stated that they would provide the BPAC input to the Alameda CTC Commission Committee and full Commission at their upcoming meetings. As applicable, staff responded to questions and input from the BPAC about the projects, as noted below.

BPAC Input:

Strong concerns and overall less supportive

- For the below two projects, many BPAC members had strong concerns about the need, effectiveness and design of the projects. BPAC felt that both projects seem very high cost compared to anticipated benefits.
- Fremont City Center Multi-Modal Improvements (Fremont)
    - In addition to the above, the BPAC had concerns that the majority of the project is far from BART; project won't create high-quality continuous bike/ped access since existing street (Capitol Ave) is not well-designed for bicyclists and pedestrians; and more attention to design details that will improve bike/ped safety is needed.
- Berkeley BART Plaza & Transit Area Improvements (Berkeley)
    - In addition to the above, the BPAC did not think the project would increase transit ridership.
- For each project, staff responded to multiple questions about the specific details of what was proposed in each grant application, and how the project fits with the overall Priority Development Area (PDA) implementation. Staff also explained the multiple criteria and considerations that went into scoring each of the applications. For the Fremont application, staff provided more context for this project by describing the City of Fremont plans to create a new downtown in Fremont, which includes adding new streets to create shorter blocks which will promote the development of a new downtown and increase its walkability and bikability. Staff also stated that these goals fit very well with the goals of One Bay Area Grant (OBAG), which is the proposed funding source.

Questions on other projects

- BPAC had questions on several projects, including why some were not fully funded, or funded at all, even if they scored high:
    - East Bay Bus Rapid Transit Bike/Ped Elements (AC Transit)
    - Bike Lane Component (of Lake Merritt BART Bikeways App.) (Oakland)
    - Line 51 Corridor GPS-based Transit Signal Priority (AC Transit)
    - Staff provided more background for each of the above three applications, including other available funding sources for the projects and issues with project readiness for several of them.
- BPAC asked why there were no bike/ped projects in East County. Many people are biking here and projects are needed. Staff responded that there are several transit projects proposed for East County, and that several of the East County bike/ped projects scored high, but were not funded due to the limited amount of funding in this cycle. There will be future funding cycles and staff will work with applicants on finding funding for their projects.

Support Expressed for Projects Recommended for Funding

BPAC members expressed general support for the following projects proposed for funding:

- Bike Lane Component (of Lake Merritt BART Bikeways App.) (Oakland)

- Hearst Ave Complete Streets (Berkeley)
- Shattuck Reconfiguration & Ped Safety (Berkeley)
- Bay Trail - Gilman to Buchanan (EBRPD)
- Christie Ave Bay Trail Gap Closure (Emeryville)
- Buchanan/Marin Bikeway (Albany)

Support Expressed for Projects NOT Recommended for Funding
BPAC members also expressed general support for projects that were *not* included on the list of projects proposed for funding:

- Niles Canyon Road Ped Safety (ACPWA)
- Niles Canyon Regional Trail Feasibility Study (EBRPD)
- Foothill Road - Bicycle Lane Gap Closure (Pleasanton)
- Segment 1 of the Iron Horse Trail, a Class I Multi-Use Trail (Livermore)
- Line 51 Corridor GPS-based Transit Signal Priority (AC Transit)
- Update of Citywide Bicycle MP, Prep of Ped MP, SR2S (Hayward)
- Village Parkway Bicycle & Pedestrian Improvements (Dublin)
- Decoto Road and Decoto Rail Xing Improvement Component (of BART Phase 2 & Decoto Rd. Complete Streets App.) (Union City)

Bicycle and Pedestrian Advisory Committee Meeting Minutes
Monday, June 6, 2013, 5:30 p.m.

1111 Broadway, Suite 800, Oakland, CA 94607 • 510.208.7400 • www.AlamedaCTC.org

MEETING ATTENDEES

Attendance Key (A = Absent, P = Present)

Members:

__P__ Midori Tabata, Chair
__P__ Ann Welsh, Vice Chair
__A__ Mike Ansell
__A__ Mike Bucci
__A__ Alex Chen
__A__ Lucy Gigli
__A__ Jeremy Johansen
__P__ Preston Jordan
__A__ Heath Maddox
__A__ Sara Zimmerman

Staff:

__P__ Beth Walukas, Deputy Director of Planning
__P__ Rochelle Wheeler, Bicycle and Pedestrian Coordinator
__P__ Matt Todd, Principal Transportation Engineer
__P__ Vivek Bhat, Senior Transportation Engineer
__P__ Angie Ayers, Public Meeting Coordinator

MEETING MINUTES

1. **Welcome and Introductions**
   Midori Tabata, BPAC Chair, called the meeting to order at 5:30 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 May 7, 2013 Minutes**
   Due to a lack of a quorum, the BPAC postponed approval of the May 7, 2013 minutes for the next meeting.

4. **Coordinated Funding Program: Review of Final Program**
   Matt Todd stated that the final recommendation on the Coordinated Funding Program is in the agenda packet starting on page 5. He informed the committee that the Commission approved the draft fiscal year 2012-13 Coordinated Funding Program at its May 2013 meeting. Matt said that the program is due to the Metropolitan Transportation Commission at the end of June.

   Midori requested staff respond to how BPAC's input helped the process of the program. Matt highlighted how the BPAC questions and comments influenced the review process of the program. He noted that BPAC members generated many questions and comments, which staff combined with the review committee comments. Staff sent the combined list of questions to the jurisdictions for their review and response. The BPAC's questions and the resulting clarification from project sponsors helped the review committee to evaluate and rank the set of projects in the final program.

Questions/feedback from members on the final program:

- The BPAC discussed issues with particular projects included in the final 2013 Coordinated Funding Program. The members present expressed issues with the Fremont City Center and Downtown Berkeley BART projects and several wished to go on record as not supportive of funding these projects. Members agreed that other projects would be more worthwhile including City of Union City Decoto Road with the Complete Streets Component, City of Oakland 81st Street at the Coliseum BART Station, and City of Oakland Lake Merritt Chanel Bike/Ped Bridge. Staff explained that the Berkeley project was presented well and the application was well thought out; whereas, the application for the Decoto Road project was not comprehensive enough.
- The BPAC wondered why the program did not change between its Draft and Final version. Staff noted that the BPAC comments (and ACTAC comments) were presented at the Commission meeting, and the Commission decided to approve the draft set of projects presented. Staff noted that the Commission expressed that the program of projects fulfills the goals of the One Bay Area Grant Program and other fund sources programmed.
- Members asked if declining to program all funds was explored as a possibility. Staff noted that much of the Coordinated Funding Program involved federal funds with a very specific programming horizon and that while the local funds included in the program could theoretically be withheld, the Commission decided not to explore this course of action.
- Members asked why more project applications were not broken into components, specifically with reference to the Downtown Berkeley BART project bus shelter and BART station components. Staff answered that in a grant application process, project applications are accepted as whole and complete, unless the application combines two component projects with no overlap.
- Members asked what influence the Alameda CTC has over project design. Staff noted that the Alameda CTC has recommended that several project sponsors explore using the Sustainable Communities Technical Assistance Program (SCTAP) to refine project design, in some cases, based on BPAC input, but that project sponsors own the facilities and have final authority over designs.
- Members asked whether geographic equity was considered. Staff responded that, per the Commission's direction, geographic equity was explicitly not considered as part of the OBAG process.
- Members asked if quality of grant-writing entered into project selection and if the Alameda CTC would give the jurisdictions assistance in improving their grant writing to submit quality applications. Staff noted that grant-writing quality was generally not a decisive factor but could be a tie-breaker. Staff stated that a debriefing was held with applicants, and Alameda CTC provided comments that can help them in the future.

Due to a lack of a quorum, the BPAC postponed approval of this agenda item for the next meeting.

5. **Discussion and Debrief on Coordinated Funding Program Call for Projects Process Including MTC Complete Streets Checklists**

Sean Co with MTC attended the BPAC meeting to receive input on the MTC Complete Streets Checklist. He wanted to know if BPAC used the online checklist and how it worked in the review process.

Questions/feedback from the members on the MTC Checklist:

- Members noted that areas on the checklist did not coincide. For example, one area showed the need, but the category that described the project does not include the need. The upper part of the checklist and the lower portion of the checklist are not symmetric. For example, a missing sidewalk and an obstructed sidewalk are two different items and should be clearly separated and have boxes or a manner to indicate the differences. Sean mentioned that he will verify if these comments are addressed in the revised version of the checklists.
- Members noted that the checklists showed all projects were approved and asked what it would take to have a project not approved. Sean said that the checklist was designed for the BPAC to review. The approve status means the project is up and live on the web. The approve status is not an indication that funding is approved.
- Do all municipalities that complete the checklist have a common understanding of terms? For example, Fremont made it sound like "slip turns" was a pedestrian amenity. Sean said MTC has a guide that defines the types of improvements.
- A good question to add to the checklist is: Is this project implementation in a pedestrian or cycling master plan for this location? Sean said that a similar question already exists.

BPAC members will provide additional comments to Sean via email. He would like to meet again soon to discuss further comments that will affect future projects.

Questions/feedback on the Call for Projects Process:

- Concerns were noted about the local streets and roads approach for the City of Alameda Pavement Rehabilitation project. Members felt this project is a good concept; however, BPAC is concerned about how effective the improvements will be. Staff discussed that some of these issues are being driven by the Complete Streets Policy. The workshop in July will discuss the implementing of complete streets, which will allow the jurisdictions to look at these concerns more closely.
- BPAC members were concerned that the information given to them to review was too general, and the committee was unable to tell the parameters or boundaries of certain projects. The members noted that it would have been helpful if the BPAC had a project proposal or a budget sheet to provide better context.
- The BPAC unanimously agreed that members should have been given electronic versions of the applications, which would have resolved all issues and concerns in terms of reviewing projects.
- Members expressed that BPAC input was not concrete enough. The committee stated that BPAC appeared to be part of a checklist that must be checked off, instead of being listened to. Staff noted that BPAC was very useful to the review panel, and their input influenced the project scoring. Members stated that it would be helpful if staff could flesh out how BPAC's input influenced the evaluation/scoring process to select projects.

Members stated that if Alameda CTC wants BPAC to provide recommendations on a given agenda item, their input should be received before an item goes to the Commission for approval. Members expressed that BPAC provided input during this process, and the Commission ignored it. Midori suggested staff bring this agenda item back to BPAC for additional input.

6. **Discussion and Input on Draft CIP/PIP Screening and Prioritization Criteria**
   Matt Todd gave BPAC an overview of the Capital Improvement Program (CIP) and the Programs Investment Plan (PIP). He noted that the agency receives approximately $160 million annually from various fund sources, and multiplied over seven years, it will top over a billion. He explained that the Alameda CTC will create a CIP/PIP program to meet regional goals to improve air quality, travel safety, and congestion relief. The CIP will be the link between the agency's long-range plans (Countywide Transportation Plan and Countywide Pedestrian and Bicycle Plans) and near-term programming actions.

   Matt informed the committee that the Alameda CTC is legislatively required to develop a Congestion Management Program (CMP) every two years. The state requires the CMP to include a CIP. The Alameda CTC will include the CIP and PIP in the 2013 CMP update. The CIP and PIP will have a multiyear plan, 5-7 years, to guide the programming of federal, state, and local funds (Measure B and Vehicle Registration Fee) under Alameda CTC's authority.

   The CIP/PIP program will allow Alameda CTC to identify and develop a list of projects and programs that will maintain and/or improve transportation performance. Alameda CTC will review the applications that were unsuccessful in the last round of Coordinated Funding Program and determine if they fit into this program.

   Questions/feedback from members:
   - Is the CIP/PIP like a pre-screen? Staff replied that the CIP/PIP is meant to narrow the list of projects from the agency's Countywide Transportation Plan (which is a 30 year document) to a medium-range horizon.
   - Will grant cycles still exist? Staff responded that the CIP/PIP is developed, it will integrate all grant cycles into a single coordinated effort. Once the CIP/PIP is in progress, it will be less work in the long term.
   - What will the efforts of BPAC be with the CIP/PIP? Staff responded that the Alameda CTC needs a way to strategically plan for and develop the 5-7-year lists of projects in the CIP/PIP, and BPAC has experience in how to do this. The BPAC could give input on the development of scoring criteria and weighting that are applied to bicycle and pedestrian projects.

   Staff encouraged members to provide input via email.

7. **Organizational Meeting:**
   A. **BPAC Action Item Log FY12-13**
      Staff asked BPAC members to review the action logs for FY12-13 on page 33 in the packet.

B. Presentation on Alameda CTC's Bike/Ped Work Program

Beth Walukas mentioned that Wheeler Consulting's contract is up, and the Alameda CTC has elected to bring the Bicycle and Pedestrian Coordinator in-house. She stated that Rochelle developed the Alameda CTC Bike/Ped Program and did an excellent job in launching the program and making it very successful. Matt Bomberg will be the new in-house Bike/Ped Coordinator. Alameda CTC will extend Rochelle's contract for a few months to assist with the transition. Matt shared his background and qualifications with the committee. He mentioned that his goal is to carry on the vision that Rochelle established.

Beth informed the committee that Angie Ayers will poll the members to select a meeting date for July. She noted that Alameda CTC is considering changing the date for the BPAC meeting from the second Thursday of the month and this discussion will take place at the next meeting.

C. BPAC FY13-14 Meeting Calendar

Due to a lack of a quorum, the BPAC postponed approval of this agenda item for the next meeting.

D. Election of BPAC Officers for FY13-14

Due to a lack of a quorum, the BPAC postponed approval of this agenda item for the next meeting.

8. Board Actions/Staff Reports

A. Bike to Work Day Report

Rochelle stated that Bike to Work Day was a great success. She said that the number of children biking to school doubled from the previous year. Local elected officials broke a record from what we've seen in the past; 15 elected officials from Alameda County participated in Bike to Work Day. Alameda CTC had three teams that participated in the bike challenge. It was noted that the Alameda CTC tables at Frank Ogawa Plaza and at the Dublin/Pleasanton BART Station were very successful.

B. Semi-Annual Grant Summary Report to the Commission

Rochelle stated that the semi-annual grant summary report that goes to the Commission is in the packet starting on page 37. She encouraged the members to review the information in the packet and to contact her or Matt with any questions.

C. Summary of Local Measure B Pass-through Fund Expenditures

Rochelle mentioned that a summary of the Measure B and VRF Pass-through funds and grant programs Executive Summaries are in the packet. She informed the committee that the full reports are on the Alameda CTC website.

9. BPAC Members Reports

Midori stated that she attend the BART Board meeting. She also attended the BART Accessibility Task Force meeting. She said that they reviewed the new rail cars, and it appears that the new cars will handle two bikes per car.

10. Meeting Adjournment

The meeting adjourned at 8 p.m.

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Alameda County Transportation Commission
Bicycle and Pedestrian Advisory Committee
Roster and Attendance Fiscal Year 2013-2014

	Suffix	Last Name	First Name	City	Appointed By	Term Began	Re-apptmt.	Term Expires	Mtgs Missed Since Jul '13*
1	**Ms.**	**Tabata, Chair**	**Midori**	**Oakland**	**Alameda County Mayors' Conference, D-4**	**Jul-06**	**Sep-13**	**Sep-15**	**0**
2	**Ms.**	**Zimmerman, Vice-Chair**	**Sara**	**Berkeley**	**Alameda County Mayors' Conference, D-5**	**Feb-12**		**Feb-14**	**0**
3	Mr.	Ansell	Mike	Livermore	Alameda County Mayors' Conference, D-1	Sep-12		Sep-14	0
4	Mr.	Bucci	Mike	Newark	Alameda County Supervisor Richard Valle, District 2	Sep-12		Sep-14	1
5	Mr.	Chen	Alexander	Fremont	Alameda County Supervisor Scott Haggerty, District 1	Oct-09	Jan-12	Jan-14	0
6	Ms.	Gigli	Lucy	Alameda	Alameda County Supervisor Wilma Chan, District 3	Jan-07	Oct-12	Oct-14	1
7	Mr.	Johansen	Jeremy	San Leandro	Alameda County Mayors' Conference, D-3	Sep-10	Sep-13	Sep-15	0
8	Mr.	Jordan	Preston	Albany	Alameda County Supervisor Keith Carson, District 5	Oct-08	Sep-12	Sep-14	0
9	Mr.	Maddox	Heath	Berkeley	Transit Agency (Alameda CTC)	Sep-12		Sep-14	1
10	Mr.	Schweng	Ben	Alameda	Alameda County Mayors' Conference, D-2	Jun-13		Jun-15	0
11	Ms.	Welsh	Ann	Pleasanton	Alameda County Supervisor Nate Miley, District 4	Oct-09	Jan-12	Jan-14	1

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Citizens Watchdog Committee
Meeting Minutes
Monday, July 8, 2013, 6:30 p.m.

ALAMEDA County Transportation Commission
1333 Broadway, Suites 220 & 300, Oakland, CA 94612 • PH: (510) 208-7400 • www.AlamedaCTC.org

MEETING ATTENDEES

Attendance Key (A = Absent, P = Present)

Members:

P James Paxson, Chair	A Arthur Geen	P Bill Klinke
A Harriette Saunders, Vice Chair	P Sandra Hamlat	P Jo Ann Lew
	A James Haussener	P Deborah Taylor
P Mike Dubinsky	P Steve Jones	P Hale Zukas

Staff:
P Arthur L. Dao, Executive Director
P Tess Lengyel, Deputy Director of Policy, Public Affairs and Legislation
P Patricia Reavey, Director of Finance
P Angie Ayers, Public Meeting Coordinator

Public Hearing

1. **Welcome and Call to Order**
   James Paxson, CWC Chair, called to order the public hearing of the CWC meeting at 6:30 p.m. He presented the Final Annual Report to the Public to attendees, which was drafted and reviewed by the CWC Ad Hoc Subcommittee.

2. **Report from Chair/Review of CWC Annual Report**
   Since there were no public attendees present, Chair Paxson inquired if the CWC members would like to speak as the public. None of the members provided comments as the public. Therefore, he closed the public hearing. James stated that the CWC would reopen the public hearing if members of the public arrived.

3. **Public Comment**
   There were no public comments.

4. **Close Public Hearing**
   The public hearing closed at 6:32 p.m.

Regular Meeting

5. **Welcome and Introductions**
   James Paxson, CWC Chair, called the regular meeting to order at 6:32 p.m. The meeting began with introductions and meeting outcomes.

6. **Approval of June 10, 2013 Minutes**
   Hale Zukas requested to change "council" to "counsel" on page 12 in the third bullet. Deborah Taylor commented that she did not see the reminder about the projects and programs watchlist in the minutes. Staff stated that it's on page 11 in the packet.

Mike Dubinsky moved to approve the minutes as written. Deborah Taylor seconded the motion. The motion passed unanimously (8-0).

7. Report on the CWC Pre-audit Subcommittee Meeting

James Paxson informed the committee that the CWC Audit Subcommittee met with the Alameda CTC's independent auditing firm Vavrinek, Trine, Day & Co., LLP (VTD) on June 10, 2013. He noted that the minutes from that meeting are in the agenda packet. James and Mike Dubinsky commented that the minutes adequately capture the discussion from the meeting. He mentioned that as a result of meeting with the auditor, VTD will include additional testing and drill into more detail during the audit process. James stated that the CWC Audit Subcommittee will meet with VTD again after the audit and will have a joint meeting with the Commission Audit Committee in October 2013.

8. Approval of Final CWC Annual Report, Publication Methods and Costs, and Press Release; Discussion of Outreach Objectives

8.1. CWC Annual Report

Overall, the CWC members were satisfied with the report, and the chair noted that the report gets better each year.

Questions and feedback from members:

- What time period does the 11th Annual Report cover? James stated that the report covers the fiscal year being audited by the jurisdictions. James also noted that the time period is mentioned in the report. He reminded the committee that the report does have some overlap from the prior year report to remind the public of the CWC activities. James said that, when the CWC addresses the next annual report, it can discuss changes to the reporting time period.
- The Citizens Watchdog Committee Activities on page 3 in the first column appear to be repetitious. James said the committee can look at changing this section in the next report. He stated that the first paragraph and the following three bullet points repeat the information in the Expenditure Plan (the blue book). The paragraph after the bullet points informs people of the actual activities the committee performed.

Mike Dubinsky moved to approve the Annual Report. Bill Klinke seconded the motion. The motion passed 7-0, with one abstention, Jo Ann Lew.

8.2. Proposed Outreach Activities and Costs

Tess Lengyel reviewed the proposed outreach activities and costs with the committee. She mentioned that last year, the chair requested staff to provide a cost benefit analysis to help determine if the CWC is receiving a good return on its investment for various forms of outreach. She mentioned that staff provided recommendations in the analysis to assist in increasing the public's awareness of the CWC activities. Some of the recommendations along with new recommendations are listed in the memo starting on page 19 in the agenda packet. Tess also reviewed and discussed the publications costs for the CWC

Annual Report. She noted Alameda CTC has not received responses from the media highlighted in orange.

Questions and feedback from members:

- Will BART allow Alameda CTC to place flyers on the turnstiles and/or place an ad in the BART newsletter?
- Will AC Transit allow Alameda CTC to place flyers on the buses and/or at a select location?
- A member suggested creating a link from CWC member agencies' websites, such as the AFL-CIO, to the Alameda CTC website.
- Another member suggested requesting that the Sierra Club place an article in its newsletter. James requested Deborah Taylor to follow up on this suggestion.

James encouraged the members to become more proactive and get people to sign up to receive information via the Alameda CTC Constant Contact database. He also requested members to distribute flyers at various places where they are involved in outreach.

The CWC Annual Report Subcommittee made the request to no longer place print and online ads in the *San Francisco Business Times* and *San Francisco Gate* (SF Chronicle). The committee discussed the pros and cons of not placing the ads in those publications.

Deborah Taylor made a motion to continue to advertise in the S.F. Chronicle as printed in the report. Bill Klinke seconded the motion. The motion did not pass (4-4).

Steve Jones made a motion to discontinue advertising in the San Francisco Business times. Jo Ann Lew seconded the motion. The motion passed unanimously (8-0).

Mike Dubinsky made a motion to adopt the planned publications honoring the previous two motions and accepting the costs from the vendors that have not responded to date. The motion passed unanimously (8-0).

8.3. Draft CWC Annual Report Press Release

Tess informed the committee that Alameda CTC distributes the press release via Constant Contact, which includes contacts for the media, local jurisdictions, legislative contacts, and members of the Alameda CTC advisory committees. She mentioned that staff held a discussion with the Alameda County Technical Advisory Committee to suggest that the Alameda CTC link the Annual Report to the Partners page on the Alameda CTC website, which links to the local jurisdictions' websites. The committee members stated they will provide comments on the Annual Report press release to staff after the meeting.

Mike Dubinsky made a motion to approve the press release along with the corrections. Bill Klinke seconded the motion. The motion passed unanimously (8-0).

8.4. Proposed Outreach Objectives from Chair and CWC Member

Mike Dubinsky and James Paxson submitted proposed outreach objectives for the CWC Annual Report. The document submitted was intended as a policy statement on outreach. Mike stated that he envisioned discussion and input from the committee to bring a final policy for committee vote in November.

Questions and feedback from the members:

- Remove the word policy and replace it with goals and objectives. Use the document platform to state factual information and/or more definitive information on what the goals and objectives are.
- If the document is adopted as a policy, it should include a statement that says, "The CWC will use its best efforts to reach out to the public as broadly and as widely as possible in our framework and budget."
- Do not include the budget constraints in the policy statement.
- The committee needs to make sure that the objectives listed include a statement to ensure that people who speak languages other than English are viewing the Annual Report.
- Establish a goal to ensure the CWC reaches a specific number of residents in Alameda County.
- Consider using the word "guideline" instead of "policy."

Discussion took place on using the CWC Bylaws as an avenue to discuss the outreach objectives for the Annual Report. The chair commented that it would be better if the bylaws had a reference on how to adopt a policy. Art Dao asked if the committee wants Alameda CTC staff to check with legal counsel for thoughts on the policy-making process.

Mike volunteered to send a request to Angie Ayers to distribute a copy of the proposed outreach objectives to the committee along with a reminder to have the members provide input before adopting the document in November.

9. Staff Responses to CWC Requests for Information

James Paxson reiterated that the purpose of this agenda item is to create a formal way of getting staff responses to CWC requests for information.

9.1. Authorization to Proceed to Initiate Debt Issuance

Patricia Reavey stated the Alameda CTC submitted the authorization to proceed to initiate a debt issuance to the Finance and Administration Committee (FAC) on July 8, 2013 for approval. She reviewed the document starting on page 39 in the agenda packet in detail, including the process to select the financing team via Alameda CTC's Request for Proposals (RFP) or Request for Qualifications (RFQ) process and each of the team member's responsibilities. The financing team will be made up of:

- A financial advisor (Alameda CTC has selected Public Financial Management, Inc.),
- Bond counsel ,

- Bond Disclosure counsel, and
- Underwriters.

Other participants in the bond issuance process include:

- Rating agencies,
- Trustee, and
- Auditor.

Patricia also reviewed the process of preparing the bond documents, the disclosure document, and a rating agency presentation. Preparation of the documentation will take place during the fall of 2013.

Questions and feedback from members:

- Does the Alameda CTC have a standard RFP format? Yes, the agency has a template for RFPs and RFQs that legal counsel has reviewed.
- How are firms' references checked? Alameda CTC asks for references in the RFP and RFQ process, and staff verifies them. Scoring criteria also spelled out in the RFP or RFQ which is used to determine the best firm for selection.
- Will Alameda CTC have a public meeting? A pre-proposal meeting will take place that is open to the public.

9.2. Debt Policy

Patricia Reavey stated that establishing a Debt Policy is new for the Alameda CTC. She reviewed the memo in the agenda packet starting on page 43 in detail pointing out the priorities of the debt policy including:

- To effectively manage and mitigate financial risk;
- To maintain strong credit ratings and good investor relations;
- To achieve the lowest cost of capital;
- To preserve future program flexibility; and
- To maintain ready and cost-effective access to the capital markets.

Patricia mentioned that the agency has a Strategic Plan which will be used in combination with the debt policy to ensure proper allocation and financing of Measure B eligible projects. The debt policy states that a debt issuance for capital projects shall not be recommended for Commission approval unless such issuance has been incorporated into the Strategic Plan.

10. CWC Member Reports/Issues Identification

None

11. Staff Reports/Board Actions

Tess informed the committee that the meeting date changed for the next CWC meeting to Monday, November 4, 2013. She requested the members modify their calendars.

James Paxson reminded the members to sign up to watch the Alameda CTC Capital Projects/Programs and requested Angie Ayers email the form to CWC members.

Tess notified the members that Alameda CTC is moving one block south to 1111 Broadway, Suite 800, effective September 3, 2013.

12. Adjournment

The meeting adjourned at 8:30 p.m. The next meeting is scheduled for November 4, 2013 at Alameda CTC ***new*** offices located at 1111 Broadway, Suite 800, in Oakland.

Alameda County Transportation Commission
Citizens Watchdog Committee
Roster - Fiscal Year 2013-2014

	Title	Last	First	City	Appointed By	Term Began	Re-apptmt.	Term Expires	Mtgs Missed Since July '13*
1	**Mr.**	**Paxson, Chair**	**James**	**Pleasanton**	**East Bay Economic Development Alliance**	**Apr-01**		**N/A**	**0**
2	**Ms.**	**Saunders, Vice-Chair**	**Harriette**	**Alameda**	**Paratransit Advisory and Planning Committee**	**Jul-09**		**N/A**	**1**
3	Mr.	Dubinsky	Peter "Mike"	Fremont	Alameda County Supervisor Richard Valle, D-2	Oct-10	Mar-13	**Mar-15**	0
4	Mr.	Geen	Arthur B.	Oakland	Alameda County Taxpayers Association	Jan-01		**N/A**	1
5	Ms.	Hamlat	Sandra	Oakland	East Bay Bicycle Coalition	Apr-13		**N/A**	0
6	Mr.	Haussener	James	Castro Valley	Alameda County Supervisor Nate Miley, D-4	Feb-10	Sep-12	**Sep-14**	1
7	Mr.	Jones	Steven	Dublin	Alameda County Mayors' Conference, D-1	Dec-12		**Dec-14**	0
8	Mr.	Klinke	William	Berkeley	Alameda Labor Council AFL-CIO	Feb-13		**N/A**	0
9	Mr.	Lester	Brian	Pleasanton	Alameda County Supervisor Scott Haggerty, D-1	Sep-13		**Sep-15**	0
10	Ms.	Lew	Jo Ann	Union City	Alameda County Mayors' Conference, D-2	Oct-07	Sep-13	**Sep-15**	0
11	Ms.	Taylor	Deborah	Oakland	Alameda County Supervisor Wilma Chan, D-3	Jan-13		**Jan-15**	0
12	Mr.	Zukas	Hale	Berkeley	Alameda County Supervisor Keith Carson, D-5	Jun-09	Apr-12	**Apr-14**	0
13		**Vacancy**			**Alameda County Mayors' Conference, D-3**				
14		**Vacancy**			**Alameda County Mayors' Conference, D-4**				
15		**Vacancy**			**Alameda County Mayors' Conference, D-5**				
16		**Vacancy**			**League of Women Voters**				
17		**Vacancy**			**Sierra Club**				

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Paratransit Advisory and Planning Committee Meeting Minutes
Monday, September 23, 2013, 1 p.m.

ALAMEDA County Transportation Commission
1111 Broadway, Suite 800, Oakland, CA 94607 • PH: (510) 208-7400 • www.AlamedaCTC.org

MEETING ATTENDEES

Attendance Key (A = Absent, P = Present)

Members:

_P_ Sylvia Stadmire, Chair
_P_ Will Scott, Vice-Chair
_P_ Aydan Aysoy
_P_ Larry Bunn
_P_ Shawn Costello
_P_ Herb Hastings
_P_ Joyce Jacobson
_P_ Sandra Johnson-Simon
_P_ Gaye Lenahan
_P_ Jane Lewis
_P_ Jonah Markowitz
_P_ Rev. Carolyn Orr
_A_ Suzanne Ortt
_P_ Sharon Powers
_A_ Vanessa Proee
_P_ Carmen Rivera-Hendrickson
_P_ Michelle Rousey
_P_ Harriette Saunders
_P_ Margaret Walker
_P_ Esther Waltz
_P_ Hale Zukas

Staff:

_P_ Matt Todd, Principal Transportation Engineer
_P_ Naomi Armenta, Paratransit Coordinator
_P_ Cathleen Sullivan, Paratransit Coordination Team
_P_ Krystle Pasco, Paratransit Coordination Team
_P_ Margaret Strubel, Alameda CTC Project/Program Team

Guests:

Jennifer Cullen, Senior Support Services of the Tri-Valley; Shawn Fong, City of Fremont Paratransit; Kim Ridgeway, AC Transit; Sarah-Dawn Smith, Bay Area Outreach and Recreational Program

MEETING MINUTES

1. Welcome and Introductions

Sylvia Stadmire, PAPCO Chair, called the meeting to order at 1 p.m. The meeting began with introductions and a review of the meeting outcomes.

2. **Public Comment**
   Sharon Moret, a paratransit consumer, stated that she is in danger of having her paratransit privileges suspended for several months due to an altercation she had with an East Bay Paratransit reservationist. She is concerned with her husband's health and is currently arranging all of his medical appointments and transportation needs. She must now attend an appeals hearing in October and she is seeking an advocate through PAPCO. Harriette Saunders and Will Scott volunteered to follow up with Sharon Moret.

3. **June 24, 2013 Meeting Minutes**
   Sandra Johnson-Simon moved to approve the June 24, 2013 PAPCO Meeting minutes. Gaye Lenahan seconded the motion. The motion passed (15-0-3).

4. **Move Outcomes and Accommodations**
   Naomi Armenta reviewed the move outcomes and accommodations and noted that there are two accessible entrances into the building. She also noted the new dais seating structure as well as the restrooms and water dispensers on the floor. She also noted that committee members need not adjust the microphones for any reason because staff can turn them on and off.

   Staff and committee members also discussed parking and parking structures in the downtown Oakland area. Staff noted that the BART elevator on 11th Street is currently out of order and committee members should use the elevator on 14th Street to access the street level. Staff is following up with Laura Timothy at BART to get an update on the 11th Street elevator. Lastly, staff is working with East Bay Paratransit on determining the best paratransit drop off, pick up, and waiting locations near the building.

5. **FY13-14 PAPCO Work Plan**
   Naomi Armenta reviewed the FY12-13 work plan and proposed the FY13-14 work plan.

Herb Hastings moved to approve the FY13-14 PAPCO work plan as stated. Michelle Rousey seconded the motion. The motion passed unanimously (18-0).

6. **ParaTAC Provider Changes**
   Naomi Armenta reviewed the ParaTAC provider changes and stated that these changes are in process. She stated that effective September 3rd, the City of Newark paratransit program will be partnering with the City of Fremont to administer their paratransit program. This change will expand access (including service hours, centralized dispatch, and expedited enrollment) for Newark and Fremont paratransit consumers.

   LAVTA's transportation provider, American Logistics, has decided to exercise an option in their contract to discontinue providing service. LAVTA currently has an RFP out for a paratransit operations contractor and the proposals are due in mid-October. The board of Directors is scheduled to award the contract in January 2014 and the new contractor will start providing service on April 1, 2014. More information will be provided in January. American Logistics will continue to provide service until April 2014. PAPCO members who are also WHEELS Access Advisory Committee (WAAC) members provided further updates. WAAC will also be meeting in December to discuss the situation.

7. **Gap Grant Cycle 5 Program Report – Mobility Matters (MoMa)**
   Stacey Milbern and Ben McMullan from Center for Independent Living (CIL) gave a report on their Gap Grant Cycle 5 program, Mobility Matters (MoMa). Stacey gave a brief description of travel training including various services offered such as learning to access AC Transit and BART, applying for a Regional Transit Connection (RTC) Discount Card or Clipper Card, and obtaining other trip planning information via 511's website and phone service.

   She also discussed the characteristics of their program's travel trainee and the relationship that CIL has with its partnering agencies, including the Metropolitan Transportation Commission (MTC), Alameda County Transportation Commission (Alameda CTC), Bay Area Outreach and Recreation Program (BORP), United Seniors of Oakland and Alameda

County (USOAC), Through the Looking Glass (TLG), and Community Resources for Independent Living (CRIL) and what types of training each agency provides within the county. Lastly, Stacey and Ben discussed the new components of their program that they are working on implementing, including a travel training application for smart phones, more focus on public safety and serving as a resource when public transit is down (e.g. BART strike).

Questions and feedback from PAPCO members:

- Do you cover the costs related to travel training such as bus fare during the training session? Yes, we cover all costs during our travel training sessions.
- Who are your travel trainers? Our Travel Training program is generally structured around a peer-to-peer model in which travel trainers are program staff members and have personal experience using transit systems. They are able to provide the best information to our trainees as they are transit users themselves.
- How much transportation related assistance can CIL provide for disabled individuals who are placed in nursing homes on a temporary basis? CIL does reach out to community agencies and social service groups to increase their capacity to serve people with disabilities. CIL does provide information to nursing homes as well.
- Are your travel trainers paid by the hour and what is the hiring process? Yes, the travel trainers are paid by the hour and they are hired through a standard hiring process. When a position becomes available the notice will be posted on our website. Generally, we look for individuals that have direct service experience and are comfortable interacting with consumers in a social service setting.

8. Member Reports on PAPCO Mission, Roles, and Responsibilities Implementation

Harriette Saunders attended the Oakland Art and Soul Festival in August. She noted that there was a focus on youth at the festival this year.

Herb Hastings stated that San Leandro Boulevard in San Leandro is currently being rebuilt and as a result access to the San Leandro BART station from Davis Street was not available. This affected access to the Regional Center of the East Bay. Herb was able to reach out to the project manager to work on clearing up that sidewalk for pedestrians.

Joyce Jacobson reported that the sidewalks that the City of Emeryville is working on in her neighborhood have also created some safety issues. However, she noted that the sidewalk repairs will commence fairly soon but as an unintended consequence the Emery Go Round bus route no longer services that area. The closest bus stop is now five blocks away. Joyce is currently working with the City of Emeryville to restore service to that area.

Michelle Rousey attended the California Olmstead Committee on August 14th where they discussed transportation, housing, and other disability related issues.

Esther Waltz attended the Alameda County fair with Alameda CTC staff members. She really enjoyed the experience.

Carmen Rivera-Hendrickson shared three articles on the City of Pleasanton bus system that highlights the positive response of the Downtown Route from the community. Carmen was also invited to the Economic Summit in Los Angeles, CA in October to discuss disability within transportation. She was also invited to the Long Term Care Conference in November.

Shawn Costello stated that he worked on the no fee transfer process for the WHEELS fixed route transit to the Downtown Route shuttle service and vice versa. He mentioned that he has been working on this project for several years. Also, at the last WAAC meeting, members discussed this issue. Lastly, Shawn also worked on the sidewalk issue in San Leandro with Herb Hastings.

Sylvia Stadmire is currently working with Highland Hospital to promote USOAC's programs. She also attended the Covered California

Conference in Fremont and similarly spoke on this topic at a monthly LGBT meeting.

9. Committee Reports (Verbal)

9.1. East Bay Paratransit Service Review Advisory Committee (SRAC)

Sharon Powers reported that at the last SRAC meeting officer elections were held. She also stated that during public comment, several comments were made regarding the dissatisfaction of the overall accessibility of the bus service, ADA eligibility requirements and the appeals process. Ridership has also decreased by about 1,000 rides. This may be due to the increase in usage of transportation vehicles owned by social service programs and other senior housing owned and operated vehicles. East Bay Paratransit staff is currently looking into that ridership trend.

9.2. Citizens Watchdog Committee (CWC)

Harriette Saunders reported that the CWC finalized its Annual Report and it is now available in print and on the web. The next meeting will take place in October.

10. Mandated Program and Policy Reports

PAPCO members were asked to review these items in their packets.

11. Information Items

11.1. Mobility Management

Naomi Armenta reviewed the Easter Seals Project Action Driver and Pedestrian Sharing the Road Guide in the meeting packet. She noted that this is related to mobility management in that pedestrians, including those with disabilities, share roadways and access transit alongside vehicles. This guide is focused on safety and can be accessed on the ESPA website. Alameda CTC staff can provide additional copies for further distribution as requested.

Alameda CTC also hosted the last Alameda County Travel Training Working Group meeting on Friday, September 20th.

Members discussed mobile and computer applications that would be useful for travel training purposes. Alameda CTC staff will continue working on this resource document.

11.2. Annual Mobility Workshop Update

Cathleen Sullivan gave an update on the upcoming Mobility Workshop which will take place on Monday, October 7th at Ed Roberts Campus in Berkeley. She noted that there are no new changes to the workshop agenda than what was presented at the last PAPCO meeting. Agenda items still include a presentation from the architect of Ed Roberts Campus, a discussion around SFMTA's accessible parking policy, a self guided tour, a resource fair, and a panel on mobility management.

11.3. 5310 Funding Update

Naomi Armenta gave an update on 5310 funding and noted that the final scores are in a memo in the meeting packet. She stated that the four applicants from Alameda County scored fairly high and three of the applicants will be receiving their vehicle and/or equipment requests. Moving forward, the 5310 funding application process may shift to a more regional focus but more information will be provided soon.

11.4. Outreach Update

Krystle Pasco gave an update on the following outreach events:

- 9/15/13 – Mastick Senior Center Open House and Resource Fair, Mastick Senior Center from 1:00 p.m. to 4:00 p.m.
- 9/27/13 – UC Berkeley Disabled Students' Program Presentation, UC Berkeley campus from 2:00 p.m. to 4:00 p.m.
- 9/28/13 – Community Health Fair and Forum, Laney College Gymnasium from 11:00 a.m. to 2:00 p.m.
- 9/29/13 – Muscular Dystrophy Association Presentation, Kaiser Permanente Oakland from 1:00 p.m. to 3:00 p.m.

- 10/4/13 – Healthy Lifestyle and Fitness Faire, Newark Community Center from 9:00 a.m. to 12:00 p.m.
- 10/5/13 – Senior Info Fair, Dublin Senior Center from 10:00 a.m. to 2:00 p.m.
- 10/10/13 – St. Regis Retirement Center Annual Senior Health Fair, St. Regis Retirement Center from 11:00 a.m. to 2:00 p.m.
- 10/13/13 – Berkeley Sunday Streets, Downtown Berkeley from 11:00 a.m. to 4:00 p.m.
- 10/19/13 – Wheels for Meals Ride, Shadow Cliffs Regional Park from 10:30 a.m. to 4:00 p.m.

11.5. Other Staff Updates

There were no other staff updates.

12. Draft Agenda Items for October 28, 2013 Joint PAPCO/ParaTAC Meeting

12.1 Paratransit Coordination Team Evaluation
12.2 East Bay Paratransit Report
12.3 Gap Grant Cycle 4 Programs Summary Report
12.4 ParaTAC Report/Discussion
12.5 Workshop Outcomes Report
12.6 Discuss Updated Funding Formula Data

13. Adjournment

The meeting adjourned at 3:30 p.m. The next meeting is scheduled for October 28, 2013 at Alameda CTC's new offices located at 1111 Broadway, Suite 800, in Oakland.

Alameda County Transportation Commission
Paratransit Advisory and Planning Committee
Roster - Fiscal Year 2013-2014

	Title	Last	First	City	Appointed By	Term Began	Re-apptmt.	Term Expires	Mtgs Missed Since July-13
1	**Ms.**	**Stadmire, Chair**	**Sylvia J.**	**Oakland**	**Alameda County Supervisor Wilma Chan, D-3**	**Sep-07**	**Jan-13**	**Jan-15**	**1**
2	**Mr.**	**Scott, Vice Chair**	**Will**	**Oakland**	**Alameda County Supervisor Keith Carson, D-5**	**Mar-10**	**Apr-12**	**Apr-14**	**0**
3	Ms.	Aysoy	Aydan	Berkeley	City of Berkeley Councilmember Laurie Capitelli	Jul-09	Jan-12	**Jan-14**	0
4	Mr.	Bunn	Larry	Union City	Union City Transit Wilson Lee, Transit Manager	Jun-06	Jan-12	**Jan-14**	1
5	Mr.	Costello	Shawn	Dublin	City of Dublin Mayor Tim Sabranti	Sep-08	Apr-12	**Apr-14**	0
6	Mr.	Hastings	Herb	Dublin	Alameda County Supervisor Scott Haggerty, D-1	Mar-07	Jan-12	**Jan-14**	0
7	Ms.	Jacobson	Joyce	Emeryville	City of Emeryville Councilmember Ruth Atkin	Mar-07	Jan-12	**Jan-14**	1
8	Ms.	Johnson-Simon	Sandra	San Leandro	BART Director Tom Blalock	Sep-10	Jan-12	**Jan-14**	0
9	Ms.	Lenahan	Gaye	Piedmont	City of Piedmont Mayor John Chiang	May-11	Jan-12	**Jan-14**	0
10	Ms.	Lewis	Jane	Dublin	City of Livermore Mayor John Marchand	Sep-09	Jan-12	**Jan-14**	0
11	Mr.	Markowitz	Jonah	Berkeley	City of Albany Mayor Peggy Thomsen	Dec-04	Oct-12	**Oct-14**	0
12	Rev.	Orr	Carolyn M.	Oakland	City of Oakland Councilmember Rebecca Kaplan	Oct-05	Jan-12	**Jan-14**	0
13	Ms.	Ortt	Suzanne	Union City	City of Union City Mayor Carol Dutra-Vernaci	Sep-12		**Sep-14**	1
14	Ms.	Powers	Sharon	Fremont	City of Fremont Mayor William Harrison	Dec-07	Jan-12	**Jan-14**	0

Alameda County Transportation Commission
Paratransit Advisory and Planning Committee
Roster - Fiscal Year 2013-2014

	Title	Last	First	City	Appointed By	Term Began	Re-apptmt.	Term Expires	Mtgs Missed Since July-13
15	Ms.	Proee	Vanessa	Hayward	City of Hayward Councilmember Marvin Peixoto	Mar-10	Jan-12	**Jan-14**	2
16	Ms.	Richards-Reiss	Dianne	Newark	City of Newark Councilmember Luis Freitas	Jun-13		**Jun-15**	2
17	Ms.	Rivera-Hendrickson	Carmen	Pleasanton	City of Pleasanton Mayor Jerry Thorne	Sep-09	Jan-12	**Jan-14**	0
18	Ms.	Rousey	Michelle	Oakland	Alameda County Supervisor Richard Valle, D-2	May-10		**May-12**	0
19	Ms.	Saunders	Harriette	Alameda	City of Alameda Mayor Marie Gilmore	Jun-08	Oct-12	**Oct-14**	0
20	Ms.	Walker	Margaret	San Leandro	City of San Leandro Vice Mayor Michael Gregory	Jul-13		**Jul-15**	0
21	Ms.	Waltz	Esther Ann	Livermore	LAVTA Executive Director Paul Matsuoka	Feb-11	Jan-12	**Jan-14**	0
22	Mr.	Zukas	Hale	Berkeley	A. C. Transit Director Elsa Ortiz	Aug-02	Jan-12	**Jan-14**	0
23		**Vacancy**			**Alameda County Supervisor Nate Miley, D-4**				

ALAMEDA County Transportation Commission

Memorandum

8.1

1111 Broadway, Suite 800, Oakland, CA 94607 • PH: (510) 208-7400 • www.AlamedaCTC.org

DATE:	November 27, 2013
SUBJECT:	Transportation Expenditure Plan
RECOMMENDATION:	Approve the 2014 Transportation Expenditure Plan and direct staff to seek approval of the Plan from Alameda County City Councils and the Board of Supervisors

Summary

Alameda CTC has updated the 2012 Transportation Expenditure Plan (TEP) to include a 30 year sunset date, modify one project description due to the loss of external funding sources, and modify language so it is more understandable to the public, based upon a public opinion survey and focus groups conducted in fall 2013. The approval of the 2014 TEP and direction from the Commission to seek approvals from Alameda County City Councils and the Board of Supervisors will ready the measure for placement on the November 2014 ballot. Final approval by Alameda CTC to place the measure on the ballot is anticipated in May 2014 to request the Board of Supervisors to approve placement of a transportation sales tax measure on the ballot in June 2014, which will fund the projects and programs in the 2014 TEP. The 2014 TEP is a technical, detailed plan that guides investments. Separate public educational materials will be developed for each type of investment to clearly convey the purpose, need and benefit of the funds.

Background

On November 6, 2012, the Alameda County ballot included Measure B1, a measure to increase the existing half-cent county transaction and use tax for transportation by an additional half-cent cent, and maintain this tax in perpetuity. If passed by 66.67% of voters in Alameda County, Measure B1 would have continued a steady stream of local funding for important transportation projects and programs, specified in the 2012 Transportation Expenditure Plan, which was developed over a two-year period through technical analyses and broad community and stakeholder engagement. The measure received 66.53% of voter support, not enough to surpass the state's two-thirds requirement for passage of voter-approved taxes. Alameda County's existing sales tax, Measure B, was

first approved by voters in 1986, and reauthorized in 2000 with the support of 81.5% of Alameda County voters.

Alameda County has benefited from more than twenty-five years of local transportation sales tax funding, which far exceeds annual amounts from either state or federal funds. Because the measure lost by a very small margin, the Alameda CTC intends to return to the voters for approval of an extension of the current Measure B, which expires on March 31, 2022.

In July, an ad-hoc committee of Alameda CTC Commissioners met to address next steps for moving forward with a TEP on the ballot and addressed conducting focus groups in each area of the county as well as performing a public opinion survey to identify issues around the TEP, support for the transportation elements included in the 2012 TEP, test a sunset date, and assess overall support for another measure on the ballot. In August, four focus groups were held representing each area of the county, and in September a public opinion survey was conducted throughout Alameda County with registered voters.

Results of the focus groups and polling were presented to the ad-hoc committee in September and to the full Commission. At the September Commission meeting members approved establishing a sunset date for inclusion in a future TEP, formation of a 13-member steering committee, and a recommendation to not open up the TEP for major negotiations. The only changes to the TEP are:1)to address inclusion of the sunset date, 2) update the project description for the Dumbarton Rail Corridor, which lost external funds, and reflect the agreement of the Tri-cities (Fremont, Newark and Union City) for transportation improvements in the Dumbarton Corridor area, and 3) modify language so it is more understandable to the public, based upon a public opinion survey and focus groups conducted in fall 2013.

At the Ad Hoc and Commission meeting in September, it was requested that additional information be presented to the Steering Committee and Commission in October addressing the importance of different types of transportation investments in the different areas of the county, as well as more information on the demographics and propensity of voter support for transportation investments in each area.

In October, the Steering Committee and Commission received a presentation on area-specific information from polling per their requests in September. Based upon the polling results that showed overall support above the 2/3 voter threshold needed to pass a measure, the Steering Committee recommended and the Commission approved the following:

- Place a measure on the ballot in 2014
- Conduct an economic analysis of TEP working with the Bay Area Council and East Bay Economic Development Alliance

- Finalize a 2014 TEP with redline markups and bring to the Steering Committee and Commission for approval at their December meetings

Primary changes in the 2014 TEP include the following:

- **Sunset Date**: Insertion of a 30 year sunset date was made to reflect sales tax collection from 2015 through 2045, based upon voter approval of a measure in November 2014. All dates and associated language were changed throughout to reflect the inclusion of the sunset date.
- **Modified language for public understanding**:
  - Mass Transit was renamed to *BART, Bus, Senior, and Youth Transit*
  - Specialized Transit was changed to *Affordable Transit For Seniors and Persons with Disabilities*
  - Highway Efficiency and Freight was changed to *Highway and Freight Improvements for Economic Development*
  - Sustainable Land Use and Transportation Linkages was changed to *Local Community Investments*, and its sub definition was changed from Priority Development Area/Transit Oriented Development to *Community Investments That Improve Transit Connections to Jobs and Schools*
  - The term "pass-through" funding was eliminated, good jobs was included to reflect the polling results showing support for economic development and jobs, and minor text corrections were made throughout.

The memo recommends approval of the 2014 TEP and to direct staff to seek approvals from cities and the Board of Supervisors. Separate public educational materials will be developed for each type of investment to clearly convey the purpose, need and benefit of the funds.

Fiscal Impact: There is no fiscal impact.

Attachments

A. Alameda County Transportation Commission Transportation Expenditure Plan redline markup

Staff Contact

Tess Lengyel, Deputy Director of Planning and Policy

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2014~~2~~ ALAMEDA COUNTY TRANSPORTATION EXPENDITURE PLAN

Final

~~May~~ December 2013~~2~~

ALAMEDA County Transportation Commission

ACKNOWLEDGEMENTS

~~ALAMEDA COUNTY TRANSPORTATION COMMISSION & STEERING COMMITTEE MEMBERS~~

~~Supervisor Scott Haggerty,* Alameda County, District 1~~
~~Supervisor Nadia Lockyer, Alameda County, District 2~~
~~Supervisor Wilma Chan, Alameda County, District 3~~
~~Supervisor Nate Miley,*Alameda County, District 4~~
~~Supervisor Keith Carson, Alameda County, District 5~~
~~Vice Mayor Rob Bonta,*City of Alameda~~
~~Mayor Farid Javandel, City of Albany~~
~~Councilmember Laurie Capitelli, City of Berkeley~~
~~Mayor Tim Sbranti,* City of Dublin~~
~~Councilmember Ruth Atkin,* City of Emeryville~~
~~Vice Mayor Suzanne Chan,* City of Fremont~~
~~Councilmember Olden Henson,* City of Hayward~~
~~Mayor John Marchand, City of Livermore~~

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~~Andy Fields, California Alliance for Jobs~~
~~Arthur B. Geen, Alameda County Taxpayer's Association~~
~~Chaka-Khan Gordon, Transportation Justice Working Group~~
~~Earl Hamlin, League of Women Voters~~
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~~Lindsay S. Imai Hong, Urban Habitat~~
~~Dr. Roop Jindal, Alameda CTC CAC~~
~~David Kakishiba, Oakland Unified School District, Board of Education~~
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~~Gabrielle M. Miller, Genesis, and Corpus Christi Catholic Church (Piedmont)~~
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~~Keith R. Cooke, City of San Leandro~~
~~Wendy Cosin, City of Berkeley~~
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~~Soren Fajeau, City of Newark - Engineering Division~~

ACKNOWLEDGEMENTS

~~Jeff Flynn, Livermore Amador Valley Transit Authority~~
~~Don Frascinella, City of Hayward~~
~~Susan Frost, City of Livermore~~
~~Jim Gannon, Fremont Unified School District~~
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~~James Pierson, City of Fremont~~
~~Jeri Ram, City of Dublin~~
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~~Marnie Waffle, City of Dublin~~
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~~Karl Zabel, Hayward Area Recreation and Park District (HARD)~~

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~~SPECIAL THANKS~~

~~Special thanks to Assembly member Robert Wieckowski, author of Assembly bill 1086, who provided the opportunity to develop and place this plan before voters in November 2012.~~

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BACKGROUND AND SUMMARY

WHAT DOES THE EXPENDITURE PLAN FUND?

~~Table 1~~ Summary of Investments ~~by Mode~~

~~Mode~~	Funds Allocated[1]
~~Transit & Specialized~~BART, Bus, Senior, and Youth Transit (48%)	$3,732
Mass Transit: Operations, Access to Schools, Maintenance, and Safety Program	$1,857
~~Specialized~~ Affordable Transit For Seniors and Persons with Disabilities	$774
Bus Transit Efficiency and Priority	$35
BART System Modernization and Expansion	$710
Regional Rail Enhancements and High Speed Rail Connections	$355
Local Streets and~~&~~ Roads (30%)	$2,348
Major Commute Corridors, Local Bridge Seismic Safety	$639
Freight Corridors of Countywide Significance	$161
Local Streets and Roads Program	$1,548
Highway ~~Efficiency~~ and~~&~~ Freight Improvements for Economic Development (9%)	$677
Highway/Efficiency and Gap Closure Projects	$600
Freight & Economic Development Program	$77
Bicycle and Pedestrian Infrastructure and Safety (8%)	$651
~~Sustainable Land Use & Transportation Linkages~~Local Community Investments (4%)	$300
~~Priority Development Area (PDA) / Transit-Oriented Development (TOD) Infrastructure~~Community Investments That Improve Transit Connections to Jobs and Schools	$300
Technology, Innovation, and Development (1%)	$77
TOTAL NEW NET FUNDING (2015~~3~~-45~~2~~)	$7,786

[1] Dollar figures are in millions and are for programs receiving a percentage of net funds throughout the TEP ~~are~~ based on the almost $8~~7.7~~ billion estimate of total net tax receipts over the ~~initial thirty~~ 30 years of the TEP in escalated dollars.

List of Investments				
~~Mode~~Type	Investment Category	Project/Program	$ Amount	% of Total Funds
~~Transit & Specialized Transit~~BART, Bus, Senior, and Youth Transit (48%)	**Mass Transit: Operations, Maintenance, and Safety Program**	AC Transit	$1,455.15	18.8%
		ACE	$77.40	1.0%
		BART Maintenance	$38.70	0.5%
		WETA	$38.70	0.5%
		LAVTA	$38.70	0.5%
		Union City Transit	$19.35	0.25%
		Innovative grant funds, including successful student transportation programs	$174.63	2.24%
	Transit Program for Students and Youth	Access to School Program	$15.00	0.19%
		Sub-total	**$1,857.64**	**24%**
	~~Specialized~~ Affordable **Transit** f~~F~~**or Seniors and Persons with Disabilities**	City-based and Locally Mandated	$232.20	3.0%
		East Bay Paratransit - AC Transit	$348.31	4.5%
		East Bay Paratransit - BART	$116.10	1.5%
		Coordination and Gap Grants	$77.40	1.0%
		Sub-total	**$774.02**	**10%**
	Bus Transit Efficiency and Priority	Telegraph Avenue/East 14th/ International Boulevard project	$10.0	**14%**
		Alameda to Fruitvale BART Rapid Bus	$9.0	
		Grand/Macarthur BRT	$6.0	
		College/Broadway Corridor Transit Priority	$10.0	
		Sub-total	**$35.0**	
	BART System Modernization and Capacity Enhancements	Irvington BART Station	$120.0	
		Bay Fair Connector/BART METRO	$100.0	
		BART Station Modernization and Capacity Program	$90.0	
		BART to Livermore	$400.0	
		Sub-total	**$710.0**	
	~~Regional Rail~~Major Corridor **Enhancements and** ~~High Speed~~ **Rail Connections**	Dumbarton ~~Rail~~ Corridor Area Transportation Improvements	$120.0	
		Union City Intermodal Station	$75.0	
		Railroad Corridor Right of Way Preservation and Track Improvements	$110.0	
		Oakland Broadway Corridor Transit	$10.0	
		Capitol Corridor Service Expansion	$40.0	
		Sub-total	**$355.0**	
	TOTAL		**$3,731.66**	**48%**

Notes: Priority implementation of specific investments and amounts for fully defined capital projects and phases will be determined as part of the Capital Improvement Program developed through a public process and adopted by the Alameda CTC every two years and will include geographic equity provisions.

BART Maintenance funds will require an equal amount of matching funds and must be spent in Alameda County.

All recipients of sales tax funds will be required to enter into agreements which will include performance and accountability measures.

List of Investments				
~~Mode~~Type	Investment Category	Project/Program	$ Amount	% of Total Funds
Local Streets and~~&~~ Roads (30%)	**~~Major Commute Corridors~~Congestion Relief, Local Bridge Seismic Safety**	**North County Example Projects**		**10%**
		Solano Avenue Pavement resurfacing & beautification; San Pablo Avenue Improvements; SR 13/Ashby Avenue Corridor; Marin Avenue local road safety; Gilman railroad crossing; Park Street, High Street, and Fruitvale Bridge Replacement; Powell Street Bridge widening at Christie; East 14th Street; Oakland Army Base transportation infrastructure improvements		
		Central County Example Projects		
		Crow Canyon Road safety; San Leandro LS&R*; Lewelling Blvd/Hesperian Blvd.; Tennyson Road Grade Separation		
		South County Example Projects		
		East-West Connector in North Fremont and Union City; I-680/I-880 cross connectors; widen Fremont Boulevard from I-880 to Grimmer Boulevard; upgrades to relinquished Route 84 in Fremont; Central Avenue overcrossing; Thornton Ave widening; Newark LS&R		
		East County Example Projects		
		El Charro road improvements; Dougherty Road widening; Dublin Boulevard widening; Greenville Road widening; Bernal Bridge Construction		
		Sub-total	**$639.0**	
		Countywide Freight Corridors		
		Outer Harbor Intermodal Terminal; 7th Street Grade Separation and Roadway Improvement; Truck Routes serving the Port of Oakland		
		Sub-total	**$161.0**	
	Direct Allocation to Cities and County	Local streets and roads program	**$1,548.03**	**20%**
	TOTAL		**$2,348.03**	**30%**

Notes: Priority implementation of specific investments and amounts for fully defined capital projects and phases will be determined as part of the Capital Improvement Program developed through a public process and adopted by the Alameda CTC every two years and will include geographic equity provisions.

All recipients of sales tax funds will be required to enter into agreements which will include performance and accountability measures.

*This includes $30 million for San Leandro local streets and roads improvements

List of Investments				
~~Mode~~Type	Investment Category	Project/Program	$ Amount	% of Total Funds
Highway ~~Efficiency~~ and~~&~~ Freight Improve-ments for Economic Develop-ment (9%)	**I-80 Improvements**	I-80 Gilman Street Interchange improvements	$24.0	**8%**
		I-80 Ashby Interchange improvements	$52.0	
		Sub-total	**$76.0**	
	SR-84 Improvements	SR-84/I-680 Interchange and SR-84 Widening	$122.0	
		SR-84 Expressway Widening (Pigeon Pass to Jack London)	$10.00	
		Sub-total	**$132.0**	
	I-580 Improvements	I-580/I-680 Interchange improvements	$20.0	
		I-580 Local Interchange Improvement Program: Interchange improvements - Greenville, Vasco, Isabel Avenue (Phase 2); Central County I-580 spot intersection improvements	$28.0	
		Sub-total	**$48.0**	
	I-680 Improvements	I-680 HOT/HOV Lane from SR-237 to Alcosta	$60.0	
		Sub-total	**$60.0**	
	I-880 Improvements	I-880 NB HOV/HOT Extension from A St. to Hegenberger	$20.0	
		I-880 Broadway/Jackson multimodal transportation and circulation improvements	$75.0	
		Whipple Road / Industrial Parkway Southwest Interchange improvements	$60.0	
		I-880 Industrial Parkway Interchange improvements	$44.0	
		I-880 Local Access and Safety improvements: Interchange improvements - Winton Avenue; 23rd/29th Ave., Oakland; 42nd Street/High Street; Route 262 (Mission) improvements and grade separation; Oak Street	$85.0	
		Sub-total	**$284.0**	
	Highway Capital Projects	**Sub-total**	**$600.0**	
	Freight & Economic Development	Freight and economic development program	**$77.40**	**1%**
	TOTAL		**$677.40**	**9%**

Notes: Priority implementation of specific investments and amounts for fully defined capital projects and phases will be determined as part of the Capital Improvement Program developed through a public process and adopted by the Alameda CTC every two years and will include geographic equity provisions.

All recipients of sales tax funds will be required to enter into agreements which will include performance and accountability measures.

List of Investments				
~~Mode~~Type	Investment Category	Project/Program	$ Amount	% of Total Funds
Bicycle and Pedestrian (8%)	**Bicycle and Pedestrian Infrastructure & Safety**	Gap Closure on Three Major Trails: Iron Horse, Bay Trail, and East Bay Greenway/UPRR Corridor	**$264.0**	**3%**
		Bicycle and pedestrian direct allocation to cities and Alameda County	**$232.20**	**3%**
		Bike and Pedestrian grant program for regional projects and trail maintenance	**$154.80**	**2%**
	TOTAL		**$651.0**	**8%**
~~Sustainable Land Use & Transportation Linkages~~Local Community Investments (4%)	**~~Priority Development Area (PDA) / Transit-oriented Development (TOD) Infrastructure~~Community Investments That Improve Transit Connections to Jobs and Schools**	**North County Example Projects***		**4%**
		Broadway Valdez Priority Development Area; Eastmont Mall Priority Development Area; BART station areas: Oakland Coliseum; Lake Merritt; West Oakland; 19th St; MacArthur; Ashby; Berkeley Downtown		
		Central County Example Projects		
		Downtown San Leandro TOD; Bay Fair BART Transit Village; San Leandro City Streetscape Project; South Hayward BART Station Area		
		South County Example Projects		
		BART Warm Springs West Side Access Improvements; Fremont Boulevard Streetscape Project; Union City Intermodal Infrastructure Improvements; Dumbarton TOD Infrastructure Improvements		
		East County Example Projects		
		West Dublin BART Station and Area Improvements; Downtown Dublin TOD; East Dublin/ Pleasanton BART Station and Area Improvements		
		Sub-total	**$300.00**	
	TOTAL		**$300.00**	**4%**
Technology (1%)	**Technology, Innovation, and Development**	Technology, Innovation, and Development program	**$77.40**	**1%**
TOTAL NEW NET FUNDING (~~2013~~2015-~~42~~45)			**$7,786**	

Notes: Priority implementation of specific investments and amounts for fully defined capital projects and phases will be determined as part of the Capital Improvement Program developed through a public process and adopted by the Alameda CTC every two years and will include geographic equity provisions.

All recipients of sales tax funds will be required to enter into agreements which will include performance and accountability measures.

* Preliminary allocation of North County Funds subject to change by Alameda CTC: Coliseum BART Area ($40 M), Broadway Valdez ($20 M), Lake Merritt ($20 M), West Oakland ($20 M), Eastmont Mall ($20 M), 19th Street ($20 M), MacArthur ($20 M), Ashby ($18.5 M), Berkeley Downtown ($20 M).

FULFILLING THE PROMISE TO VOTERS

In November 2000, Alameda County voters approved Measure B, a half-cent local transportation sales tax, scheduled to sunset in 2022. Virtually all of the major projects promised to and approved by the voters in that measure are either underway or complete. Funds that go to cities and other local jurisdictions to maintain and improve local streets, provide critical transit service and services for seniors and persons with disabilities, as well as bicycle and pedestrian safety projects will continue until the current Measure B expenditure plan ends in 2022. Through careful management, leveraging of other funding opportunities and consensus-based planning, the promises of the 2000 voter-approved measure have been largely fulfilled and essential operations are on-going.

While most of the projects promised in Measure B have been implemented or are underway, the need to continue to maintain and improve the County's transportation system remains critically important. Alameda County continues to grow, while funding from outside sources has been cut or has not kept pace. Unless the County acts now to increase local resources for transportation, by 2035, when Alameda County's population is expected to be 24% higher than today, it is anticipated that vehicle miles traveled will increase by 40%:

- Average morning ~~rush hour speeds on the county's freeways will fall by 10%~~commute times will increase
- Local roads will continue to deteriorate
- Local transit systems will continue to face service cuts and fare increase, and
- Biking and walking routes, which are critical to almost every trip, will continue to deteriorate, impacting safety, public health and the environment.

This Alameda County Transportation Expenditure Plan (referred to throughout this document as the TEP or the plan) responds to the county's continued transportation needs through the extension and augmentation of a consistent, locally generated and protected funding stream to address the County's transportation needs. A key feature of the local transportation sales tax is that it cannot be used for any purpose other than local transportation needs. It cannot be taken by the State or by any other governmental agency under any circumstance, and over the life of this plan can only be used for the purposes described in the plan, or as amended.

The ballot measure supported by this plan augments and extends the existing half-cent sales tax for transportation in Alameda County known as Measure B, authorizing an additional half-cent sales tax through 2022 and extending the full cent ~~in perpetuity~~to 2045. Recognizing that transportation needs, technology, and circumstances change over time, this expenditure plan covers the period from approval in 2014~~2~~ for an ~~unlimited period unless otherwise terminated by the voters, programming a total of~~estimated $8~~7.7~~ billion in new transportation funding in the first thirty years. ~~Voters will have the opportunity to review and approve comprehensive updates to this plan at least once prior to the end of 2042 and every 20 years thereafter~~The sales tax collection will begin in 2015 if approved by voters.

The expenditure plan funds critical improvements to the county's transit network, including expanding transit operations and restoring service cuts and expanding the Bay Area Rapid Transit (BART) system within Alameda County, to move more people on transit. It expands transportation services for seniors and people with disabilities, responding to the needs of an aging population. The plan also funds projects to relieve congestion throughout the county, moving people and goods more efficiently, by supporting strategic investments on I-80, I-580, I-680, I-880, and State Routes 84 and 262. In addition, the plan recognizes growth in bicycle and pedestrian travel by completing major trails and bikeways and making substantial improvements in pedestrian safety and access.

STATUS OF THE CURRENT MEASURE B EXPENDITURE PLAN

Voters in Alameda County have long recognized the need to provide stable and local funding for the County's transportation needs. In 1986, Alameda County voters authorized a half-cent transportation sales tax to finance improvements to the county's overburdened transportation infrastructure. An even wider margin of voters reauthorized this tax in 2000, with over 81.5% support. Detailed expenditure plans have guided the use of these funds. The current plan provides over $120~~100~~ million each year for essential operations, maintenance and construction of transportation projects. It authorized the expenditure of funds for the extension of BART to Warm Springs, transit operations, rapid bus improvements throughout the county, bicycle and pedestrian trails and bridges, a countywide Safe Routes to School Program, and specialized transportation services for seniors and people with disabilities. It has also provided congestion relief throughout Alameda County by widening I-238, constructing the I-680 express lane, improving I-580 and I-880, and upgrading surface streets and arterial roadways.

Most of the 27 major projects authorized by the current expenditure plan have been completed or are under construction, many ahead of schedule. Annual audits by independent certified public accountants have verified that 100% of the public funds authorized in the current plan have been spent as promised.

The current projects and programs are governed by the current Measure B Expenditure Plan.

BENEFITS FROM THE CURRENT MEASURE B EXPENDITURE PLAN

The current local transportation sales tax has provided a substantial share of the total funding available for transportation projects in Alameda County, far exceeding annual state and federal commitments. State and federal sources have diminished over time, and local sources have come to represent over 60% of the money available for transportation in the county. The current measure has been indispensible in helping to meet the county's growing needs in an era of shrinking resources.

The county's ability to keep up with street maintenance needs, such as filling potholes and repaving roadways, is fundamentally dependent on these local funds. Targeted improvements funded through the current expenditure plan such as the new express lane on I-680 and the widening of I-238 have relieved congestion on critical county commute corridors. A new Warm Springs BART station will soon open in the southern part of the county as the beginning of a new connection to Silicon Valley. The current plan has supported transit operations, improved the safety of children getting to schools throughout the county and funded special transportation services that provide over 900,000 trips for seniors and people with disabilities every year.

These local funds have also allowed the county to compete effectively for outside funds by providing local matching money. The existing expenditure plan has attracted supplemental funds of over $3 billion from outside sources for Alameda County transportation investments.

WHY EXTEND AND AUGMENT THE SALES TAX MEASURE NOW?

While the existing measure will remain intact through 2022, the 2014~~2~~ Alameda County Transportation Expenditure Plan (TEP) has been developed for three reasons:

- The capital projects in the existing measure have been largely completed, with many projects implemented ahead of schedule. Virtually all of the project funds in the existing measure are committed to these current projects. Without a new plan, the County will be unable to fund any new major projects to address pressing mobility needs.
- Due to the economic recession, all sources of transportation funding have declined. The decline in revenues has had a particularly significant impact on transportation services that depend on annual sales tax revenue distributions for their ongoing operations. The greatest impacts have been to the programs that are most important to Alameda County residents:
    - Reductions in local funding to transit operators, combined with state and federal reductions, have resulted in higher fares and less service.
    - Reductions in local funding to programs for seniors and persons with disabilities have resulted in cuts in these programs as the populations depending on them continue to increase.

  - Local road maintenance programs have been cut, and road conditions have deteriorated for all types of users.
  - Bicycle and pedestrian system improvements and maintenance of pathways have continued to deteriorate, making it more difficult to walk and bike as an alternative to driving.
- Since the recession began, bus services in Alameda County have been cut significantly, and the gap between road maintenance needs and available funding is at an all-time high. This new expenditure plan will allow local funding to fill in the gaps created by declining state and federal revenue and will keep needed services in place and restore service cuts for many providers.

HOW THIS PLAN WAS DEVELOPED

This expenditure plan was developed in conjunction with the Alameda Countywide Transportation Plan (CWTP), the long range policy document that guides transportation investments, programs, policies and advocacy for Alameda County through 2040. A Steering Committee and two working groups (technical and community) were established to guide development of both the CWTP and the TEP~~ over the past two years~~.

Public engagement and transparency were the foundations of the development of these plans. A wide variety of stakeholders, including businesses, technical experts, environmental and social justice organizations, seniors and people with disabilities, helped shape the plan to ensure that it serves the county's diverse transportation needs. Thousands of Alameda County residents participated through public workshops and facilitated small group dialogues; a website allowed for online questionnaires, access to all project information, and submittal of comments; and advisory committees that represent diverse constituencies were integrally involved in the plan development process from the beginning.

The TEP also benefited from a performance-based project evaluation process undertaken for the CWTP. This allowed policies and goals to be expressed in quantifiable terms and competing transportation investments to be compared to one another objectively. This led to a more systematic and analytical selection process for investment priorities.

City councils in the county and the County Board of Supervisors each held public meetings and voted to approve this expenditure plan and recommended submission of the sales tax measure to the voters.

VISION AND GOALS

The development of the Countywide Transportation Plan and the Transportation Expenditure Plan began with establishing a new vision and goals for the county's transportation system:

Alameda County will be served by a premier transportation system that supports a vibrant and livable Alameda County through a connected and integrated multimodal transportation system promoting sustainability, access, transit operations, public health and economic opportunities.

The vision recognizes the need to maintain and operate the County's existing transportation infrastructure and services while developing new investments that are targeted, effective, financially sound and supported by appropriate land uses. Mobility in Alameda County will be guided by transparent decision-making and measureable performance indicators, and will be supported by these goals:

Our transportation system will be:

- Multimodal (bus, train, ferry, bicycle, walking and driving)
- Accessible, affordable and equitable for people of all ages, incomes, abilities and geographies
- Integrated with land use patterns and local decision-making
- Connected across the county, within and across the network of streets, highways, transit, bicycle and pedestrian routes
- Reliable and efficient
- Cost effective
- Well maintained
- Safe
- Supportive of a healthy and clean environment

TAXPAYER SAFEGUARDS

The commitments in this expenditure plan are underscored by a set of strong taxpayer safeguards to ensure that they are met. These include an annual

independent audit and report to the taxpayers; ongoing monitoring and review by an Independent Watchdog Committee~~; requirement for full public review and periodic voter approval for a comprehensive update to the expenditure plan at least once prior to the end of 2042 and every 20 years thereafter~~; and strict limits on administrative expenses charged to these funds.

Local Funds Spent Locally

The revenue generated through this transportation sales tax will be spent exclusively on projects and programs in Alameda County. All of the projects and programs included in the expenditure plan are considered essential for the transportation needs of Alameda County.

TRANSPORTATION INVESTMENTS

This Transportation Expenditure Plan describes a program anticipated to generate almost $8~~7.7~~ billion ~~in the first~~over 30 years, designed to sustainably, reliably and effectively move people and goods within the county and to connect Alameda County with the rest of the Bay Area. The projects and programs that follow describe the 30-year plan for investments between the ~~approval of the tax in 2012~~ start of~~and its subsequent~~ collections in 2015 through ~~pursuant to comprehensive updates, at least once before the end of~~ 2045, if voters approve the ballot measure in 2014 authorizing these funds~~2 and every 20 years thereafter~~. These improvements are necessary to address current and projected transportation needs in Alameda County, current legislative mandates, and reflect the best efforts to achieve consensus among varied interests and communities in Alameda County.

The linkage between sustainable transportation and development has never been clearer. Recent legislation, including SB 375, requires transportation planning agencies to focus on connecting transportation with development policies to ensure that communities develop in a way that supports biking, walking and transit while maximizing accessibility for all modes. Transportation planning must also find ways to reduce the number of miles driven, reducing the production of greenhouse gases.

The projects and programs in this plan are designed to strengthen the economy and improve quality of life in Alameda County, and reduce traffic congestion. They include maintenance of existing infrastructure, targeted investments to improve highway safety, remove bottlenecks on major commute corridors, enhance rail, bus and ferry transit systems, and make it safer and easier to bike and walk throughout the county.

Two types of investments are funded in this plan: capital investments which are allocated specific dollar amounts in the plan, and ~~programmatic~~ operations and maintenance investments which are allocated a percentage of net revenues to be distributed to program recipients on a monthly or periodic basis.

Capital investments will be made based upon clearly defined project descriptions and limits resulting from the outcomes of environmental analyses, as applicable. Examples of ~~programmatic~~ operations and maintenance investments include local road maintenance and transit operations which provide funds to local jurisdictions to complete on-going operations and maintenance tasks. The following summarizes total expenditures by ~~mode~~ type including both capital and ~~programmatic~~ operations and maintenance investments.

~~PUBLIC TRANSIT AND SPECIALIZED~~BART, BUS, SENIOR, AND YOUTH TRANSIT (48%)

Increasing the number of people that can be served by ~~high capacity public~~BART, buses, commuter rail, senior, and youth transit is critical to all residents of Alameda County to provide transportation choices, relieve congestion and support a vibrant economy. The investments identified ~~for public transit~~ in this plan were guided by the principles of enhancing safety, convenience and reliability to maximize the number of people who can make use of the transit system. By more than doubling the amount of local sales tax funds available to transit operations and maintenance, this plan represents a major investment in Alameda County's transit system to increase transit services and expand access to transit throughout the County, and to help avoid further service cuts and preserve affordability of transit.

LOCAL STREETS AND ROADS (30%)

Local streets and roads are the essential building blocks of Alameda County's transportation system. Virtually every trip begins or ends on a local road. Alameda County has more than 3,400 road miles of aging streets and roads, many of which are in need of repair: intersections need to be reconfigured, traffic lights need to be synchronized and potholes need to be filled. Most important, these roads are essential to every mode of transportation from cars and trucks, to buses, bikes and pedestrians.

HIGHWAY AND ~~EFFICIENCY,~~ FREIGHT IMPROVEMENTS FOR~~AND~~ ECONOMIC DEVELOPMENT (9%)

Aging highway systems continue to operate under substantial pressure as travel patterns become more diverse and the demands of moving goods and people increases. While the era of major highway construction has come to an end in the Bay Area, there are many opportunities to increase the safety, efficiency and productivity of highway corridors in Alameda County. The highway investments included in this plan focus on improving safety, relieving bottlenecks at interchanges, closing gaps and improving efficiency with carpool and high occupancy vehicle infrastructure, and increasing safety on major truck route corridors.

In addition to focusing on making highways more efficient, this plan recognizes the need to move goods safely and effectively. Recognizing the economic importance of the Port of Oakland, highways must provide connections between goods and market, and do so with minimal impacts on our residential neighborhoods.

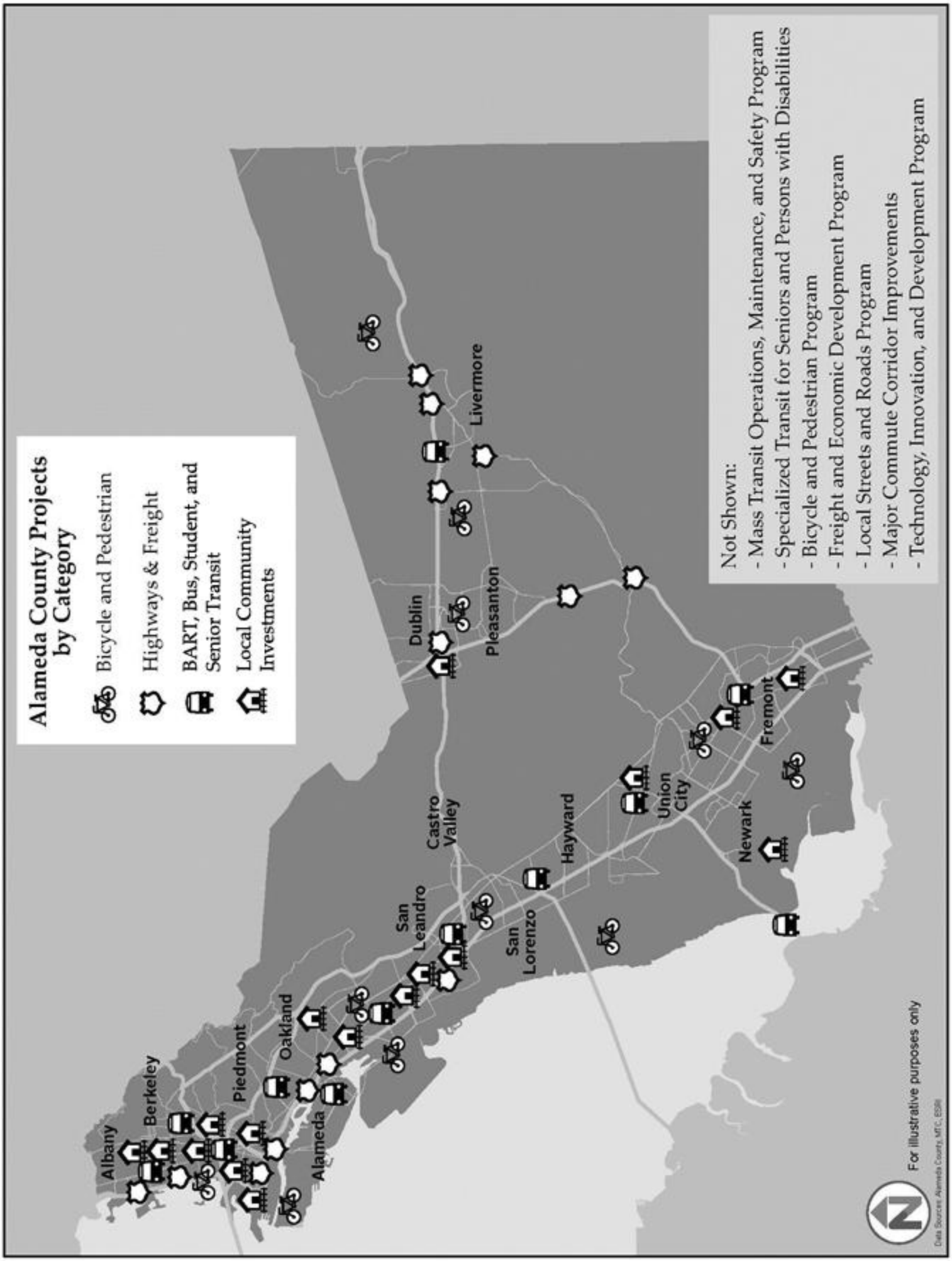
BICYCLE AND PEDESTRIAN INFRASTRUCTURE (8%)

Virtually every trip begins or ends on foot. Alameda County's bicycle and pedestrian infrastructure is the "glue" that holds the network together by extending the reach of transit service, providing a non-polluting and sustainable travel mode, and contributing to public health and quality of life. A particular focus is on the County's youth to encourage adoption of safe and healthy habits through Safe Routes to Schools.

~~SUSTAINABLE LAND USE AND TRANSPORTATION~~LOCAL COMMUNITY INVESTMENTS (4%) AND TECHNOLOGY AND INNOVATION (1%)

Transportation ~~and land use linkages~~investments in local communities are strengthened when development focuses on bringing together mobility choices, housing and expanded access to jobs and schools~~jobs~~. This plan includes investments in every part of the County, enhancing areas around BART stations and bus transfer hubs that are slated for new development, and supporting communities where biking, walking and transit riding are all desirable options. In addition, a Technology, Innovation and Development Program will support technological advances in transportation management and information.

The map on the following page shows the investments planned for all modes and in all parts of the County.


Alameda County Projects by Category
Bicycle and Pedestrian
Highways & Freight
BART, Bus, Student, and Senior Transit
Local Community Investments
Not Shown:
- Mass Transit Operations, Maintenance, and Safety Program
- Specialized Transit for Seniors and Persons with Disabilities
- Bicycle and Pedestrian Program
- Freight and Economic Development Program
- Local Streets and Roads Program
- Major Commute Corridor Improvements
- Technology, Innovation, and Development Program
Albany
Berkeley
Piedmont
Oakland
Alameda
San Leandro
Castro Valley
San Lorenzo
Hayward
Dublin
Pleasanton
Livermore
Union City
Newark
Fremont
For illustrative purposes only

~~PUBLIC~~ BART, BUS, SENIOR, AND YOUTH TRANSIT ~~AND SPECIALIZED TRANSIT INVESTMENTS~~

A total of 48% of net revenue from this tax will be dedicated to ~~public~~ BART, bus, commuter rail, senior, and youth transit ~~systems~~. Funds for operations and maintenance will be provided to bus transit operators in the county (AC Transit, BART, Union City Transit and Livermore Amador Valley Transit Authority) as well as to ferries and the ACE commuter rail system. In addition, these funds will substantially increase Alameda County's commitment to the growing transportation needs of older adults and persons with disabilities, essentially doubling the funds available for targeted services for this important group. Grant funds are also available to support transportation access to schools. Major capital investments include upgrades to the existing BART system and a BART extension in the eastern part of the County, adding bus rapid transit routes to improve the utility and efficiency of transit, and providing funding for transit improvements across the Dumbarton Bridge.

TRANSIT OPERATIONS, MAINTENANCE, AND SAFETY PROGRAM (24% OF NET REVENUE, $1,857 M)

This proposed program provides transit operators with a consistent funding source for maintaining, restoring and improving transit services in Alameda County. Transit operators will allocate these funds in consultation with their riders and policy makers with the goal of creating a world class transit system that is an efficient, effective, safe and affordable alternative to driving.

The proposed Transit Operations program has the following primary components.

~~Mass~~ Transit ~~Pass-Through~~ Operations and Maintenance Program (21.55% of net revenue, estimated at $1.668 M)

~~Pass-through f~~Funds are disbursed to AC Transit, BART, the Altamont Commuter Express (ACE) rail service, the Water Emergency Transportation Authority (WETA), the Livermore Amador Valley Transit Authority (LAVTA) and Union City Transit.

The relative percentage of net revenue being ~~passed~~ allocated~~through~~ to these agencies is as follows:

Agency	% of Net Total Revenue	Total 2015~~2~~-2045~~2~~ (est.) $Millions
AC Transit	18.8%	$1,455
ACE	1.0%	$77
BART Maintenance	0.5%	$39
WETA (ferries)	0.5%	$39
LAVTA (WHEELS)	0.5%	$39
Union City Transit	0.25%	$19
Total Transit Operations	**21.55%**	**$1,668**

Access to School Program ($15 million)

This program is for the purposes of funding one or more models for a student transit pass program. The program would be designed to account for geographic differences within the county. Successful models determined through periodic reviews will have the first call for funding within the innovative grant program, as described below.

Innovative Grant Program including successful student transportation programs (2.24% of net revenue, estimated at $175 M)

These grant funds, administered by the Alameda CTC, will be used for the purposes of funding innovative and emerging transit projects, including implementing successful models aimed at increasing the use of transit among junior high and high school students, including a transit pass program for students in Alameda County. Successful models will receive the first priority for funding from this category.

Funds will be periodically distributed, based upon Alameda CTC action, for projects and programs with proven ability to accomplish the goals listed below:

- Increase the use of public transit by youth riders (first priority for funding) and increase youth access to school
- Enhance the quality of service for transit riders
- Reduce costs or improve operating efficiency
- Increase transit ridership by improving the rider experience

- Enhance rider safety and security
- Enhance rider information and education about transit options
- Enhance affordability for transit riders
- Implement recommendations for transit service improvements from Community Based Transportation Plans

These funds will be distributed periodically by the Alameda CTC. Grant awards will emphasize demonstrations or pilot projects which can leverage other funds.

~~SPECIALIZED~~ AFFORDABLE TRANSIT FOR SENIORS AND PERSONS WITH DISABILITIES (10% OF NET REVENUE, $774 M)

This program provides funds for local solutions to the growing transportation needs of older adults and persons with disabilities. Funds will be provided to transit operators to operate specialized transportation service mandated by the Americans with Disabilities Act (ADA). In addition, funds will be provided to each part of the County based on their population of residents over age 70 for local programs aimed at improving mobility for seniors and persons with disabilities. The program includes three components.

~~Pass-through~~ F~~f~~unding for East Bay Paratransit Consortium (6% of net revenue, estimated at $464 M)

This funding will assist the East Bay Paratransit Consortium to meet the requirements of the ~~American's With Disabilities Act~~ADA. These funds will be disbursed to and directed by the two agencies that operate the East Bay Paratransit Consortium:

- AC Transit will receive 4.5% of net proceeds annually, estimated at $348 M from 2015~~2~~ to 2045~~2~~ towards meeting its responsibilities under the ~~Americans with Disabilities Act~~ADA.
- BART will receive 1.5% of net proceeds annually, estimated at $116 M from 2015~~2~~ to 2045~~2~~, towards meeting its responsibilities under the ~~Americans with Disabilities Act~~ADA.

City~~-based~~ and l~~L~~ocal~~ly~~ ~~Mandated Pass-through~~transit operator funding (3% of net revenue, estimated at $232 M)

Pass-through funding provided to each of the four subareas of the County will be used for implementation of locally developed solutions to the mobility challenges of older adults and persons with disabilities. Funds will be distributed monthly based on the percentage of the population over age 70 in each of four planning areas for city-based and mandated paratransit services of local bus transit providers:

- North County – including the cities of, Albany, Alameda, Berkeley, Emeryville, Oakland and Piedmont.
- Central County – including the cities of Hayward and San Leandro or unincorporated areas.
- South County – including the cities of Fremont, Union City, and Newark, as well as Union City Transit.
- East County – including the cities of Livermore, Dublin, Pleasanton, unincorporated areas, and LAVTA.

Funds can be further allocated to individual cities within each planning area based on a formula refined by Alameda CTC's Paratransit Advisory Planning Committee (PAPCO), a group of seniors and disabled riders that advise the Alameda CTC. In East County, funding provided to Livermore and Dublin will be assigned to LAVTA for their ADA mandated paratransit program. In Central County, funding will be provided to Hayward to serve the unincorporated areas.

Coordination and Gap Grants (1% of net revenue, estimated at $77 M)

These funds, administered by the Alameda CTC, will be used for the purposes of coordinating services across jurisdictional lines or filling gaps in the system's ability to meet the mobility needs of seniors and persons with disabilities. These funds will be periodically distributed by the Alameda CTC for projects and programs with proven ability to:

- Improve mobility for seniors and persons with disabilities by filling gaps in the services available to this population.
- Provide education and encouragement to seniors and persons with disabilities who are able to use standard public transit to do so.
- Improve the quality and affordability of transit and paratransit services for those who are dependent on them.

- Improve the efficiency and effectiveness of ADA-mandated and local services.

BUS TRANSIT EFFICIENCY AND PRIORITY ($35 M)

A total of $35 M in sales tax funds will be allocated to projects that enhance the reliability and speed of bus transit services in the East Bay. These projects include the implementation of Bus Rapid Transit and transit priority projects on some of the busiest corridors in the AC Transit system.

AC Transit East Bay Bus Rapid Transit (BRT) Projects ($25 M)

Bus Rapid Transit is a technology that reduces bus travel times, improves the efficiency of transit service and reduces conflicts between bus service and auto travel on major streets. Three BRT corridors are proposed:

- **The Telegraph Avenue/East 14th/International Boulevard project** will provide enhanced transit service connecting the Cities of San Leandro and Oakland with potential improved rapid bus services to UC Berkeley.
- **The Grand/MacArthur BRT project** will enhance transit service and allow for significant reliability improvements in this critical corridor as well as enhancing access to regional services at the MacArthur BART station.
- **The Alameda to Fruitvale BART Rapid Bus** service will provide a fast and reliable connection between the City of Alameda and the Fruitvale BART station, providing service to new development proposed for the City of Alameda.

Funds may be used for project development, design, construction, access and enhancement of the rapid transit corridors. These sales tax funds will allow the Telegraph/East 14th/International project to be completed and will provide needed local match to attract leveraged funds to the other corridors which are currently under development.

College/Broadway Corridor Transit Priority ($10 M)

Funding will be provided for the implementation of transit priority treatments to improve transit reliability, reduce travel times and encourage more transit riders on the well utilized College/Broadway corridor.

BUS TRANSIT INVESTMENTS

A College/Broadway Corridor: Transit Priority

B AC Transit Grand Macarthur Bus Rapid Transit

C City of Alameda to Fruitvale BART Bus Rapid Transit

D AC Transit Telegraph Ave/ East 14th/ International Blvd Project

Not Shown:
- Specialized Transit for Seniors and Persons with Disabilities
- Innovative grants including potential youth transit pass program
- Mass Transit Operations, Maintenance and Safety Program for AC Transit, Altamont Commuter Express (ACE), Water Emergency Transportation Authority (WETA), Livermore Amador Valley Transit Authority (LAVTA), and Union City Transit.

BART SYSTEM MODERNIZATION AND EXPANSION ($710 M)

The capital projects funded as part of the BART System Modernization and Expansion investments include projects that increase the capacity and utility of the existing system, as well as providing local funding for a proposed BART extension in the eastern part of the county.

BART to Livermore ($400 M)

This project funds the first phase of a BART Extension within the I-580 Corridor freeway alignment to the vicinity of the I-580/Isabel Avenue interchange using the most effective and efficient technology. Funds for construction for any element of this first phase project shall not be used until full funding commitments are identified and approved, and a project-specific environmental clearance is obtained. The project-specific environmental process will include a detailed alternative assessment of all fundable and feasible alternatives, and be consistent with mandates, policies and guidance of federal, state, and regional agencies that have jurisdiction over the environmental and project development process.

BART System Modernization and Capacity Enhancements ($310 M)

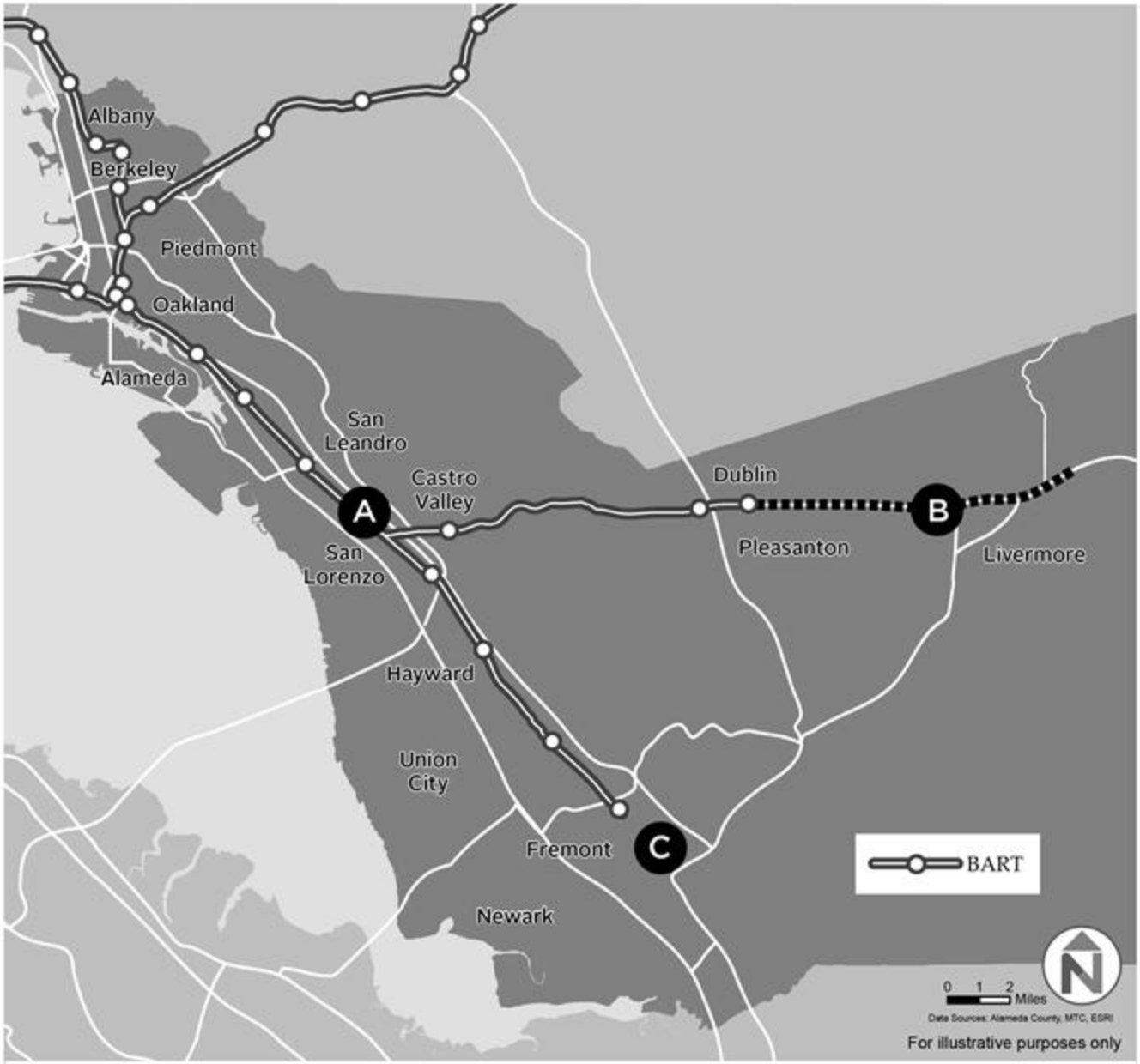
BART projections indicate that its system will need to carry over 700,000 daily riders by the end of this plan period. New riders will affect the capacity of existing systems and stations, requiring focused capacity enhancements to keep the system moving as ridership increases occur.

- **The Bay Fair Connector/BART METRO project will receive $100 M** in sales tax funds for the Alameda County portion of this project which will increase capacity and operational flexibility systemwide. One goal of these improvements will be to improve connections to jobs in the southern part of the county and beyond as Santa Clara County builds its own BART extension.

- **The BART Station Modernization and Capacity Program will receive $90 M** for improvements at all BART stations in Alameda County, addressing station site, building envelope, escalator and elevator rehabilitation/replacement, circulation & wayfinding, air conditioning, lighting & ambient environment, station reliability upgrades, and other station equipment replacement/upgrades.

- **The Irvington BART Station will receive $120 M** to provide an infill station on the soon-to-open Warm Springs extension south of the existing Fremont Station, creating new accessibility to BART in the southern part of the County.

BART INVESTMENTS



- **A** Bay Fair Connector / BART METRO
- **B** BART Extension to Livermore
- **C** Irvington BART Station

Not Shown:

- BART Station Modernization and Capacity Improvements
- Affordable Transit for Seniors and People with Disabilities

~~REGIONAL RAIL~~MAJOR CORRIDOR ENHANCEMENTS AND ~~HIGH SPEED~~ RAIL CONNECTIONS ($355 M)

Investments include maintenance and service enhancements on existing rail lines and the development of new rail service over the Dumbarton Bridge. Funds will also be allocated for preserving rail right of way for transportation purposes, ensuring that service is available for future generations. Finally, this funding category acknowledges the importance of connecting high speed rail to Alameda County and the Bay Area and seeks to prioritize targeted investments to ensure strong connections to this future service.

Dumbarton ~~Rail~~ Corridor ~~Implementation~~ Area Transportation Improvements ($120 M)

~~The~~ Dumbarton ~~Rail~~ Corridor Area Transportation Improvement p~~P~~rojects will ~~extend commuter services across the southern portion of the San Francisco Bay between the Peninsula and the East Bay. The project will link multiple transit services including Caltrain, the Altamont Express, Amtrak's Capitol Corridor, BART, and East Bay bus systems at a multi-modal transit center in Union City. The environmental process will determine the most effective service in this corridor~~support transit, transit oriented development (TOD), and transportation projects such as local streets and roads, and bicycle and pedestrian investments within the cities of Fremont, Newark, and Union City.

Union City Intermodal Station ($75 M)

This project funds the development of a new intermodal station in Union City to serve BART, Dumbarton Rail, Capitol Corridor, ACE and local and regional bus passengers. The project involves construction of a two-sided rail station and bus transit facility, accessible to a 30-acre transit oriented development site. Improvements will be made to pedestrian and bicycle access, BART parking, elevators, fare gates and other passenger amenities.

Capital Corridor Service Expansion ($40 M)

This project supports track improvements and train car procurement which will enable the trains running between Oakland and San Jose to increase daily round trips per day, matching frequencies between Sacramento and Oakland.

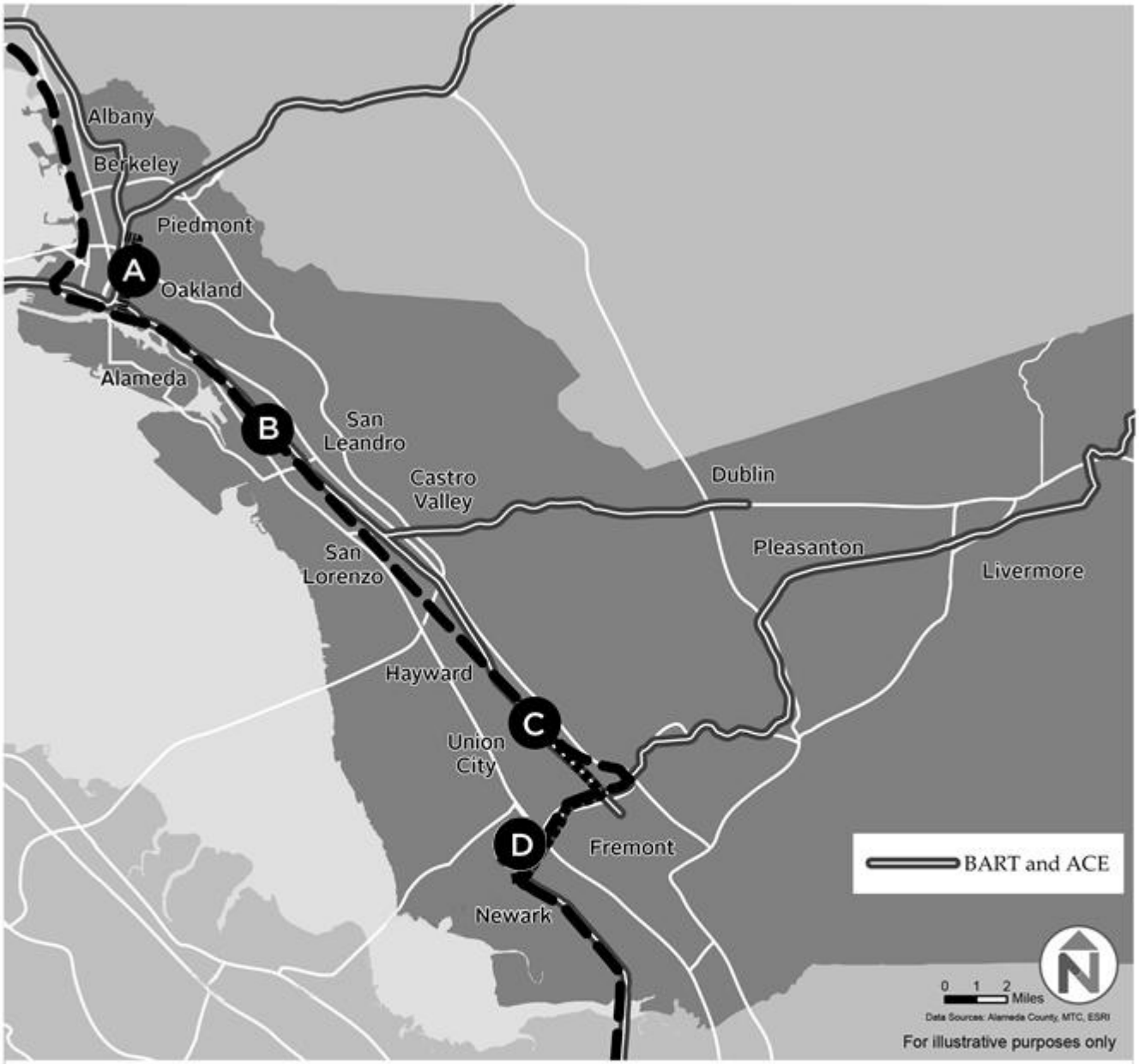
Railroad Corridor Right of Way Preservation and Track Improvements ($110 M)

Funds allocated by this project may be used to maintain and enhance existing railroad corridors for use as regional rail and other transportation purposes as well as to preserve the rights of way of rail corridors that could be used for other transportation purposes, such as major trails.

Oakland Broadway Corridor Transit ($10 M)

This project will link neighborhoods to transit stations along Broadway, Oakland's major transit spine, providing a frequent and reliable connection between the regional rail hub at Jack London Square, with Downtown Oakland, the Uptown Arts and Entertainment District, and adjoining neighborhoods, utilizing the most efficient and effective technology.

~~REGIONAL RAIL INVESTMENTS~~MAJOR CORRIDOR ENHANCEMENTS AND RAIL CONNECTIONS



A Broadway Corridor Transit

B Capitol Corridor Service Expansion

C Union City Intermodal Station

D Dumbarton Corridor Area Transportation Improvements

Not Shown:
- Railroad Corridor Right of Way Preservation and Track Improvements

A total of 30% of the net revenue anticipated from this tax is dedicated to the improvement of local streets and roads. Streets and roads investments include two major components: a program that provides funding for local jurisdictions to maintain streets and roads, and a capital program that is focused on improving the performance of major commute routes and bridges throughout the County, including enhancing seismic safety.

The Streets and Roads program in this Expenditure Plan involves shared responsibility – local cities and the County will set their local priorities within a framework that requires complete streets to serve all users and types of transportation, honors best practices and encourages agencies to work together. More specifically, streets and roads expenditures will be designed to benefit all modes of travel by improving safety, accessibility, and convenience for all users of the street right-of-way. The plan also focuses on important commute corridors that carry the majority of the driving public and cross city boundaries, ensuring enhanced cooperation and coordination between agencies.

LOCAL STREETS AND ROADS MAINTENANCE AND SAFETY PROGRAM (20% OF NET REVENUES, $1,548 M)

In recognition that local streets and roads are the backbone of our transportation system, this program provides funds to local cities and Alameda County for maintaining and improving local infrastructure. Funds may be used for any local transportation need based on local priorities, including streets and road maintenance, bicycle and pedestrian projects, bus stops, and traffic calming. All projects implemented with these funds will support a "complete streets philosophy" where all modes and users are considered in the development of the local road system. A minimum of 15% of all local streets and roads funds will be spent on project elements directly benefitting bicyclists and pedestrians.

The Local Streets and Roads Maintenance and Safety program ~~is designed as a pass-through program, with funds being provided~~provides funds directly to local jurisdictions to be used on locally determined priorities. Twenty percent of net revenues will be allocated to local cities and the county based on a formula that includes population and road miles for each jurisdiction, weighted equally, consistent with the current Measure B formula. The formula will be revisited within the first five years of the plan to ensure overall geographic equity in the TEP. This program is intended to augment, rather than replace, existing transportation funding.

MAJOR COMMUTE CORRIDORS, LOCAL BRIDGE AND SEISMIC SAFETY INVESTMENTS ($800 M)

Major commute routes, illustrated on the map on page 2-14, serve a high percentage of the daily commuters in Alameda County and the majority of trips for other purposes. These roads are crucial for the movement of goods to stores and consumers, for transit riders and for motorists, and for bicyclists and pedestrians. Concentrating improvements in these corridors will improve access and efficiencies, increase safety and reduce congestion.

This program focuses funding on improvements to major roads, bridges, freight improvements and railroad grade separations or quiet zones. Examples of commute corridors eligible for funding include, but are not limited to, the following:

- **North County Major Roadways**: Solano Avenue Pavement resurfacing and beautification; San Pablo Avenue Improvements; State Route 13/Ashby Avenue corridor; Marin Avenue local road safety; Gilman railroad crossing; Park Street, High Street and Fruitvale bridge replacements; Powell Street bridge widening at Christie; East 14th Street improvements, Oakland Army Base transportation infrastructure improvements.
- **Central County Major Roadways**: Crow Canyon Road safety improvements, San Leandro local road resurfacing, Lewelling Road/Hesperian Boulevard improvements, Tennyson Road grade separation.
- **South County Major Roadways**: East-west connector in North Fremont and Union City, I-

680/I-880 cross connectors, Fremont Boulevard improvements, upgrades to the relinquished Route 84 in Fremont, Central Avenue Overcrossing, Thornton Ave widening, Mowry Ave., Newark local streets.

- **East County Major Roadways**: Greenville Road widening, El Charro Road improvements, Dougherty Road widening, Dublin Boulevard widening, Bernal Bridge construction.
- **Countywide Freight Corridors**: Outer Harbor Intermodal Terminal at the Port of Oakland, 7th Street grade separation and roadway improvement in Oakland, as well as truck routes serving the Port of Oakland.

Projects will be developed by local agencies working in cooperation with neighboring jurisdictions and the Alameda CTC to reduce congestion, remove bottlenecks, improve safety, enhance operations, and enhance alternatives to single occupant auto travel in these corridors. Projects will be funded based on project readiness, constructability, geographic equity, and cost effectiveness as determined by the Alameda CTC working with local jurisdictions as part of the Alameda CTC Capital Improvement Program which is updated every two years.

Examples of Major Roadways for Improvement:

North County: Solano Ave, San Pablo Ave, Ashby Ave, Marin Ave, Gilman Rail road Crossing, Park St, High St, Fruitvale Bridge, Powell St Bridge, East 14th St, and Oakland Army Base transportation improvements

Central County: Crow Canyon Rd, Hesperian Blvd, Lewelling Blvd, Tennyson Rd, and San Leandro local streets

South County: East-west connector, I-680/I-880 cross connectors, Fremont Blvd, Route 84 in Fremont, Central Ave Overcrossing, Thornton Ave, Mowry Ave, and Newark local streets

East County: Greenville Rd, El Charro Rd, Dougherty Rd, Dublin Blvd, and Bernal Bridge.

Countywide Freight Corridors: Truck routes serving the Port of Oakland, Outer Harbor Intermodal Terminal and 7th St Improvements.

HIGHWAY ~~EFFICIENCY~~ AND FREIGHT IMPROVEMENTS FOR ECONOMIC DEVELOPMENT

The County's aging highway system requires safety, access and gap closure improvements to enhance efficiencies on a largely built-out system. Funding has been allocated to each highway corridor in Alameda County for needed improvements. Specific projects have been identified based on project readiness, local priority and the availability to leverage current investments and funds. A number of additional eligible projects have been identified as candidates for corridor improvements, which will be selected for funding based on their contribution to the overall goals of improving system reliability, maximizing connectivity, improving the environment and reducing congestion. Priority implementation of specific investments and amounts will be determined as part of the Capital Improvement Program developed by the Alameda CTC every two years.

Most of the projects that have been identified for funding are designed to improve the efficiency of and access to existing investments and to close gaps and remove bottlenecks.

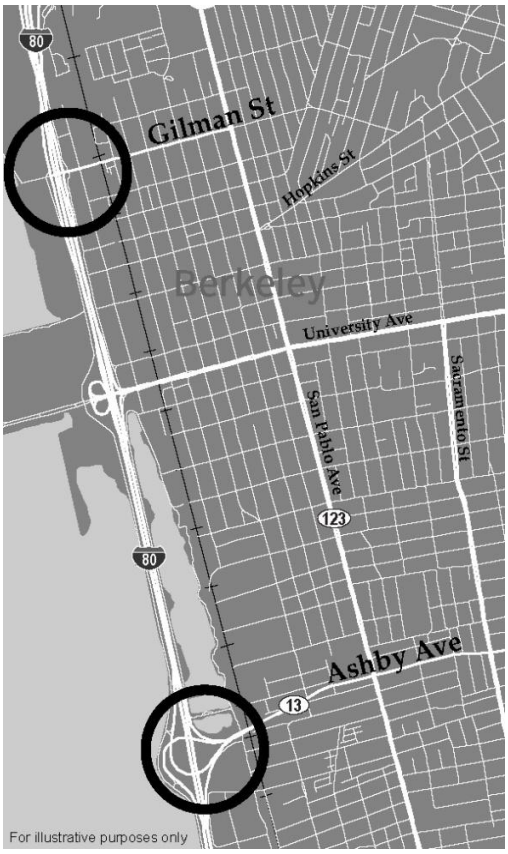
A total of 9% of the net revenue is allocated to the highway system, including 1%, or approximately $77 M, allocated specifically to goods movement and related projects.

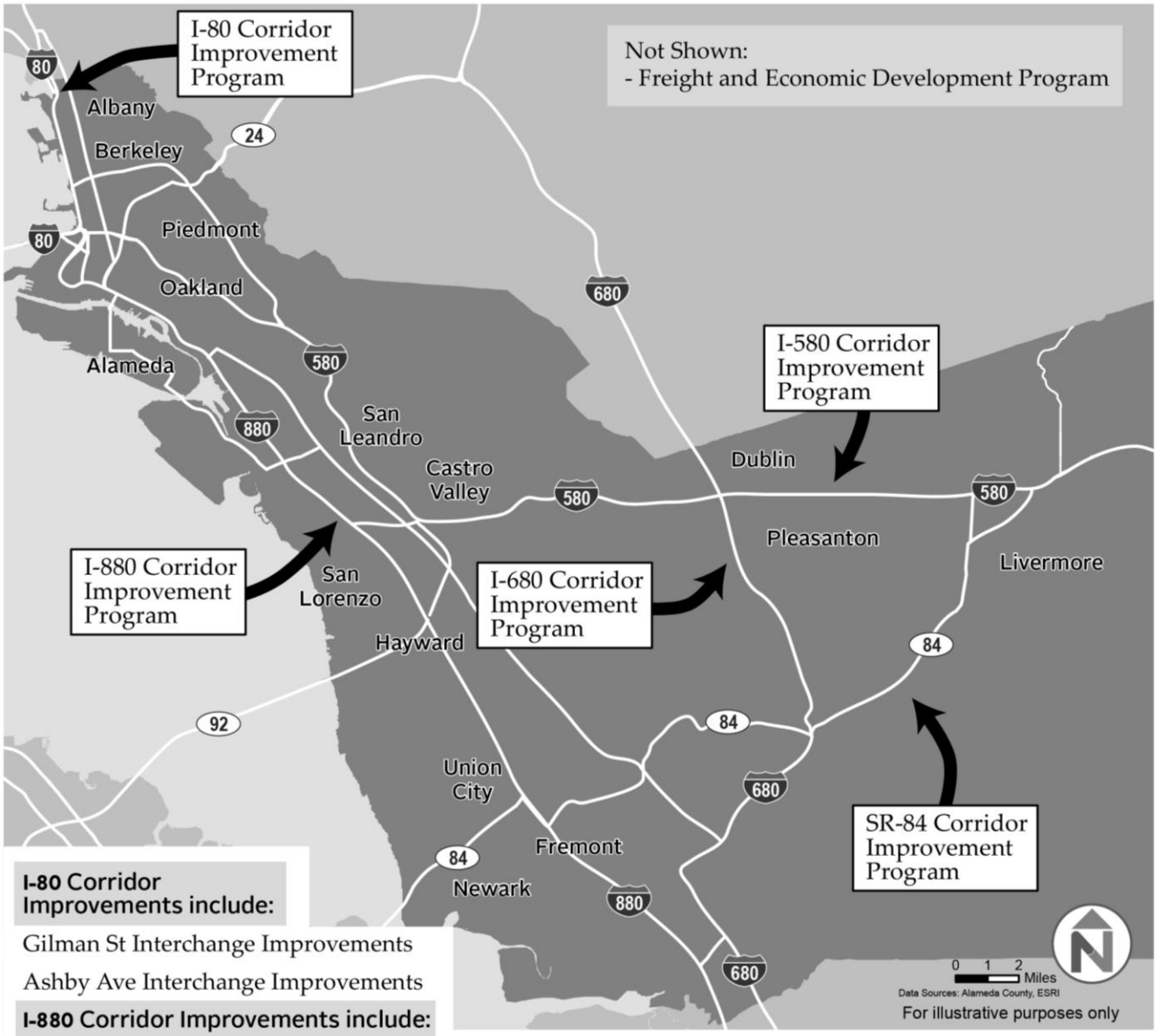
I-80 CORRIDOR INVESTMENTS FROM THE CONTRA COSTA COUNTY LINE TO THE BAY BRIDGE ($76 M)

I-80 in the northern part of the County is the most congested stretch of freeway in the Bay Area. Investments in the interchanges on this route were selected to relieve bottlenecks, improve safety and improve conditions for cars, buses, trucks and bicyclists and pedestrians. Key investments will be made at the Ashby and Gilman interchanges in Berkeley, which will improve conditions for all modes in both Emeryville and Berkeley.

The I-80 Gilman project will receive funding to relieve a major bottleneck and safety problem at the I-80 Gilman interchange. The project includes both a major reconfiguration of the interchange and grade separation of the roadway and the railroad crossing which currently crosses Gilman at-grade impeding traffic flow to and from the freeway. Improvements will also be made for pedestrians and bicyclists crossing this location and accessing recreational opportunities west of the freeway, making this a true multimodal improvement.

The Ashby Avenue corridor will receive funding to fully reconstruct the Ashby Avenue Interchange by eliminating the substandard eastbound on-ramp in Berkeley's Aquatic Park. The interchange will be fully accessible to vehicles traveling to and from Emeryville and Berkeley and east and west on I-80, will reduce local traffic congestion in Berkeley and Emeryville, and will improve bicycle and pedestrian access. The project includes associated corridor improvements on Ashby Avenue.





I-80 Corridor Improvements include:

Gilman St Interchange Improvements

Ashby Ave Interchange Improvements

I-880 Corridor Improvements include:

Broadway-Jackson Multimodal Transportation and Circulation Improvements

Oak Street Interchange Improvements

23rd/29th Ave Interchange Improvements

42nd St/High St Interchange Improvements

Northbound High Occupancy Vehicle and High Occupancy Toll Extension from A St to Hegenberger

Winton Ave Interchange Improvements

Industrial Pkwy Interchange Improvements

Whipple Rd Interchange Improvements

Rte 262 (Mission) Improvements and Grade Separation

I-580 Corridor Improvements include:

I-580/I-680 Interchange Improvements

Isabel Ave Interchange Improvements

Greenville Rd Interchange Improvements

Vasco Rd Interchange Improvements

I-680 Corridor Improvements include:

High Occupancy Vehicle and High Occupancy Toll Lane from SR-237 to Alcosta (both directions)

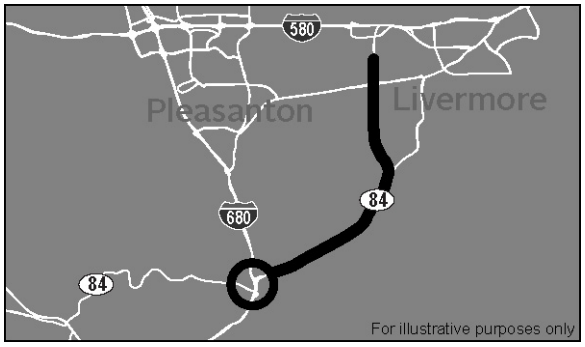
SR-84 Corridor Improvements include:

SR-84 Expressway (Pigeon Pass to Jack London)

SR-84/I-680 Interchange and SR-84 Widening

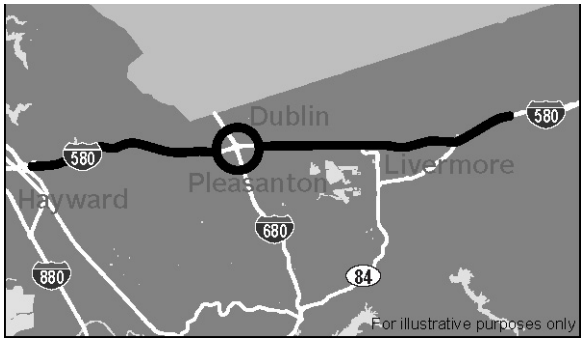
STATE ROUTE 84 FROM I-580 TO I-680 ($132 M)

Two significant improvements are planned for this corridor to complete improvements at the SR 84 and I-680 interchange and widening SR 84 to support safety, connectivity and efficiency.



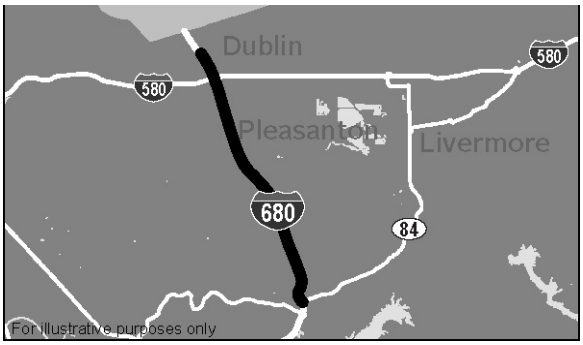
I-580 CORRIDOR INVESTMENTS FROM DUBLIN TO SAN JOAQUIN COUNTY LINE ($48 M)

Investments in the I-580 corridor include improvements to the I-580/I-680 Interchange to provide relief on one of the most significant bottlenecks on the freeway system. Additional funding is for interchange improvements in both East and Central County, including improvements at Vasco Road, Greenville Road and Isabel Avenue, which are needed for major transit investments in the Livermore area, as well as interchange improvements in Central County, focusing on bottleneck relief and safety improvements.



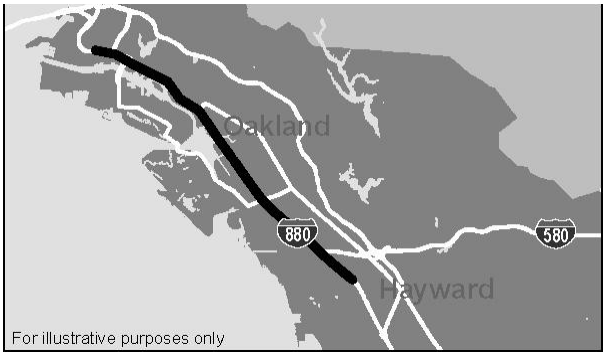
I-680 FROM CONTRA COSTA COUNTY LINE TO THE SANTA CLARA COUNTY LINE ($60 M)

Implementation of the I-680 HOV/HOT lane in both directions from Route 237 to Alcosta Boulevard is the centerpiece of the improvements planned for this heavily traveled corridor. This project will receive $60 M to construct carpool/high occupancy toll lanes on I-680 between Alcosta Boulevard and Route 84 in both directions.



I-880 CORRIDOR INVESTMENTS FROM OAKLAND TO UNION CITY ($284 M)

I-880 corridor improvements include projects to upgrade and improve key interchanges throughout the corridor beginning with the Broadway/Jackson interchange and Oak Street interchange in Oakland and Alameda to the Whipple/Industrial Parkway Southwest interchange in Hayward and to the County line. Many other interchange projects are also candidates for funding to relieve congestion and improve safety.



Funds are included for I-880 Broadway-Jackson multimodal transportation and circulation improvements for Alameda Point, Oakland Chinatown, Downtown Oakland, and Jack London Square.

Funds for interchange improvements at Whipple Road and Industrial Boulevard in the Central part of the County are also included, as well as making other improvements on I-880. The goals of these improvements are to remove bottlenecks and enhance safety at these critical interchanges, serving motorists, other road users, and goods movement in Central and Southern Alameda County.

In addition, funding will support completion of the HOV/HOT carpool lanes on I-880 from A Street in Hayward to Hegenberger Road in Oakland, filling in this important gap in the HOV lane system.

Additional funding on I-880 includes a number of critical access and interchange improvements in the north and central parts of the county including grade separations, bridge improvements and interchange enhancements.

FREIGHT AND ECONOMIC DEVELOPMENT PROGRAM (1% OF NET REVENUE, $77 M)

These discretionary funds will be administered by the Alameda CTC for the purposes of developing innovative approaches to moving goods in a safe and healthy environment in support of a robust economy. Eligible expenditures in this category include:

- Planning, development and implementation of projects that enhance the safe transport of freight by truck or rail in Alameda County, including projects that reduce conflicts between freight movement and other modes.
- Planning, development and implementation of projects that reduce greenhouse gas production in the transport of goods.
- Planning, development and implementation of projects that mitigate environmental impacts of freight movement on residential neighborhoods.
- Planning, development and implementation of projects that enhance coordination between the Port of Oakland, Oakland Airport and local jurisdictions for the purposes of improving the efficiency, safety, and environmental and noise impacts of freight operations while promoting a vibrant economy.

These proposed funds will be distributed by the Alameda CTC to eligible public agencies within Alameda County. Eligible public agencies will include local jurisdictions including cities, Alameda County, the Port of Oakland and the Oakland Airport.

Key investments in bicycle and pedestrian infrastructure include completion of the major trails in the County. Funding will allow for the completion of three key trails: the County's East Bay Greenway, which provides a viable commute and community access route for many cyclists and pedestrians from Oakland to Fremont, and the Bay Trail and Iron Horse trails in Alameda County which provide important off street routes for both commute and recreational trips. Funding for priority projects in local and countywide Bicycle and Pedestrian plans will also allow for investments that support the use of these modes.

A total of 8% of the funds available in this plan are devoted to improving bicycle and pedestrian infrastructure as well as providing programs to encourage people to bike and walk when possible and to support accessibility for seniors and the disabled. It is important to note that in addition to these dedicated funds, local bicycle and pedestrian projects will also be funded through the Local Streets and Roads and ~~Sustainable Transportation and Land Use Linkages~~Local Community Investments funding categories.

COMPLETION OF MAJOR TRAILS – IRON HORSE TRAIL, BAY TRAIL AND EAST BAY GREENWAY ($264 M)

This project provides for increased pedestrian and bicycle transportation options, more open space, and improved public safety in neighborhoods on these three major trails pictured on the next page. These projects have the potential to generate extensive and varied community benefits beyond creating infrastructure for bicycle and pedestrian travel including improving neighborhood connectivity, improving access to transit, reducing local congestion, improving safe access to schools, supporting community health and reducing greenhouse gas emissions. Funds may be applied to the construction and maintenance of the three major trails, as well as local connectors and access routes.

LOCAL BICYCLE AND PEDESTRIAN SAFETY PROGRAM (5% OF NET REVENUE, $387 M)

This proposed program is designed to fund projects and provide operating funds that expand and enhance bicycle and pedestrian safety and facilities in Alameda County, focusing on projects that complete the County's bicycle and pedestrian infrastructure system. The proposed program consists of two components.

Bicycle and Pedestrian Direct Allocation to Cities and Alameda County (3% of net revenue, estimated at $232 M)

~~Pass-through~~ F~~f~~unding will be provided on a monthly basis to the cities and to Alameda County for planning, construction and maintenance of bicycle and pedestrian projects and programs, focusing on completing the high priority projects described in their Bicycle and Pedestrian Master Plans. Funds will be provided to each city within the county and to Alameda County based on their share of population. Jurisdictions will be expected to implement, operate and maintain projects from the County's bicycle and pedestrian plans and to commit to a complete streets philosophy in their project design and implementation.

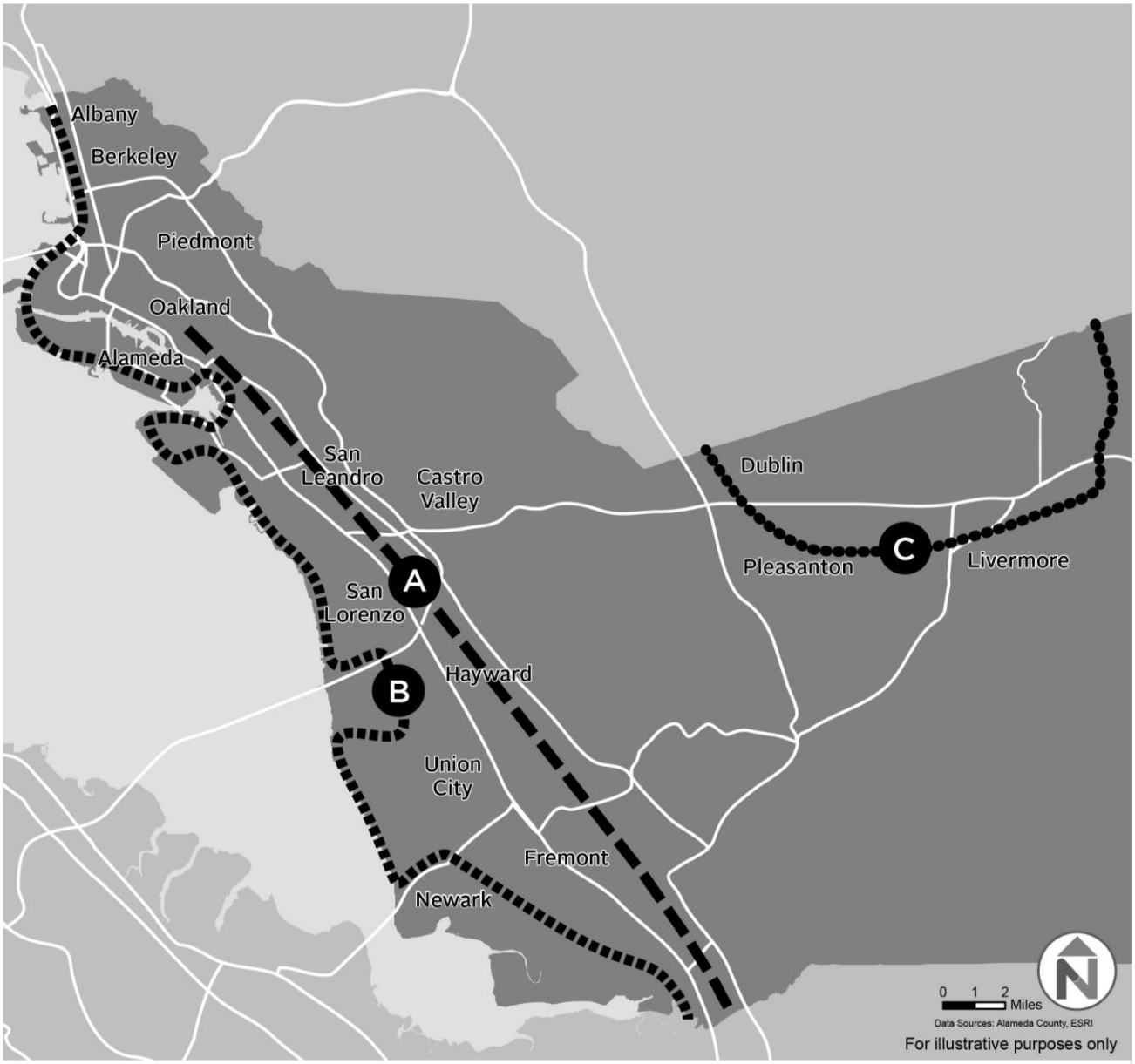
Bike and Pedestrian Grant Program (2% of net revenue, estimated at $154 M)

These funds, administered by the Alameda CTC, will be available for the purposes of implementing and maintaining regional bicycle and pedestrian facilities and increasing safe bicycling. These proposed funds will be periodically distributed by the Alameda CTC for projects and programs that:

- Provide bicycle education and training
- Increase the number of trips made by bicycle and on foot
- Improve coordination between jurisdictions
- Maintain existing trails
- Implement major elements of the Alameda County Bicycle Master Plan and Pedestrian Master Plan

- Implement bicycle and pedestrian elements of Community Based Transportation Plans
- Support Safe Routes to Schools
- Support school crossing guards
- Provide bicycle and pedestrian infrastructure within and connecting to developments in priority development areas
- Leverage other sources of funding

Funds in this category will be used for a Countywide Bicycle and Pedestrian Coordinator position.



A East Bay Greenway from Oakland to Fremont

B Bay Trail Gap Closure and Access projects

C Iron Horse Trail Gap Closure and Access projects

Not Shown:
- Completion of other priority projects in local and countywide bicycle and pedestrian plans
- Pass-through program to cities and County
- Grant program for regional projects and trail maintenance.

~~SUSTAINABLE LAND USE AND TRANSPORTATION~~LOCAL COMMUNITY INVESTMENTS

Investments in sustainable transportation ~~and land use linkages~~that improve transit connections to jobs and schools recognize the need to plan our transportation system along with the land uses that are going to serve the growing demand for housing and jobs in Alameda County. A total of 4% of net revenue or about $300 M is dedicated to improvements that link our transportation infrastructure with areas identified for new development. One percent of net revenue, or about $77 M, is dedicated to investments in new technology, innovation and development.

~~PRIORITY DEVELOPMENT AREA/TRANSIT ORIENTED DEVELOPMENT INFRASTRUCTURE IMPROVEMENTS~~INVESTMENTS TO IMPROVE TRANST CONNECTIONS TO JOBS AND SCHOOLS ($300 M)

These investments target immediate term opportunities for enhancing access, improving safety and creating new infrastructure and supporting construction at BART stations, as well as station area development and transit oriented development at sites identified for early implementation throughout the County. Funds in this category may be spent on project development, design, and environmental clearance as well as construction, operations and maintenance of new infrastructure in these areas. Priority implementation of specific investments and amounts will be determined as part of the Capital Improvement Program developed by the Alameda CTC every two years. Examples of eligible station areas to be included in this category are:

North County Station Areas and Priority Development Areas

- Broadway Valdez Priority Development Area (PDA)
- Coliseum BART Station Enhancements
- Lake Merritt BART Station and Area Improvements
- West Oakland BART Station Area
- Eastmont Mall Priority Development Area (PDA)
- 19th Street BART Station Area
- MacArthur BART Station Area
- Ashby BART Station Area
- Berkeley Downtown Station Area

Central County Station Areas and Priority Development Areas

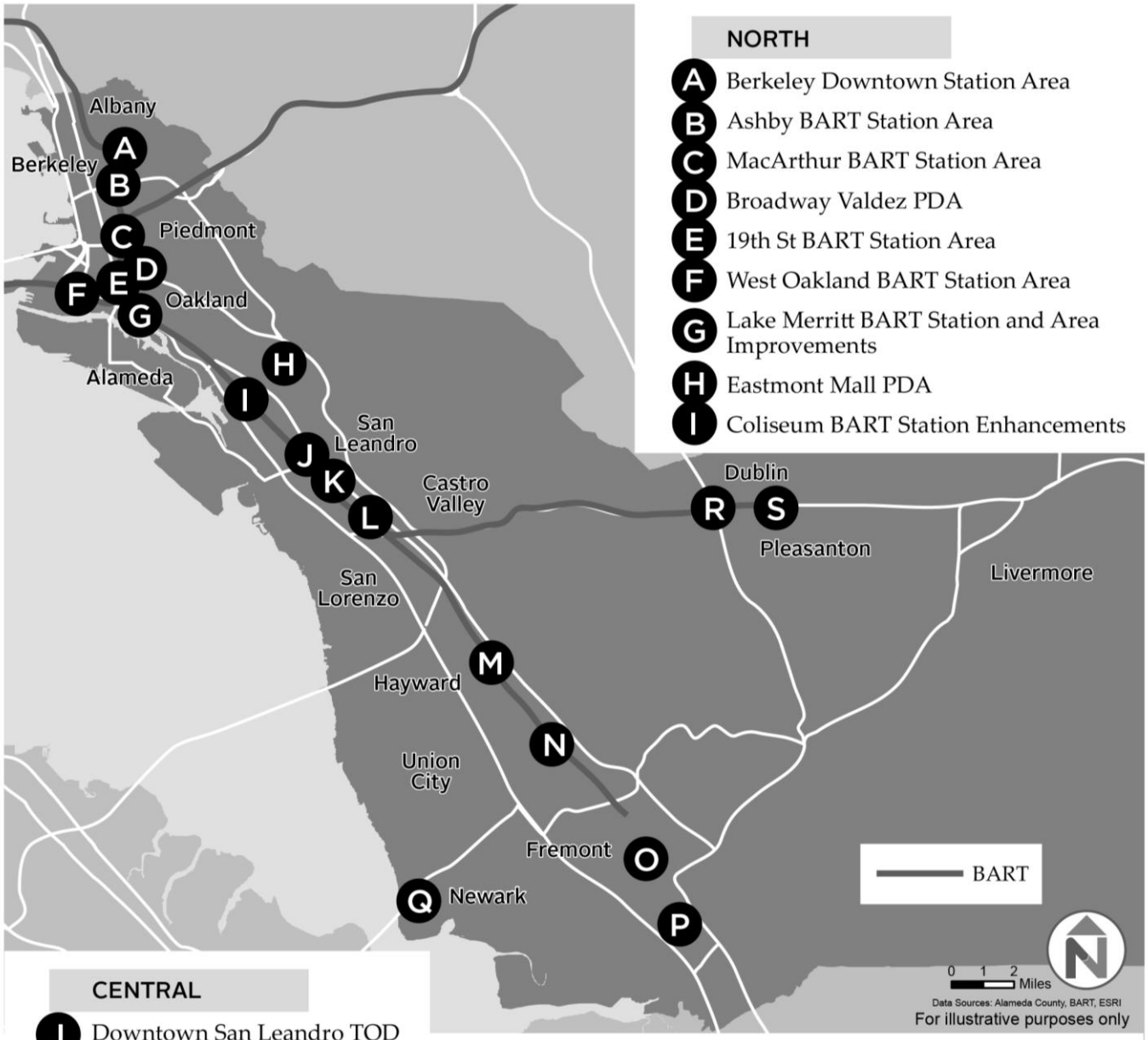
- Downtown San Leandro Transit Oriented Development (TOD)
- Bay Fair BART Transit Village
- San Leandro City Streetscape Project
- South Hayward BART Station Area

South County Station Areas and Priority Development Areas

- BART Warm Springs Westside Access Improvements
- Fremont Boulevard Streetscape Project
- Union City Intermodal Infrastructure Improvements
- Dumbarton Transit Oriented Development (TOD) Infrastructure improvements

East County Station Areas

- West Dublin BART Station and Area Improvements
- Downtown Dublin Transit Oriented Development (TOD)
- East Dublin / Pleasanton BART Station and Area Improvements



NORTH

- A Berkeley Downtown Station Area
- B Ashby BART Station Area
- C MacArthur BART Station Area
- D Broadway Valdez PDA
- E 19th St BART Station Area
- F West Oakland BART Station Area
- G Lake Merritt BART Station and Area Improvements
- H Eastmont Mall PDA
- I Coliseum BART Station Enhancements

CENTRAL

- J Downtown San Leandro TOD
- K San Leandro City Streetscape
- L Bay Fair BART Transit Village
- M South Hayward BART Station Area

SOUTH

- N Union City Intermodal Infrastructure Improvements
- O Fremont Boulevard Streetscape
- P BART Warm Springs West Side Access Improvements
- Q Dumbarton TOD Infrastructure Improvements

EAST

- R West Dublin BART Station and Area Improvements
- Downtown Dublin TOD
- S East Dublin/Pleasanton BART Station and Area Improvements

Not Shown:
- Technology, Innovation, and Development Program

The locations drawn on this map are general locations of eligible types of investments

INVESTMENTS IN NEW TECHNOLOGY, INNOVATION AND DEVELOPMENT (1% OF NET REVENUE, $77 M)

These proposed discretionary funds are designed to be administered by the Alameda CTC to develop innovative approaches to meeting the County's transportation vision, emphasizing the use of new and emerging technologies to better manage the transportation system. Eligible expenditures in this category include:

- Planning, development, implementation and maintenance of new technology and innovative strategies designed to improve the efficiency or effectiveness of the County's transportation system.
- Planning, development, implementation and maintenance of new technology and innovative strategies designed to better inform consumers of their transportation choices.
- Planning, development, implementation and maintenance of new technology and innovative strategies designed to increase utilization of non-auto modes or to increase the occupancy of autos with the goal of reducing congestion and greenhouse gas production.
- Planning, development, implementation and maintenance of new technology and innovative strategies designed to reduce transportation related greenhouse gases through the utilization of a cleaner vehicle fleet including alternative fuels and/or locally produced energy.
- Environmental mitigation for transportation projects including land banking.
- Planning, development and implementation of demand management strategies designed to reduce congestion, increase use of non-auto modes, manage existing infrastructure and reduce greenhouse gas emissions.
- Planning, development and implementation of transportation policies designed to manage parking supply to improve availability, utilization and to reduce congestion and greenhouse gas production.

These proposed funds would be distributed periodically by the Alameda CTC to eligible public agencies within Alameda County.

GOVERNING BODY AND ORGANIZATIONAL STRUCTURE

Implementation of this sales tax is authorized under the Local Transportation Authority and Improvement Act, California Public Utilities Code Section 180000 et seq. In enacting this ordinance, voters will authorize the Alameda County Transportation Commission (referred to herein as the Alameda CTC) to have the responsibility to administer the tax proceeds in accordance with all applicable laws and with the Transportation Expenditure Plan (TEP). Funds collected for this tax may be spent only for the purposes identified in the TEP, as it may be amended as described in the implementation guidelines. Under no circumstances may the proceeds of this transportation sales tax be applied to any purpose other than for transportation improvements benefitting Alameda County. Under no circumstances may these funds be appropriated by the State of California or any other governmental agency.

The Alameda County Transportation Commission was created in July 2010 through a merger of two existing agencies: the Alameda County Transportation Improvement Authority, which administered the existing Measure B half-cent transportation sales tax, and the Alameda County Congestion Management Agency, which was responsible for long-range planning and programming of transportation funds. The merger was designed to save taxpayer money by developing a single, streamlined organization focused on planning, funding and delivering countywide projects and programs with local, regional, state and federal funds in the most efficient and effective manner to serve the county's transportation needs. The merger has resulted in millions of dollars of savings to taxpayer's on an annual basis.

GOVERNING BODY AND ADMINISTRATION

The Alameda CTC is governed by a Commission comprised of 22 members, with the following representation:

- All five Alameda County supervisors
- Two Oakland representatives
- One representative from each of the other 13 cities
- AC Transit
- BART

The Commission is assisted by staff dedicated to implementation and monitoring of sales tax projects and programs. The total cost assigned for salaries and benefits for administrative employees shall not exceed 1% of the revenues generated by the sales tax. The total cost of administration of this tax, including all rent, supplies, consulting services and other overhead costs will not exceed 4% of the proceeds of the tax. In addition, funds to repay election costs are included herein.

INDEPENDENT WATCHDOG COMMITTEE

The Independent Watchdog Committee will have the responsibility of reviewing and overseeing all expenditures of sales tax funds by the Alameda CTC. The Independent Watchdog Committee (IWC) reports directly to the public.

The responsibilities of this committee are:

- The IWC must hold public hearings and issue reports, on at least an annual basis, to inform Alameda County residents about how the sales tax funds are being spent. The hearings will be open to the public and must be held in compliance with the Brown Act, California's open meeting law, with information announcing the hearings well-publicized and posted in advance.
- The IWC will have full access to the Alameda CTC's independent auditor and will have the authority to request and review specific information regarding use of the sales tax funds and to comment on the auditor's reports.
- The IWC will publish an independent annual report, including any concerns the committee has about audits it reviews. The report will be published in local newspapers and will be made available to the public in a variety of forums to ensure access to this information.

IWC members are private citizens who are not elected officials at any level of government, nor public employees from agencies that either oversee or benefit from the proceeds of the sales tax. Membership is limited to individuals who live in Alameda County. Members are required to submit a statement of financial disclosure and membership is restricted to individuals without economic interest in any of the Alameda CTC's projects or programs. The IWC is designed to reflect the diversity of Alameda County. Membership is as follows:

- Two members are chosen at-large from each of the five supervisorial districts in the county (total of 10 at-large members). One member is nominated by each member of the Board of Supervisors and one additional member in each supervisorial district is selected by the Alameda County Mayors' Conference.
- Seven members are selected to reflect a balance of viewpoints across the county. These members are nominated by their respective organizations and approved by the Alameda CTC Board of Directors as follows:
    - One representative from the Alameda County Taxpayer's Association
    - One representative from the Sierra Club
    - One representative from the Alameda County Labor Council
    - One representative from the East Bay Economic Development Alliance
    - One representative from the Alameda County Paratransit Advisory Committee (PAPCO)
    - One representative from the East Bay Bicycle Coalition
    - One representative from the League of Women's Voters

The members of the IWC are expected to provide a balance of viewpoints, geography, age, gender, ethnicity and income status, to represent the different perspectives of the residents of the county.

ADVISORY COMMITTEES

The Alameda CTC is assisted by the advice of technical and public advisory committees. These committees, described below, meet regularly and are charged with carrying out important functions on behalf of the Alameda CTC.

Alameda County Technical Advisory Committee (ACTAC)

The ACTAC is the technical advisory committee to the Alameda CTC. The ACTAC members provide technical expertise, analysis and recommendations related to transportation planning, programming and funding with the Alameda CTC Executive Director functioning as Chair.

Paratransit Advisory and Planning Committee (PAPCO)

PAPCO addresses funding, planning, and coordination issues regarding specialized transportation services for seniors and persons with disabilities in Alameda County. PAPCO has the responsibility of making direct recommendations to the Board of Directors of the Alameda CTC on funding for senior and disabled transportation services. PAPCO is supported by a Technical Advisory Committee comprised of paratransit providers in Alameda County funded by local transportation sales tax funds.

Bicycle and Pedestrian Advisory Committee (BPAC)

The BPAC reviews ~~all competitive applications submitted to the Alameda CTC for bicycle and pedestrian safety funds from Measure B, along with~~and provides input on the development and updating of the Alameda Countywide Pedestrian and Bicycle Plans and makes recommendations to the Alameda CTC~~ for funding~~. The BPAC also provides input on countywide educational and promotional programs and other projects of countywide significance~~, upon request~~.

Other Committees

The Alameda CTC will establish other community and technical advisory committees as necessary to implement the projects and programs in the TEP and to inform and educate the public on the use of funds for projects and programs in the TEP.

IMPLEMENTING GUIDELINES

This Transportation Expenditure Plan (TEP) is guided by principles that ensure that the revenue generated by the sales tax is spent only for the purposes outlined in this plan, in the most efficient and effective manner possible, consistent with ~~with the direction provided by the voters of~~serving the transportation needs of Alameda County.

ADMINISTRATION OF THE PLAN

1. **Funds only Projects and Programs in TEP**: Funds collected under this measure may be spent only for the purposes identified in the Transportation Expenditure Plan, or as it may be amended by the Alameda CTC governing body.

2. **All Decisions Made in Public Process: T**he Alameda County Transportation Commission (Alameda CTC) is given the fiduciary duty of administering the transportation sales tax proceeds in accordance with all applicable laws and with the TEP. Activities of the Alameda CTC Board of Directors will be conducted in public according to state law, through publicly noticed meetings. The annual budgets of the Alameda CTC, annual strategic plans and annual reports will all be prepared for public review. The interests of the public will be further protected by an Independent Watchdog Committee, described previously in this plan.

3. **Salary and Administration Cost Caps**: The Alameda CTC will have the authority to hire professional staff and consultants to deliver the projects and programs included in this plan in the most efficient and cost-effective manner. The salaries and benefits for administrative staff hired by the Alameda CTC for this tax will not exceed 1% of the proceeds of the tax.

   The total of all administrative costs for this tax including overhead costs such as rent and supplies will be limited to no more than 4% of the proceeds of this tax.

   The cost of Alameda CTC staff who directly implement specific projects or programs are not included in administrative costs.

4. **Amendments Require 2/3 Support**: To modify and amend this plan, an amendment must be adopted by a two-thirds vote of the Alameda CTC Commissioners. All jurisdictions within the county will be given a minimum of 45 days to comment on any proposed TEP amendment.

5. **Augment Transportation Funds**: Pursuant to California Public Utilities Code 180001 (e), it is the intent of this expenditure plan that funds generated by the transportation sales tax be used to supplement and not replace existing local revenues used for transportation purposes.

~~COMPREHENSIVE PLAN UPDATE PROCESS~~SALES TAX SUNSET DATE

6. **~~Comprehensive Plan Updates~~Sunset Date**: ~~While~~ T~~t~~he transportation sales tax ~~is intended to be collected in perpetuity, this plan recognizes that transportation needs, technology, and circumstances change over time. This plan is intended to govern the expenditure of new transportation sales tax funds (not including the existing Measure B funds), collected from implementation in 2013 through subsequent tax collections for an unlimited period, unless otherwise terminated by the voters~~will be implemented in 2015 for a 30-year period, expiring in 2045.

TAXPAYER SAFEGUARDS, AUDITS AND ACCOUNTABILITY

Accountability is of utmost importance in delivering public investments with public dollars. The Alameda

CTC is committed to transparency and accountability as a public agency along with its many jurisdictional partners and there are many measures built into this measure to ensure voter accountability in expenditure of funds.

~~6.~~7. **Annual Audits and Independent Watchdog Committee Review**: Transportation sales tax expenditures are subject to an annual independent audit and review by an Independent Watchdog Committee. The Watchdog Committee will prepare an annual report on spending and progress in

implementing the plan that will be published and distributed throughout Alameda County.

~~7.~~8. **Strict Project Deadlines**: To ensure that the projects promised in this plan can be completed in a timely manner, each project will be given a period of seven years from the first year of revenue collection (up to December 31, 2022~~19~~) to receive environmental clearance approvals and to have a full funding plan for each project. Project sponsors may appeal to the Alameda CTC Commissioners for one-year time extensions.

~~8.~~9. **Timely Use of Funds**: Jurisdictions receiving funds for transit operations, on-going road maintenance, services for seniors and disabled, and bicycle and pedestrian safety projects and programs must expend the funds expeditiously and report annually on the expenditure, their benefits and future planned expenditures. These reports will be made available to the public at the beginning of each calendar year.

~~9.~~10. **Annual Budget and Strategic Plan**: Each year, the Alameda CTC adopts an annual budget that projects the expected sales tax receipts, other anticipated funds and planned expenditures for administration, programs and projects. The Alameda CTC will also prepare ~~an annual~~a s~~S~~trategic p~~P~~lan which will identify the priority for projects and dates for project implementation based on project readiness, ability to generate leveraged funds and other relevant criteria. Both the budget and the Strategic Plan will be adopted at a public meeting of the Alameda CTC Commissioners.

~~10.~~11. **Commitments from Fund Recipients**: All recipients of funds allocated in this expenditure plan will be required to sign a Master Funding Agreement, detailing their roles and responsibilities in spending sales tax funds and including local hiring requirements. Funding agreements will include performance and accountability measures. In addition, fund recipients will conduct an annual audit to ensure that funds are managed and spent according to the requirements of this expenditure plan.

~~11.~~12. **Capital Improvement Program Updates**: Project descriptions will be detailed and fully defined for inclusion in the Alameda CTC Capital Improvement Program which will be updated every two years, and which will provide for geographic equity in overall funding allocations. All allocations will be made through a public process.

~~12.~~13. **Geographic Equity**: Funding formulas for all programs will be revisited within the first five years of the plan to ensure overall geographic equity based on population and /or other equity factors. Funding for capital projects will be evaluated through the biennial capital improvement planning process which will include an evaluation of geographic equity by planning area.

RESTRICTIONS ON FUNDS

~~13.~~14. **No Expenditures Outside of Alameda County**: Under no circumstances may the proceeds of this transportation sales tax be applied to any purpose other than for transportation improvements benefitting Alameda County. Under no circumstances may these funds be appropriated by the State of California or any other governmental agency, as defined in the implementation guidelines.

~~14.~~15. **Environmental and Equity Reviews:** All projects funded by sales tax proceeds are subject to laws and regulations of federal, state and local government, including but not limited to the requirements of the California Environmental Quality Act (CEQA), and Title VI of the Civil Rights Act, as applicable. All projects and programs funded with sales tax funds will be required to conform to the requirements of these regulations, as applicable. All projects that go through environmental review analyses will select the most efficient and effective project alternative and technology for implementation to meet the objective of the project, and will have clearly defined project descriptions, limits and locations as a result of the environmental process.

~~15.~~16. **Complete Streets**: It is the policy of the Alameda CTC that all transportation investments shall consider the needs of all

modes and all users. All investments will conform to Complete Streets requirements and Alameda County guidelines to ensure that all modes and all users are considered in the expenditure of funds so that there are appropriate investments that fit the function and context of facilities that will be constructed.

~~16.~~17. **Local Contracting and Good Jobs**: The Alameda CTC will develop a policy supporting the hiring of local contractors, businesses and residents from Alameda County as applicable in the expenditure of these funds.

~~17.~~18. **New Agencies:** New cities or new entities (such as new transit agencies) that come into existence in Alameda County during the life of the Plan could be considered as eligible recipients of funds through a Plan amendment

PROJECT FINANCING GUIDELINES AND MANAGING REVENUE FLUCTUATIONS

~~18.~~19. **Fiduciary Duty:** By augmenting and extending the transportation sales tax, the Alameda CTC is given the fiduciary duty of administering the proceeds of this tax for the benefit of the residents and businesses of Alameda County. Funds may be accumulated by the Alameda CTC or by recipient agencies over a period of time to pay for larger and longer-term projects pursuant to the policies adopted by the Alameda CTC. All interest income generated by these proceeds will be used for the purposes outlined in this TEP and will be subject to audits.

~~19.~~20. **Project and Program Financing:** The Alameda CTC will have the authority to bond for the purposes of expediting the delivery of transportation projects and programs. The bonds will be paid with the proceeds of this tax. The costs associated with bonding, including interest payments, will be borne only by the capital projects included in the TEP and any programs included in the TEP that utilize the bond proceeds. The costs and risks associated with bonding will be presented in the Alameda CTC's annual Strategic Plan and will be subject to public comment before any bond sale is approved.

~~20.~~21. **Programming of Funds**: Actual revenues may, at times, be higher than expected in this plan due to changes in receipts and additional funds may become available due to increased opportunities for leveraging or project costs less than expected. Revenue may be lower than expected as the economy fluctuates. Estimates of actual revenue will be calculated annually by the Alameda CTC during its annual budget process. Any excess revenue will be programmed in a manner that will accelerate the implementation of the projects and programs described in this plan, at the direction of the Alameda CTC Commissioners.

~~21.~~22. **Fund Allocations**: Should a planned project become infeasible or unfundable due to circumstances unforeseen at the time of this plan, or should a project not require all funds programmed for that project, funding will remain within its modal category such as Transit, Roads, Highways, Sustainable Transportation and Land Use, or Bicycle and Pedestrian Safety, and be reallocated to projects or programs in the same funding category at the discretion of the Alameda CTC.

~~22.~~23. **Leveraging Funds**: Leveraging or matching of outside funding sources is strongly encouraged. Any additional transportation sales tax revenues made available through their replacement by matching funds will be spent based on the principles outlined for fund allocations described above.

Memorandum

9.1

1111 Broadway, Suite 800, Oakland, CA 94607 • PH: (510) 208-7400 • www.AlamedaCTC.org

DATE: November 27, 2013

SUBJECT: Revised State Transportation Improvement Program (STIP) Fund Estimate

RECOMMENDATION: 1) Approve Revised 2014 Regional Transportation Improvement Program (RTIP) Program based on the Revised STIP Fund Estimate, and
2) Approve exchange of 2014 STIP funds.

Summary

At the September 2013 meeting, the Alameda CTC Board approved the projects included in the Final 2014 State Transportation Improvement Program (STIP). At its October 7, 2013 meeting, the California Transportation Commission (CTC) approved a revised 2014 STIP Fund Estimate which increased the funding available to program to projects in Alameda's RTIP county share by about $1.7 million. Staff proposes to program this additional capacity to AC Transit's Bus Rapid Transit project.

Staff also recommends an exchange of STIP and the CMA TIP program. The exchange would consolidate STIP funding from 3 projects into the East-West Connector project.

Background

The STIP is a multi-year capital improvement program of transportation projects on and off the State Highway System, funded with revenues from the State Highway Account and other funding sources. At its October 7, 2013 meeting, the California Transportation Commission (CTC) approved a revised 2014 STIP Fund Estimate which increased the funding available to program to projects in Alameda's RTIP county share by about $1.7 million. Staff proposes to program this additional capacity to AC Transit's Bus Rapid Transit (BRT) project. The BRT project is included in the 2014 STIP projects approved by the Alameda CTC Board in September 2013.

The 2014 STIP projects included $8 million to the Infrastructure Bond projects' backfill, $2 million to the Caldecott Settlement Projects and $2 million (of $12 million overall) to the SR-84 South Segment Project. Staff recommends an exchange of 2014 STIP funds and the CMA TIP program, which includes a revision to the proposal discussed at the Committee meeting.

The 2012 STIP cycle included $14.3 Million of STIP funds programmed to the East-West Connector project. As a part of the countywide project delivery and implementation strategy, the RTIP funds from this project (as well as 11 others) were exchanged for local funds, with all the RTIP funds programmed to one large project. The result of the exchange approved during the 2012 STIP programming process was that the East-West Connector project received a like amount of CMA TIP programming in place of STIP programming.

Staff is recommending an exchange of 2014 STIP and CMA TIP programming. The exchange would consolidate $12 million STIP funding from the above mentioned 3 projects (Infrastructure Bond projects' backfill, Caldecott Settlement Projects and SR-84 South Segment Project) into the East-West Connector project. This exchange results in the East-West Connector project again receiving STIP programming , similar to the funding plan for the project had through the 2012 STIP process. Implementing this exchange would allow the funding for the 3 projects to be available in the short term, and would not impact the 1986 Measure B funding identified for the East-West Connector Project. The 3 exchange projects could be advanced using the CMA TIP program.

The revised 2014 Regional Transportation Improvement Program fund estimate also increases the funds available to the Alameda CTC to administer the STIP program.

Fiscal Impact: There is no fiscal impact.

Staff Contact:

Stewart Ng, Deputy Director of Programming and Projects

Matt Todd, Principal Transportation Engineer

Vivek Bhat, Senior Transportation Engineer

Memorandum 10.1

1111 Broadway, Suite 800, Oakland, CA 94607 • PH: (510) 208-7400 • www.AlamedaCTC.org

DATE:	November 27, 2013
SUBJECT:	Alameda CTC Draft Audited Comprehensive Annual Financial Report and the ACTIA Limitations Worksheet for the Year Ended June 30, 2013
RECOMMENDATION:	Approve the Alameda CTC draft audited Comprehensive Annual Financial Report and the Limitations Worksheet for the year ended June 30, 2013.

Summary

Pursuant to the Joint Powers Agreement of the Alameda County Transportation Commission, California Public Utilities Code Section 180105, the Joint Powers Agreement of the Alameda County Congestion Management Program and the California Government Code Section 6505, an independent audit was conducted for the fiscal year ended June 30, 2013 by Vavrinek, Trine, Day & Co., LLP. Financial statements are the responsibility of management. The auditor's responsibility is to express an opinion on the financial statements based on their audit. As demonstrated in the Independent Auditor's Report on page two (2) of the Draft Audited Comprehensive Annual Financial Report (Draft Audited CAFR), the Alameda CTC's auditors have reported what is considered to be an unmodified or clean audit.

> "*In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities, each major fund, and the aggregate remaining fund information of the Alameda CTC, as of June 30, 2013, and the respective changes in financial position for the year then ended in accordance with accounting principles generally accepted in the United States of America.*"

As demonstrated in the Independent Auditor's Report on page one (1) of the Draft Limitations Worksheet, the Alameda CTC's auditors also have reported what is considered to be an unmodified or clean audit.

> *"In our opinion, the worksheet referred to above, presents fairly, in all material respects, the administrative cost and related percentages of the Alameda CTC for the year ended June 30, 2013, in conformity with the accounting principles generally accepted in the United States of America."*

The Alameda CTC Draft Audited CAFR and the ACTIA Limitations Worksheet for the year ended June 30, 2013 were reviewed in detail and approved by the Alameda CTC's audit committee on October 14, 2013.

Financial Highlights:

- Total net asset were $219.2 million at June 30, 2013, a decrease of $21.9 million or 9.1 percent from the prior fiscal year end primarily related to sales tax related capital project expenditures.

- Total assets decreased by $41.9 million or 12.6 percent from $331.7 million to $289.8 million as of June 30, 2013 compared to June 30, 2012. Cash and investments comprised $237.5 million or 81.9 percent of the total assets as of June 30, 2013.

- Revenues totaled $159.0 million for the fiscal year ended June 30, 2013. This was a decrease of $11.4 million or 6.7 percent from the fiscal year ended June 30, 2012. Sales tax revenues comprised $121.1 million or 76.1 percent of the total revenues for the fiscal year.

- Total liabilities decreased by $20.0 million or 22.1 percent from $90.5 million to $70.5 million as of June 30, 2013 compared to June 30, 2012. This decrease is primarily due to a project management effort requiring more timely submission and, therefore more timely payment, of invoices from project sponsors.

- Expenses totaled $181.0 million for the fiscal year ended June 30, 2013. This was a decrease of $11.5 million from the fiscal year ended June 30, 2012 mostly related to Measure B capital project expenditures.

Background

As part of the audit process, Vavrinek, Trine, Day & Co., LLP considered Alameda CTC's internal control over financial reporting to determine the audit procedures that are appropriate in order to express their opinions on the financial statements. They have not expressed an opinion on the effectiveness of the Alameda CTC's internal controls; however Vavrinek, Trine, Day & Co., LLP's Report on Internal Control over Financial Reporting and on Compliance and other Matters states that they did not identify any deficiencies in internal control that they consider to be a material weakness.

In addition, Vavrinek, Trine, Day & Co., LLP audited the calculation of the limitation ratios required by the Transportation Expenditure Plan which requires that the total cost for salaries and benefits for administrative employees not exceed 1.00 percent of sales tax revenues and expenditures for administration, in total, do not exceed 4.50 percent of sales tax revenues. The ratios for the fiscal year ended June 30, 2013 are 0.68 percent for salaries and benefits as a percent of sales tax revenues and 3.28 percent for total administration costs as a percent of sales tax revenues which are in compliance with the requirements set forth in the Transportation Expenditure Plan. In order to make this report more user friendly, references

have been included to show where all of the amounts included in the limitation calculations can be cross referenced with the audited financial data in the Draft audited CAFR.

Vavrinek, Trine, Day & Co., LLP also performed a Single Audit for the fiscal year ended June 30, 2013. Per the Office of Management and Budget (OMB) Circular A-133, a single audit is required when a grantee spends $500,000 or more in Federal funds in the fiscal year to provide assurance to the federal government as to the management and use of these funds. Alameda CTC's federal expenditures were well over the threshold at approximately $5.8 million during the fiscal year ended June 30, 2013 therefore a Single Audit was required. As demonstrated in the Independent Auditor's Report on page 80 of the Draft audited CAFR, the Alameda CTC's auditors have reported the following:

> *"In our opinion, Alameda CTC complied, in all material respects, with the types of compliance requirements referred to above that could have a direct and material effect on its major Federal programs for the year ended June 30, 2013."*

The Alameda CTC's first Comprehensive Annual Financial Report has been designed to meet all Government Finance Officers Association (GFOA) requirements for an award for excellence in financial reporting and will be submitted to the GFOA in December with the hope of receiving this award once the CAFR is approved by the Commission. A substantial amount of effort went into the design and presentation of the CAFR as it requires significantly more information and additional sections than annual financial reports historically generated by the predecessor agencies. Some of the new information provided includes the entire introductory section, additional budget comparison schedules in the financial section and the entire statistical section.

Similar to last year's first consolidated annual financial report; the CAFR was further designed to provide detailed financial information by function so that interested parties can look at the agency as a whole or at a more detailed functional level. For example, for the benefit of the Citizen's Watchdog Committee whose purview consists of ACTIA activity only, all ACTIA funds have been broken out in a separate column in the fund financial statements beginning on page 20 of the Draft audited CAFR except the General Fund. There can only be one general fund; however the Alameda CTC's financial system was designed to distinguish costs related to the administration of ACCMA projects and programs from that of ACTIA or even Alameda County Transportation Authority projects. Therefore a breakout of general fund financial information also has been provided as supplemental information beginning on page 50 of the Draft audited CAFR. In addition, in the supplemental information section, we have provided a breakout of the ACTIA Special Revenue Fund financial information by sub-fund including Express Bus, Bike and Pedestrian, Passthrough, Transit Oriented Development and Paratransit.

For the benefit of those interested in the non-major governmental funds which generally are funds that have less than ten (10) percent of the total governmental funds' assets, liabilities, revenues or expenditures, we have provided a breakout of this column also as supplemental

information beginning on page 52 which includes the financial information related to the Exchange Fund, Transportation for Clean Air Fund and the Vehicle Registration Fee Fund.

Fiscal Impact: There is no fiscal impact.

Attachments

A. Alameda County Transportation Commission Draft Audited Comprehensive Annual Financial Report for the Fiscal Year Ended June 30, 2013- *Hyperlinked to website*
B. ACTIA Limitations Worksheet for the Fiscal Year Ended June 30, 2013

Staff Contact

Patricia Reavey, Director of Finance

Vavrinek, Trine, Day & Co., LLP
Certified Public Accountants & Consultants

VALUE THE DIFFERENCE

INDEPENDENT AUDITOR'S REPORT

Board of Directors
Alameda County Transportation Commission
Oakland, California

We have audited the basic financial statements of the Alameda County Transportation Commission (Alameda CTC) as of and for year ended June 30, 2013, and have issued our report thereon dated December XX, 2013. We have also audited the accompanying Alameda CTC Limitations Worksheet (the Worksheet) for the year ended June 30, 2013. The Worksheet is the responsibility of the Alameda CTC's management. Our responsibility is to express an opinion on the Worksheet based on our audit.

We conducted our audit of the Worksheet in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the Worksheet is free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the Worksheet. An audit also includes assessing the accounting principles used and the significant estimates made by management, as well as evaluating the overall worksheet presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the Worksheet referred to above, presents fairly, in all material respects, the administrative cost and related percentages of the Alameda CTC for the year ended June 30, 2013, in conformity with the accounting principles generally accepted in the United States of America.

This report is intended solely for the information and use of management of the Alameda CTC and the Governing Board, is not intended to be, and should not be used by anyone other than those specified parties. This restriction is not intended to limit distribution of this report, which is a matter of public record.

Vavrinek, Trine, Day & Co. LLP

Palo Alto, California
December XX, 2013

DRAFT

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Alameda County Transportation Improvement Authority
Limitations Worksheet
Basis for Salary and Benefits Limitation and the Administrative Cost Limitation

	Reference to the Financial Statements	For the year ending June 30, 2013
Revenues		
Net Sales Tax Proceeds	Note 1	$ 121,084,780
Investments & Other Income - Net of Related Costs	Note 2	2,362,918
Funds Generated		$ 123,447,698
Expenditures		
Gross Salaries and Benefits		$ 826,801
Other Administration Costs		3,146,830
Total Administration Costs	Note 3	$ 3,973,631
Transportation Expenditure Plan Requirements		
Compliance on Salary and Benefits Cost Limitation (Maximum Allowed is 1%)		
Ratio of Gross Salaries and Benefits to Net Sales Tax Revenues		0.6828%
Compliance on Administration Costs Limitation (Maximum Allowed is 4.5%)		
Ratio of Total Administration Costs to Net Sales Tax Proceeds		3.2817%
Public Utilities Commission 180109 Requirement		
Compliance on Salary and Benefits Cost Limitation (Maximum Allowed is 1%)		
Ratio of Gross Salaries and Benefits to Funds Generated		0.6698%

1: Amount was derived from sales tax revenue reported on page 24.

2: Amount was derived from the following:

Project revenue on the ACTIA Special Revenue Fund on page 23.	102,943
Investment income on the ACTIA Special Revenue Fund on page 23.	18,989
Project revenue on the ACTIA Capital Projects Fund on page 23.	2,084,497
Investment income on the ACTIA Capital Projects Fund on page 23.	112,398
Investment income on the ACTIA subfund of General Fund on page 51.	13,195
Other income on the ACTIA subfund of General Fund on page 51.	30,896
	$ 2,362,918

3: Amount was derived from the total expenditures reported on the ACTIA subfund of the General Fund on page 51.

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