



# Meeting Notice

1111 Broadway, Suite 800, Oakland, CA 94607

• 510.208.7400

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

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**Commission Vice Chair**  
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**Executive Director**  
Arthur L. Dao

## Independent Watchdog Committee

**Monday, November 13, 2017, 5:30 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.

### Recording of Public Meetings

The executive director or designee may designate one or more locations from which members of the public may broadcast, photograph, video record, or tape record open and public meetings without causing a distraction. If the Commission or any committee reasonably finds that noise, illumination, or obstruction of view related to these activities would persistently disrupt the proceedings, these activities must be discontinued or restricted as determined by the Commission or such committee (CA Government Code Sections 54953.5-54953.6).

### 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](http://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](http://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 510-208-7450 (Voice) or 1-800-855-7100 (TTY) 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](http://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](http://www.AlamedaCTC.org/events/month/now).

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# Independent Watchdog Committee Meeting Agenda Monday, November 13, 2017, 5:30 p.m.

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www.AlamedaCTC.org

**Chair:** Murphy McCalley  
**Vice Chair:** Herb Hastings  
**Staff Liaison:** Patricia Reavey  
**Public Meeting Coordinator:** Angie Ayers

5:30 – 5:35 p.m.  
Murphy McCalley

## 1. Welcome and Call to Order

5:35 – 5:40 p.m.  
Public

## 2. Public Comment

**Page** **A/I\***

5:40 – 5:45 p.m.  
Murphy McCalley

## 3. Approval of the July 10, 2017 IWC Meeting Minutes

1 A

5:45 – 6:15 p.m.  
Independent  
Auditor

## 4. [Presentation of Draft Comprehensive Annual Financial Report \(CAFR\) for the Year Ended June 30, 2017](#) (hyperlinked to the website)

I

6:15 – 6:30 p.m.  
Patricia Reavey

## 5. IWC Annual Report Outreach Summary and Publication Cost Update

11 I

6:30 – 7:00 p.m.  
IWC Members

## 6. Review of IWC Bylaws

33 A/I

7:00 – 7:15 p.m.  
IWC Members

## 7. IWC Member Reports/Issues Identification

### 7.1. Chair Report (Verbal)

I

### 7.2. IWC Issues Identification Process and Form

43 I

7:15 – 7:30 p.m.  
Staff

## 8. Staff Reports

### 8.1. IWC Calendar

47 I

### 8.2. IWC Roster

49 I

7:30 p.m.  
Murphy McCalley

## 9. Adjournment

**Next meeting:** January 8, 2018

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

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# Independent Watchdog Committee Meeting Minutes Monday, July 10, 2017, 5:30 p.m.

3.0

1111 Broadway, Suite 800, Oakland, CA 94607

• 510.208.7400

• www.AlamedaCTC.org

## 1. Welcome and Call to Order

Independent Watchdog Committee (IWC) Chair Murphy McCalley called the meeting to order. A roll call was conducted and all members were present with the exception of Curtis Buckley, Brian Lester, Glenn Nate, Harriette Saunders and Hale Zukas.

### Subsequent to the roll call:

Chris Buckley arrived before the vote of item 7.1.

## 2. Public Comment

There were no public comments.

## 3. IWC Photo for Annual Report

The IWC took a photo for the 2017 annual report during this item.

## 4. Presentation of IWC Annual Report

Murphy McCalley presented the draft *IWC 15th Annual Report to the Public* for review.

### 4.1. Open Public Hearing and Receive Public Comment on the IWC Annual Report

Murphy McCalley opened the public hearing for review of the annual report. There were no public comments.

### 4.2. Close Public Hearing on IWC Annual Report

*Pat Piras made a motion to close the public hearing. Robert Tucknott seconded the motion. The motion passed with the following votes:*

Yes: Brown, Dominguez, Dorsey, Hastings, Jones, Lew, McCalley, Piras,  
Tucknott

No: None

Abstain: None

Absent: Buckley, Lester, Nate, Saunders, Zukas

## 5. Approval of March 13, 2017 IWC Meeting Minutes

Pat Piras requested that staff's response to committee member's questions be documented in the minutes. Pat also requested an amendment to the minutes, citing the second paragraph on page 15 that states "... Tess clarified the areas of the 2014 TEP that refer to crossing guards." Pat noted that crossing guards are mentioned only in one area of the 2014 TEP under bicycle and pedestrian and to change "areas" to "area."

Bob Tucknott made a motion to approve this item with the above correction. Pat Piras seconded the motion. The motion passed with the following votes:

Yes: Brown, Dominguez, Dorsey, Hastings, Jones, Lew, McCalley, Piras, Tucknott  
No: None  
Abstain: None  
Absent: Buckley, Lester, Nate, Saunders, Zukas

## **6. Election of Officers for FY2017-18**

Pat Piras made a motion to retain the current officers for the next year. Steve Jones seconded. Murphy McCalley accepted the nomination of Chair and Herb Hastings accepted the nomination of Vice Chair. The motion passed with the following votes:

Yes: Brown, Dominguez, Dorsey, Hastings, Jones, Lew, McCalley, Piras, Tucknott  
No: None  
Abstain: None  
Absent: Buckley, Lester, Nate, Saunders, Zukas

## **7. Approval of IWC Annual Report, Publication Methods and Costs, and Press Release**

### **7.1. Approval of the IWC Annual Report**

Murphy McCalley thanked the Subcommittee and staff for producing the Draft 15<sup>th</sup> IWC Annual Report.

Jo Ann Lew stated that she emailed her comments and it appears that most of them were included in the draft report. She asked why the last sentence in the blue box on the first page is necessary. Murphy responded that the sentence is a disclaimer to address potential missing information in the report.

Pat Piras made a motion to approve this item. Cynthia Dorsey seconded the motion. The motion passed with the following votes:

Yes: Brown, Buckley, Dominguez, Dorsey, Hastings, Jones, McCalley, Piras, Tucknott  
No: Lew  
Abstain: None  
Absent: Lester, Nate, Saunders, Zukas

### **7.2. Proposed Publication Costs and Distribution**

Patricia Reavey presented the publications costs and the report distribution for the IWC annual report. She noted that all costs are not final and the prices highlighted in yellow are prices from the prior year. Patricia informed the committee that the marketing firm that handles advertisements on AC Transit has changed and the cost listed is from the previous firm and may be subject to change. She noted that BART costs are the same as last year. The committee discussed the cost to generate business cards that may be used at outreach events and suggested that staff do additional research to find a business card vendor that is lower than the vendor listed in the report.

Keith Brown asked if there is a policy for getting the materials from union shops. Tess Lengyel responded that Alameda CTC uses unionized shops.

*Pat Piras made a motion to approve this item. Cynthia Dorsey seconded the motion. The motion passed with the following votes:*

Yes: Brown, Buckley, Dominguez, Dorsey, Hastings, Jones, Lew, McCalley, Piras, Tucknott  
No: None  
Abstain: None  
Absent: Lester, Nate, Saunders, Zukas

### **7.3. Draft IWC Annual Report Press Release**

The committee reviewed the draft IWC annual report press release and noted that the press release is modeled after last year's press release. The committee did not request any changes to the press release.

## **8. Approval of Calendar/Work Plan for FY2017-18**

Murphy McCalley noted that the calendar/work plan should reflect the review of the bylaws at the November 2017 meeting. A request was made to change the July 8, 2019 date to July 8, 2018.

*Herb Hastings made a motion to approve this item with the above corrections. Pat Piras seconded the motion. The motion passed with the following votes:*

Yes: Brown, Buckley, Dominguez, Dorsey, Hastings, Jones, Lew, McCalley, Piras, Tucknott  
No: None  
Abstain: None  
Absent: Lester, Nate, Saunders, Zukas

## **9. Independent Auditor Work Plan**

Ahmad Gharaibeh with Vavrinek, Trine, Day & Co., LLP (VTD) explained his firm's plan for the Alameda CTC audit. He described how VTD is performing the audit in two major phases: 1) an interim phase that allows VTD to understand Alameda CTC's internal controls, perform a small amount of compliance testing, and look at policies; 2) a final phase that will allow VTD to provide the final numbers within the trial balance and financial statements and perform the bulk of the compliance testing. Ahmad noted that the final audit will end in either September or October 2017.

Ahmad stated that part of the audit plan is to make sure that the expenditures and revenues are fairly stated. He said that from a compliance perspective, VTD reviews Measure B and Measure BB administration-related and construction-related expenses. The objective of the audit is to ensure that the expenses are in compliance with Measure B and Measure BB as well as with state and federal grant requirements and California Public Utilities Code (PUC) expenditure limits for the sales tax funds. Ahmad stated that

VTD changed its audit plan this year and placed an emphasis on Alameda CTC's billing functions specifically collecting revenues for capital projects and the procurement process. He noted that procurement is a significant item, and VTD will review control mechanisms, payments of expenditures, and staff's review.

Jo Ann Lew asked if VTD takes samples of various transactions. Ahmad stated that VTD gets a detailed description of the invoices and expenses charged to Measure B and Measure BB. The auditor selects a high number of items as representative samples of the entire general ledger population.

Jo Ann asked who selects the samples. Ahmad stated that Alameda CTC staff does not choose the samples. The auditor selects the samples based on a combination of randomness and judgement.

Jo Ann asked if the number of samples selected are statistically adequate. Ahmad responded that the samples adhere to the American Institute of Certified Public Accountants Code of Professional Conduct guidelines on sampling.

Jo Ann asked if VTD reviews the invoices online or the hard copies. Ahmad said that VTD reviews invoices online.

Jo Ann asked if the official documents are hard copies. Patricia Reavey responded that the official documents are hard copies. She noted that once the invoices are paid, they are scanned and stored on the server.

Murphy McCalley asked what dictates the sample size selected. Ahmad stated the sample size is impacted by the general ledger population.

Murphy asked if invoices are compared against Alameda CTC's administrative code and the PUC code. Ahmad said that from an administrative perspective the ballot language limits costs to a specific percentage of sales tax revenues for salaries and benefits and other administration-related expenses. He noted that the PUC has limitations on salaries and benefits costs.

Murphy asked if the PUC governs the procurement for construction projects. Ahmad said the PUC has the public contract code that governs some of the construction-related procurement, and the auditors will take a look at that. He stated that compliance with laws and regulations is extensive, and VTD will test the compliance with them.

Pat Piras asked if VTD's audit is of Alameda CTC itself and not of the recipients' compliance. Ahmad confirmed that the audit is of Alameda CTC. He stated that VTD does not look at the fund recipients' expenses and he noted that the recipients are audited by their independent auditor. Ahmad stated that if a fund recipient has an item that is significantly incorrect or if there is a problem with a sub-recipient, as the auditor, VTD is obligated to report the problem to the public via a letter of comment. Ahmad noted that the auditor will take a look at the fund recipients' timely submission of reports,



spending requirements, and timeline requirements and will ensure the audit reports do not note exceptions.

Pat Piras asked if the auditors will review whether or not a fund recipient's submittal is timely. Ahmad responded that the auditor will review whether or not the audit reports are submitted in a timely manner, and VTD will determine if any non-compliance has occurred.

Pat Piras referred to the Measure B and Measure BB Program Compliance Summary Reports and mentioned that IWC members asked questions, and fund recipients followed up and either addressed the questions or supplied a date as to when they will address the concern. Ahmad said as the auditor, VTD will report to the public exceptions that Alameda CTC is responsible for. If there are exceptions by others and something that can be remediated by the recipients, it will not go into the comment letter. The objective of the comments is to improve the procedures that Alameda CTC follows. If it has an impact on compliance with respect to the sales tax or exposes Alameda CTC to legal ramifications, VTD will provide a comment to the public.

Pat Piras stated that the decisions surrounding the administrative function of consultants is troubling and she requested that VTD review how the splits are done. Ahmad stated that VTD will take a closer look at these types of expenditures.

Curtis Buckley asked if the compliance requirements were updated for Measure B and Measure BB. Ahmad said the compliance requirements were not updated, since they are what the voters approved. He noted that VTD's objective is to ensure the expenses are in compliance with what the voters approved and Patricia Reavey stated that while staff can have the recipients report different things regarding compliance, compliance with Measure B and Measure BB does not change.

Pat Piras noted that Alameda CTC provided the IWC with a copy of Jason Bezis's comments on the Draft 15th IWC Annual Report to the Public and requested that it be recorded in the meetings minutes.

Robert Tucknott asked if VTD identified political contributions or political costs using Measure B and Measure BB funds. Ahmad stated that the audit did not find any expenditures for political contributions. Robert said that there is an allegation of spending \$50,000 of Measure B and Measure BB funds to hire a political consultant, Clifford Moss, and he asked if the audit reflected that. Ahmad responded that based on the testing done, there is nothing to report on this item. He noted that he'll provide a report at the next meeting.

## **10. IWC Member Reports/Issues Identification**

### **10.1. Chair's Report**

Murphy McCalley did not have new items to report.

## **10.2. IWC Issues Identification Process and Form**

Murphy McCalley informed the committee that this is a standing item to keep members informed of the process of submitting issues/concerns that they want to have come before the committee.

Pat Piras informed staff that she hasn't received any notification from BART on the BART to Livermore project progress. She also noted that their website is out of date and she said that it's reported that the Draft Environmental Impact Report for extensions and possible alternatives will be out by the end of July.

Herb Hastings stated his concerns regarding the BART to Livermore project funds and when will the extension be complete.

Patricia Reavey stated that staff will follow up on the BART to Livermore project status. The committee requested staff to provide a response to the IWC members that signed up to watch the project.

Tess Lengyel stated that so far, no funds have been requested for the BART to Livermore project extension. She stated that \$400 million is allocated in the Measure BB expenditure plan however none of those funds have been used.

## **11. Staff Reports**

### **11.1 Measure B and Measure BB Program Compliance Report**

John Nguyen provided an update to this agenda item. He informed the committee that the Commission approved the Measure B and Measure BB Direct Local Distribution (DLD) Program Compliance Reports on June 22, 2017. John noted all DLD recipients were found to be in compliance with the voter-approved transportation expenditure plans and Alameda CTC's requirements.

Pat Piras asked if staff will make changes to the reporting forms. John noted that the reporting forms are currently capturing sufficient expenditure information to determine program compliance, however, the forms will be updated to include more focused questions on the planned use of DLD funds and an automated summation of administrative and capital expenditures.

Jo Ann Lew asked if the Commission requires recipients to maintain a specific Pavement Condition Index (PCI) score. John noted that recipients are required per the Commission approved implementation guidelines to state their current PCI score, and report on local efforts to increase their PCI if it is below a general target PCI of 60 (fair condition).

### **11.2 FY2017-18 IWC Budget**

Patricia Reavey reviewed the IWC budget for FY2017-18 with the committee.

### **11.3 Affordable Student Transit Pass Program Crossing Guards**

Tess Lengyel stated that Pat Piras submitted an IWC Issues Form and the document in the packet provides a response in writing to the issues.

Robert Tucknott asked who pays for crossing guards now. Tess Lengyel said that crossing guards are funded at each jurisdictions discretion and funding varies across the county.

### **11.4 IWC Projects and Programs Watchlist Next Steps**

Patricia Reavey provided an update on the IWC Projects and Programs Watchlist Next Steps. She noted that Angie Ayers will prepare a letter on behalf of the chair and send it to each city/agency sponsor to request notification of all public meetings for Measure B and Measure BB-funded projects and programs to Alameda CTC staff and IWC members who have requested notification regarding these meetings.

### **11.5 IWC Roster**

The committee roster was provided in the agenda packet for review purposes. Robert Tucknott requested a change to his appointing jurisdiction from Dublin to Pleasanton.

## **12. Adjournment**

The meeting adjourned at 7:30 p.m. The next meeting is scheduled for November 13, 2017 at the Alameda CTC offices.

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## INDEPENDENT WATCHDOG COMMITTEE

### July 10, 2017

### ROSTER OF MEETING ATTENDANCE

Present	IWC Member	Appointed By
P	Brown, Keith	Alameda Labor Council AFL-CIO
P	Buckley, Curtis	Bike East Bay
P	Dominguez, Oscar	East Bay Economic Development Alliance
P	Dorsey, Cynthia	Alameda County Mayors' Conference, District 5
P	Hastings, Herb, <b>Vice Chair</b>	Paratransit Advisory and Planning Committee
P	Jones, Steven	Alameda County Mayors' Conference, District 1
A	Lester, Brian	Alameda County, District 1 Supervisor Scott Haggerty
P	Lew, Jo Ann	Alameda County Mayors' Conference, District 2
P	McCalley, Murphy, <b>Chair</b>	Alameda County, District 4 Supervisor Nate Miley
A	Nate, Glenn	Alameda County, District 2 Supervisor Richard Valle
P	Piras, Pat (waive)	Sierra Club
	Saunders, Harriette	Alameda County Mayors' Conference, District 3
P	Tucknott, Robert	Alameda County Mayors' Conference, District 4
A	Zukas, Hale	Alameda County, District 5 Supervisor Keith Carson

### STAFF

Present	Staff/Consultants	Title
P	Tess Lengyel	Deputy Executive Director of Planning and Policy
P	Patricia Reavey	Deputy Executive Director of Finance
P	Ahmad Gharaibeh	Independent Auditor, VTD
P	Kris Kokotaylo	Legal Counsel, Meyers Nave
P	John Nguyen	Senior Transportation Planner
	Trinity Nguyen	Senior Transportation Engineer
P	Tamara Halbritter	Senior Project Manager, Consultant
P	Angie Ayers	Public Meeting Coordinator, Consultant

P Andrea Gomez

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# Memorandum

5.0

1111 Broadway, Suite 800, Oakland, CA 94607

• 510.208.7400

• www.AlamedaCTC.org

**DATE:** November 6, 2017

**SUBJECT:** Annual Report Outreach Update and Costs

**RECOMMENDATION:** Receive an update on outreach activities and costs for the 15th Annual IWC Report to the Public.

## Summary

The Independent Watchdog Committee (IWC) released its 15th Annual Report to the Public in August 2017. Multiple activities including publication distribution, advertisement placement, and targeted outreach were done to make the public aware of the report.

## Background

A key responsibility of Alameda CTC's IWC is to keep the public informed about the progress of transportation programs and projects funded by Measure B and Measure BB sales taxes for transportation, and the appropriateness of the use of these funds as specified in the voter-approved Transportation Expenditure Plans.

Annually, the committee generates a report for the public to report its findings on sales tax activities. At the March 2017 IWC meeting, committee members volunteered to participate in the IWC Annual Report Subcommittee. The subcommittee met three times to develop the 15th Annual IWC Report to the Public and discuss outreach strategies. The development and outreach approach of the annual report included:

- Meetings to discuss report content and work with staff to write, design, print, and distribute the report.
- Hold a public hearing to get input from the public before finalizing the report.
- Obtain input and approval from the full committee on the report before finalizing the report.
- Email a message about the annual report to Alameda CTC's full Constant Contact mailing list, once the report was published.
- Notify the media of the report through a press release and place print and online advertisements in the media (see "Media Placement" as follows).
- Design and place a bus interior card advertisement on AC Transit buses.
- Design and place bus exterior cards on Livermore Amador Valley Transit Authority (LAVTA) and Union City Transit buses.

- Design and place advertisement in San Francisco Bay Area Rapid Transit District (BART) stations in Alameda County.
- Set up Google Alerts to track when the annual report and the IWC were in the news.
- Create a two-page executive summary of the annual report in English, hyperlink it to additional information about Measure B and Measure BB projects and programs, and translate it into Chinese and Spanish.
- Have the annual report and two-page executive summary printed in English, and print the translated executive summaries in-house.
- Translate two advertisements from English to Spanish and place them in two publications.
- Design and create business card size notifications of the report for IWC members and staff to distribute.

## **Media Placement**

The IWC approved the media placement plan and budget (see Attachment 5.0A). Staff placed online ads in media with links to direct traffic to the IWC Annual Report page of the Alameda CTC website ([http://www.alamedactc.org/app\\_pages/view/4440](http://www.alamedactc.org/app_pages/view/4440)) and placed print advertisements that summarize the full report and provide a short URL to the report ([www.alamedactc.org/IWC2017Report](http://www.alamedactc.org/IWC2017Report)) in 18 Bay Area publications (see Attachment 5.0A for a complete list). In addition, staff placed online banner advertisements that ran on 18 different sites, which included a link to the 2017 report ([http://www.alamedactc.org/app\\_pages/view/4440#shortcut3](http://www.alamedactc.org/app_pages/view/4440#shortcut3)).

## **AC Transit Bus Interior Cards; LAVTA and Union City Transit Bus Exterior Cards**

Staff worked with Lamar Advertising to place 225 posters on AC Transit buses that operate in Alameda County, five posters on the side of LAVTA buses, and three posters on the tail of Union City buses.

## **BART In-Station Posters**

Staff worked with Intersection Media to place posters in the following 10 BART stations in Alameda County:

12th St. Oakland	Lake Merritt
19th St. Oakland	MacArthur
Ashby	Union City
Bay Fair	West Dublin/Pleasanton
Coliseum	West Oakland

## **Print Publications**

A printer, certified in Alameda CTC's LBCE program, printed 500 copies of the full 12-page annual report and 500 copies of the English-version executive summary. Alameda CTC printed the Chinese and Spanish versions of the executive summary in house. (Refer to Attachment 5.0A for design and print costs.)



## Constant Contact E-Blasts

- **Press release** was sent to 310 media contacts for newspapers, blogs, ethnic media, radio, and television on August 23, 2017. The press release email was opened by 85 recipients.
- **E-newsletter** was sent to 5,145 addresses on September 29, 2017 and opened by 1,018 recipients.

## Social Media

Alameda CTC used social media including Twitter and Facebook to inform the public about the IWC Annual Report.

- **Twitter:** Staff tweeted information and provided a link to the IWC Annual Report on the dates listed below, which reached 791 followers. Note that the number of followers does not capture anyone who may have seen the tweets via a search or by looking at Alameda CTC's Twitter feed, which is public.
  - August 23, 2017 – 1,016 impressions, 1 like
  - August 25, 2017 – 954 impressions
  - August 28, 2017 – 1,209 impressions
  - September 7, 2017 – 1,914 impressions, 2 likes and 2 retweets
  - September 20, 2017 – 222 impressions, 1 like and 1 retweet

Twitter definitions:

- **Impression** means that a tweet has been delivered to the Twitter stream of a particular account.
  - **Retweet** is a re-posting of a tweet to share with account owner followers.
- **Facebook:** Staff posted the IWC Annual Report to all three of Alameda CTC's Facebook pages on the dates below. The number of *people reached* reflects the people who saw the post in their own Facebook newsfeed and does not capture anyone who may have viewed it directly on the Alameda CTC Facebook homepage, which is accessible to the public.

Alameda CTC Main Facebook Page:

- August 23, 2017 – 841 people reached
- August 25, 2017 – 15 people reached

## Advertisement Page Views and Website Click-throughs

The estimated number of times readers viewed an online page with an Alameda CTC advertisement about the IWC report was more than 2,329,522, and the number of times a user clicked through from the advertisement banner to the report on the Alameda CTC website is 1,099.

## **Alameda CTC Google Analytics**

Alameda CTC uses Google Analytics to track website page views and click-throughs to the IWC Annual Report. Attached are analytical reports that show the number of hits the Alameda CTC website received when a user accessed the "What's New" page, the annual report page of Alameda CTC website, and clicked through from other publications to the annual report. Refer to Attachment 5.0B for the analytical reports.

## **Google Alerts**

Staff received Google Alerts to track the annual report and the IWC in the news. The service generated an email to Alameda CTC when news occurred via the Pleasanton Weekly newspaper.

## **Targeted Outreach**

To further spread the word about the latest IWC annual report, staff performed outreach as follows:

- Handed out the full report and executive summaries at scheduled September and October public meetings as follows:
  - Alameda CTC Commission – 43 Commission members including alternates
  - Alameda County Technical Advisory Committee – 45 committee members
  - Bicycle and Pedestrian Advisory Committee – 11 committee members
  - Paratransit Advisory and Planning Committee – 23 committee members
  - Paratransit Technical Advisory Committee – 27 committee members
- Included a notice of the public hearing with a link to the draft report in the June 2017 Executive Director's Report and an update on IWC activities including approval of the report in the July 2017 Executive Director's Report. Both reports were submitted directly to 43 Commission members including alternates and posted on the Alameda CTC website.
- Included a story about the annual report in the September 2017 issue of the e-newsletter with a link back to the full report and the additional language versions, and emailed the e-newsletter to Alameda CTC's outreach database that includes 5,145 e-mail addresses.
- Placed "What's New" information on the Alameda CTC website that links directly to the report.
- Mailed the full report and the Spanish and Chinese language executive summaries to:
  - 41 libraries in Alameda County
  - 16 chambers of commerce for the cities of Alameda, Albany, Berkeley, Castro Valley/Eden Area, Dublin, Fremont, Hayward, Livermore, Newark, Oakland, Pleasanton, San Leandro, and Union City; and three ethnic chambers including the Hispanic Chamber of Alameda County, the Oakland African American Chamber of Commerce, and Oakland Chinatown Chamber of Commerce
  - IWC members and organizations – 14 IWC members, Alameda County Mayors' Conference, Alameda Labor Council AFL-CIO, Bike East Bay, Board of

Supervisors (Districts 1, 2, 3, 4, and 5), East Bay Economic Development Alliance, League of Women Voters, and Sierra Club

**Fiscal Impact:** The fiscal impact of design and placement of the online and print advertisements, and the printing and mailing of the hard copy 2017 report totals \$46,684.

In 2016, the total costs were \$47,600. The budget in 2017 for the IWC 15th Annual Report to the Public was \$50,000. The actual 2017 costs are \$916 less than the prior year and \$3,318 under budget.

### **Attachments**

- A. 2017 IWC Annual Report Publication Cost Summary
- B. Google Analytics Results

### **Staff Contact**

[Patricia Reavey](#), Deputy Executive Director of Finance and Administration

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2017 IWC Annual Report Final Publications Costs

Affiliation	Newspaper, Website, or Other Advertisement	2016 Media/Size	2016 Newspaper Circulation	2016 Alameda CTC Page Views*	2016 Click-throughs** from Online Media Banners	2016 Cost (Print)	2016 Cost (Web)	Actual 2016 Costs	2017 Media/Size	2017 Newspaper Circulation	2017 Alameda CTC Page Views*	2017 Click-throughs** from Online Media Banners	Proposed 2017 Cost (Print)	Proposed 2017 Cost (Web)	Estimated 2017 Costs	Actual 2017 Costs
Alameda CTC	<a href="http://www.AlamedaCTC.org">www.AlamedaCTC.org</a>			1,268	1,033			\$0.00			408	174			<b>\$0.00</b>	<b>\$0.00</b>
Bay Area NewsGroup	Oakland, Alameda, Berkeley, Fremont, Hayward, Union City, Dublin, Livermore, Pleasanton, and SanLeandro  <b>Online: insidebayarea.com and Mobile Banner</b>	<b>Print:</b> 10" x 10" 10" x 9.75"  <b>Online/Mobile:</b> 300x250 jpeg Med. Rectangle	856,328	447,667	367	\$4,883.00	\$4,000.00	\$8,883.00	<b>Print:</b> 10" x 10" 10" x 9.75"  <b>Online/Mobile:</b> 300x250 728x90 970x90	211,460	2,177,634	700	\$4,960.00	\$5,000.00	<b>\$9,960.00</b>	<b>\$9,960.00</b>
Bay Area NewsGroup Hills Newspapers	Oakland, Piedmont, Berkeley, Alameda	<b>Print:</b> 10" x 10"	60,268			\$1,634.00		\$1,634.00	<b>Print:</b> 10" x 10"	60,300			\$2,285.00		<b>\$2,285.00</b>	<b>\$2,285.00</b>
Castro Valley Forum	Delivered to: Castro Valley residents and businesses in Alameda, Hayward, San Leandro	<b>Print:</b> 10.25" x 8"	22,500			\$864.00		\$864.00	<b>Print:</b> 10.25" x 8"	22,500			\$864.00		<b>\$864.00</b>	<b>\$864.00</b>
East Bay Express	East Bay Express (delivered to Alameda, Albany, Berkeley, Emeryville, Oakland, Piedmont, San Leandro)  <b>Online: eastbayexpress.com</b>	<b>Print:</b> 10.125" x 10.82"  <b>Online:</b> 728 x 90 Leaderboard	40,000	66,362	22	\$2,182.95	\$500.00	\$2,682.95	<b>Print:</b> 10.125" x 10.82"  <b>Online:</b> 728 x 90 Leaderboard	35,000	26,662	13	\$2,182.95	\$500.00	<b>\$2,682.95</b>	<b>\$2,682.95</b>
Intersection	BART in-station Ads (2-sheet media)	<b>Print:</b> 46" H x 60" W 10 Ads	1,380,000			\$5,429.78		\$5,429.78	<b>Print:</b> 46" H x 60" W 10 Ads	4,554,368			\$5,430.00		<b>\$5,430.00</b>	<b>\$5,428.79</b>
Lamar Advertising (previous ad with Intersection)	AC Transit Bus Interior Cards	<b>Print:</b> 11" x 28" 225 Cards	2,025,000			\$4,989.66		\$4,989.66	<b>Print:</b> 11" x 28" 225 Cards	3,492,000			\$4,855.00		<b>\$4,855.00</b>	<b>\$4,852.31</b>
Lamar Advertising	LAVTA Bus Exterior Cards	<b>Print:</b> 21" x 70" 10 Cards	611,800			\$1,925.00		\$1,925.00	<b>Print:</b> 30" x 88" 5 queens/Cards	728,570			\$1,750.00		<b>\$1,750.00</b>	<b>\$1,750.00</b>
Lamar Advertising	Union City Bus Exterior Cards	<b>Print:</b> 21" x 70" 3 Cards	270,000			\$825.00		\$825.00	<b>Print:</b> 21" x 70" 3 tails/Cards	255,999			\$750.00		<b>\$750.00</b>	<b>\$750.00</b>

2017 IWC Annual Report Final Publications Costs

Affiliation	Newspaper, Website, or Other Advertisement	2016 Media/Size	2016 Newspaper Circulation	2016 Alameda CTC Page Views*	2016 Click-throughs** from Online Media Banners	2016 Cost (Print)	2016 Cost (Web)	Actual 2016 Costs	2017 Media/Size	2017 Newspaper Circulation	2017 Alameda CTC Page Views*	2017 Click-throughs** from Online Media Banners	Proposed 2017 Cost (Print)	Proposed 2017 Cost (Web)	Estimated 2017 Costs	Actual 2017 Costs
Patch News/AOL Publications in Alameda County	Alameda	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		4,807	9		\$125.00	\$125.00	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		7,308	7		\$125.00	\$125.00	\$125.00
	Albany	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		4,807	7		\$125.00	\$125.00	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		2,234	1		\$125.00	\$125.00	\$125.00
	Berkeley	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		4,807	7		\$125.00	\$125.00	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		3,488			\$125.00	\$125.00	\$125.00
	Castro Valley	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		4,807	1		\$125.00	\$125.00	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		3,616	6		\$125.00	\$125.00	\$125.00
	Dublin	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		4,807	5		\$125.00	\$125.00	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		3,206	1		\$125.00	\$125.00	\$125.00
	Fremont	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		4,807	6		\$125.00	\$125.00	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		6,717	7		\$125.00	\$125.00	\$125.00
	Livermore	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		4,807	21		\$125.00	\$125.00	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		5,720	1		\$125.00	\$125.00	\$125.00

2017 IWC Annual Report Final Publications Costs

Affiliation	Newspaper, Website, or Other Advertisement	2016 Media/Size	2016 Newspaper Circulation	2016 Alameda CTC Page Views*	2016 Click-throughs** from Online Media Banners	2016 Cost (Print)	2016 Cost (Web)	Actual 2016 Costs	2017 Media/Size	2017 Newspaper Circulation	2017 Alameda CTC Page Views*	2017 Click-throughs** from Online Media Banners	Proposed 2017 Cost (Print)	Proposed 2017 Cost (Web)	Estimated 2017 Costs	Actual 2017 Costs
Patch News/AOL Publications in Alameda County	Newark	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		4,807	6		\$125.00	\$125.00	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		3,177	6		\$125.00	\$125.00	\$125.00
	Piedmont	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		4,807	0		\$125.00	\$125.00	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		1,319	2		\$125.00	\$125.00	\$125.00
	Pleasanton	Online: 300x250 pixels Mobile: 230x50 Leaderboard: 728x90		4,807	13		\$125.00	\$125.00	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		4,087	4		\$125.00	\$125.00	\$125.00
	San Leandro	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		4,807	4		\$125.00	\$125.00	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		2,534	3		\$125.00	\$125.00	\$125.00
	Union City	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		4,807	5		\$125.00	\$125.00	Online: 300x250 pixels Mobile: 320x50 Leaderboard: 728x90		5,182	9		\$125.00	\$125.00	\$125.00
Pleasanton Weekly	Pleasanton Weekly	Print: 10" x 9.75" Online: 300x250 jpeg Med. Rectangle	14,000	55,834	28	\$1,020.00	\$200.00	\$1,220.00	Print: 10" x 9.75" Online: 300x250 jpeg Med. Rectangle	14,000	19,517	9	\$1,020.00	\$200.00	\$1,220.00	\$1,220.00
Post Newsgroup	Oakland Post (San Francisco Post, Berkeley Post, Richmond Post, South County Post and Marin) and El Mundo	Print: 10" x 8"	35,500			\$2,600.00		\$2,600.00	Print: 10" x 8"	33,400			\$2,600.00		\$2,600.00	\$2,600.00
San Leandro Times	Delivered to: San Leandro residents and businesses in Alameda, Castro Valley, Hayward, Oakland	Print: 10.25" x 8"	38,500			\$864.00		\$864.00	Print: 10.25" x 8"	38,500			\$864.00		\$864.00	\$864.00

2017 IWC Annual Report Final Publications Costs

Affiliation	Newspaper, Website, or Other Advertisement	2016 Media/Size	2016 Newspaper Circulation	2016 Alameda CTC Page Views*	2016 Click-throughs** from Online Media Banners	2016 Cost (Print)	2016 Cost (Web)	Actual 2016 Costs	2017 Media/Size	2017 Newspaper Circulation	2017 Alameda CTC Page Views*	2017 Click-throughs** from Online Media Banners	Proposed 2017 Cost (Print)	Proposed 2017 Cost (Web)	Estimated 2017 Costs	Actual 2017 Costs
Sing Tao	Sing Tao Daily	Online: 728 x 90		0	0		\$380.00	\$380.00						\$380.00	<b>\$380.00</b>	<b>\$380.00</b>
The Independent	The Independent - Livermore, Pleasanton, Dublin, and Sunol	Print: 10" x 8"	25,022			\$761.00		\$761.00	Print: 10" x 8"	25,000			\$761.76		<b>\$761.76</b>	<b>\$761.00</b>
Vision Hispana	Vision Hispana	Print: 11.5" x 9.5"  Online: 11.5 x 3	15,000	165,750	5,500	\$653.00	\$320.00	\$973.00	Print: 11.5" x 9.5"  Online: 11.5 x 3	15,000	57,121	330	\$653.00	\$320.00	<b>\$973.00</b>	<b>\$973.00</b>
Whats Happening Now/Tri-City Voice	Tri-City Voice - Fremont, Newark, Union City, Hayward, and Sunol	Print: 9.75" x 8" Logo Title 130 x 60 pixels	25,000			\$420.00		\$420.00		25,000			\$420.00		<b>\$420.00</b>	<b>\$420.00</b>
	Other Costs															
	Legal Notice of Public Hearing					\$1,355.59		\$1,355.59					\$1,201.79		<b>\$1,201.79</b>	<b>\$1,201.79</b>
	Publications Design					\$7,576.08		\$7,576.08					\$5,135.93		<b>\$5,135.93</b>	<b>\$5,223.00</b>
	Language 411 (translation from English to Chinese and Spanish); added translation for Post Newsgroup and Vision Hispana ads					\$1,515.48		\$1,515.48					\$1,515.48		<b>\$1,515.48</b>	<b>\$1,227.15</b>
	Dakota Press printing for 500 12-page report in color					\$729.28		\$729.28					\$886.01		<b>\$886.01</b>	<b>\$886.02</b>
	Dakota Press printing 500 flyers in color					\$362.44		\$362.44					\$371.45		<b>\$371.45</b>	<b>\$371.45</b>
	Design of Business Cards														<b>\$240.41</b>	<b>\$240.41</b>
	Dakota Press printing 500 business cards in color												\$65.55		<b>\$65.55</b>	<b>\$114.71</b>
	Outreach mailing					\$110.16		\$110.16					\$110.16		<b>\$110.16</b>	<b>\$128.80</b>
TOTALS:****			5,418,918	794,565	7,034	\$40,700	\$6,900	\$47,600		9,511,097	2,329,522	1,099	\$38,682	\$7,900	\$46,822	\$46,684
Difference between 2016 and 2017 Costs =																\$916


\*Page Views: The estimated number of times users visit a newspaper webpage.  
\*\*Click-throughs: The ability to click on the Alameda CTC report from the media banner advertisement.  
\*\*\*The total publication costs do not include Alameda CTC labor costs.



5.0B

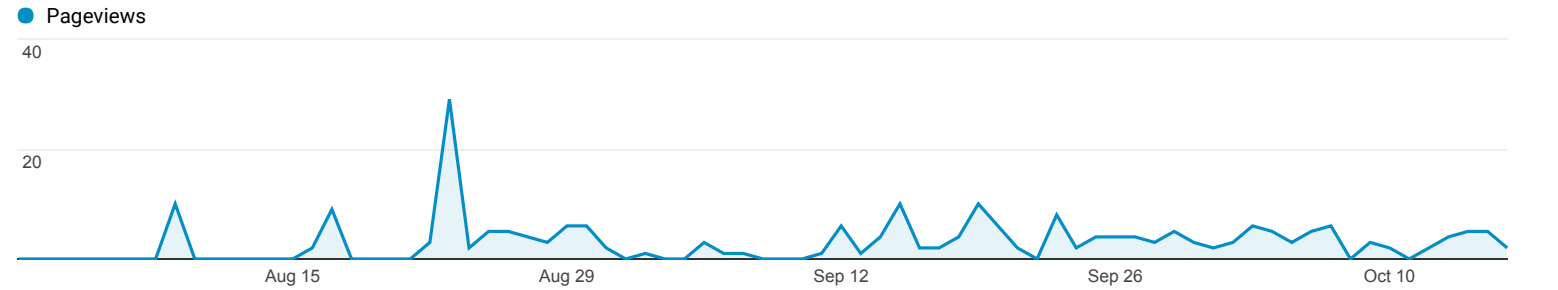
Aug 1, 2017 - Oct 16, 2017

Pages



All Users  
100.00% Pageviews

Explorer




This data was filtered with the following filter expression: `/files/managed/Document/21489/IWC_15thAnnualReport_Aug2017.pdf`

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	226 % of Total: 0.17% (136,663)	186 % of Total: 0.16% (112,926)	00:01:50 Avg for View: 00:01:39 (10.76%)	178 % of Total: 0.20% (87,202)	89.33% Avg for View: 82.89% (7.76%)	77.43% Avg for View: 63.81% (21.35%)	\$0.00 % of Total: 0.00% (\$0.00)
1. <a href="#">/files/managed/Document/21489/IWC_15thAnnualReport_Aug2017.pdf</a>	226 (100.00%)	186 (100.00%)	00:01:50	178 (100.00%)	89.33%	77.43%	\$0.00 (0.00%)

Rows 1 - 1 of 1

Pages

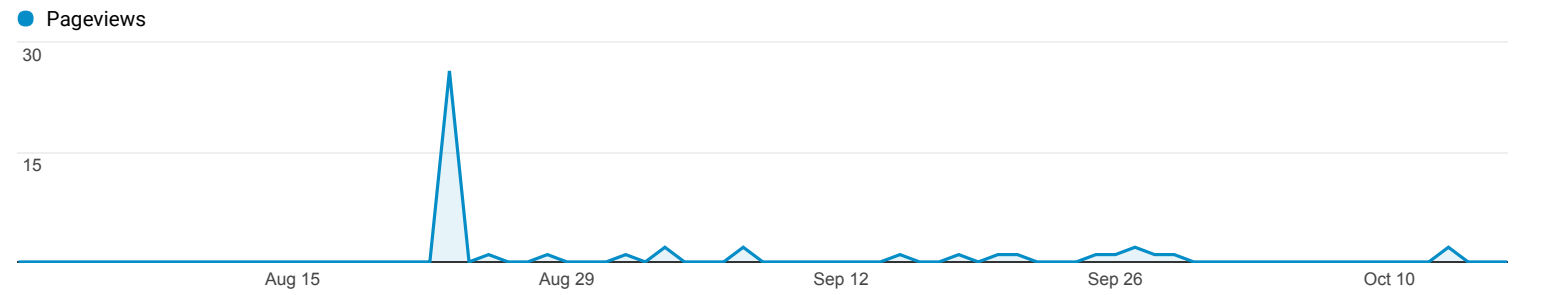


All Users

100.00% Pageviews

Aug 1, 2017 - Oct 16, 2017

Explorer




This data was filtered with the following filter expression: `/news_items/view/21516`

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	45 % of Total: 0.03% (136,663)	30 % of Total: 0.03% (112,926)	00:03:11 Avg for View: 00:01:39 (92.87%)	7 % of Total: 0.01% (87,202)	57.14% Avg for View: 82.89% (-31.06%)	28.89% Avg for View: 63.81% (-54.73%)	\$0.00 % of Total: 0.00% (\$0.00)
1. <a href="/news_items/view/21516">/news_items/view/21516</a>	45 (100.00%)	30 (100.00%)	00:03:11	7 (100.00%)	57.14%	28.89%	\$0.00 (0.00%)

Rows 1 - 1 of 1

Pages

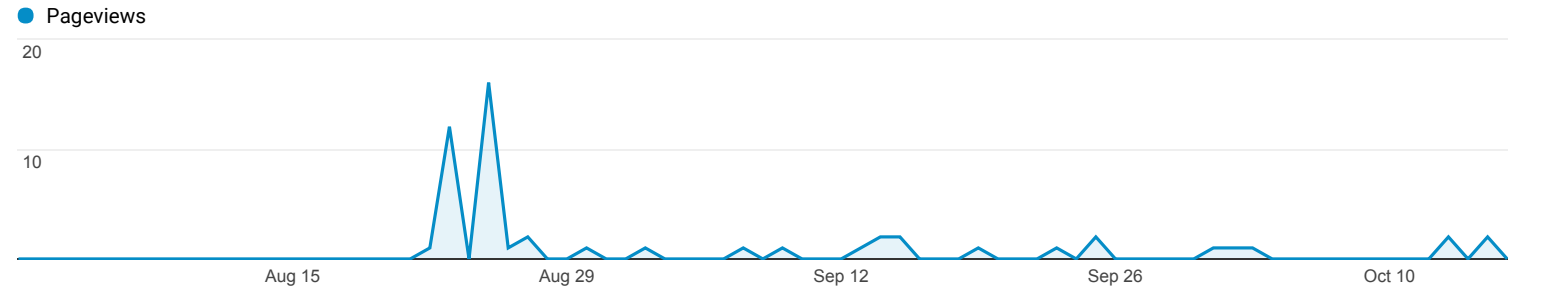


All Users

100.00% Pageviews

Aug 1, 2017 - Oct 16, 2017

Explorer




This data was filtered with the following filter expression: `/files/managed/Document/21506/IWC_15thAnnualReport_Summary_Aug2017.pdf`

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	52 % of Total: 0.04% (136,663)	50 % of Total: 0.04% (112,926)	00:04:22 Avg for View: 00:01:39 (164.66%)	41 % of Total: 0.05% (87,202)	97.56% Avg for View: 82.89% (17.69%)	84.62% Avg for View: 63.81% (32.61%)	\$0.00 % of Total: 0.00% (\$0.00)
1. <a href="/files/managed/Document/21506/IWC_15thAnnualReport_Summary_Aug2017.pdf">/files/managed/Document/21506/IWC_15thAnnualReport_Summary_Aug2017.pdf</a>	52 (100.00%)	50 (100.00%)	00:04:22	41 (100.00%)	97.56%	84.62%	\$0.00 (0.00%)

Rows 1 - 1 of 1

Pages

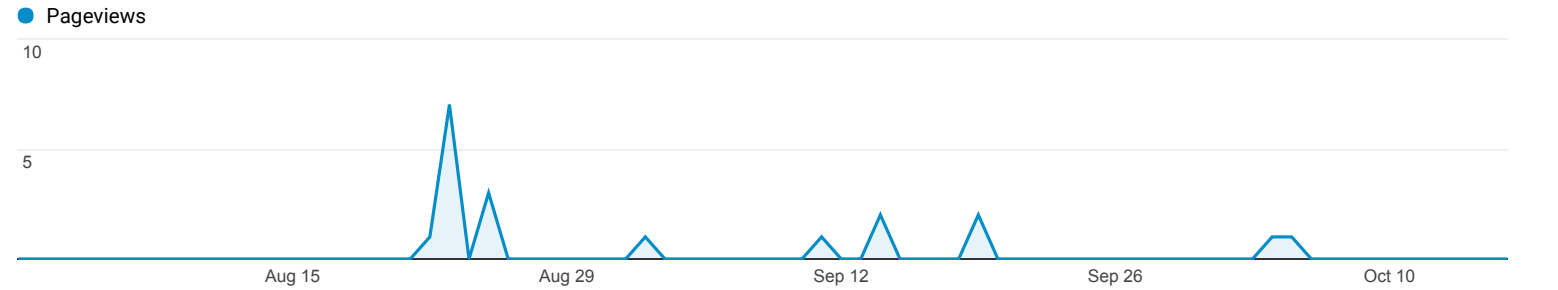


All Users

100.00% Pageviews

Aug 1, 2017 - Oct 16, 2017

Explorer




This data was filtered with the following filter expression: `/files/managed/Document/21507/Trad_Chinese_IWC_15thAnnualReport_Summary_Aug2017.pdf`

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	19 % of Total: 0.01% (136,663)	19 % of Total: 0.02% (112,926)	00:00:10 Avg for View: 00:01:39 (-89.90%)	14 % of Total: 0.02% (87,202)	100.00% Avg for View: 82.89% (20.64%)	73.68% Avg for View: 63.81% (15.48%)	\$0.00 % of Total: 0.00% (\$0.00)
1. <a href="#">/files/managed/Document/21507/Trad_Chinese_IWC_15thAnnualReport_Summary_Aug2017.pdf</a>	19 (100.00%)	19 (100.00%)	00:00:10	14 (100.00%)	100.00%	73.68%	\$0.00 (0.00%)

Rows 1 - 1 of 1

Pages

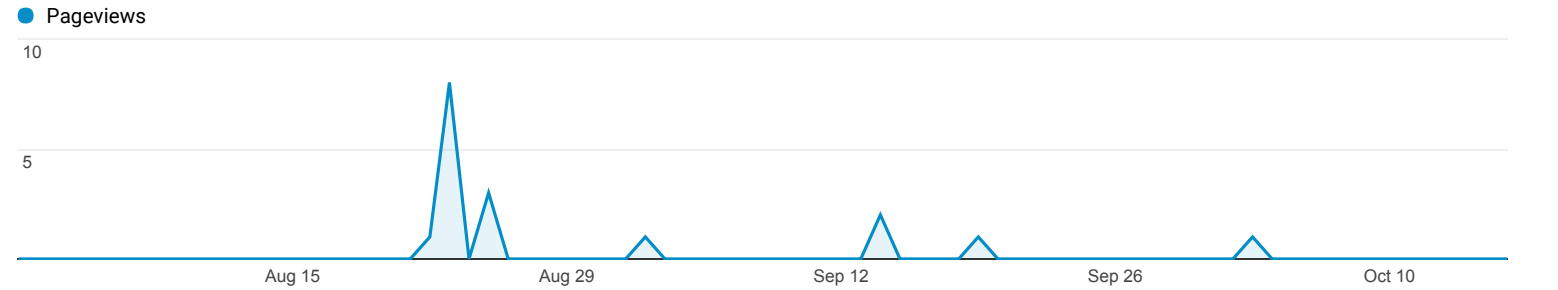


All Users

100.00% Pageviews

Aug 1, 2017 - Oct 16, 2017

Explorer




This data was filtered with the following filter expression: `/files/managed/Document/21508/Spanish_IWC_15thAnnualReport_Summary_Aug2017.pdf`

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	17 % of Total: 0.01% (136,663)	17 % of Total: 0.02% (112,926)	00:10:08 Avg for View: 00:01:39 (514.50%)	13 % of Total: 0.01% (87,202)	100.00% Avg for View: 82.89% (20.64%)	82.35% Avg for View: 63.81% (29.06%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /files/managed/Document/21508/Spanish_IWC_15thAnnualReport_Summary_Aug2017.pdf	17 (100.00%)	17 (100.00%)	00:10:08	13 (100.00%)	100.00%	82.35%	\$0.00 (0.00%)

Rows 1 - 1 of 1

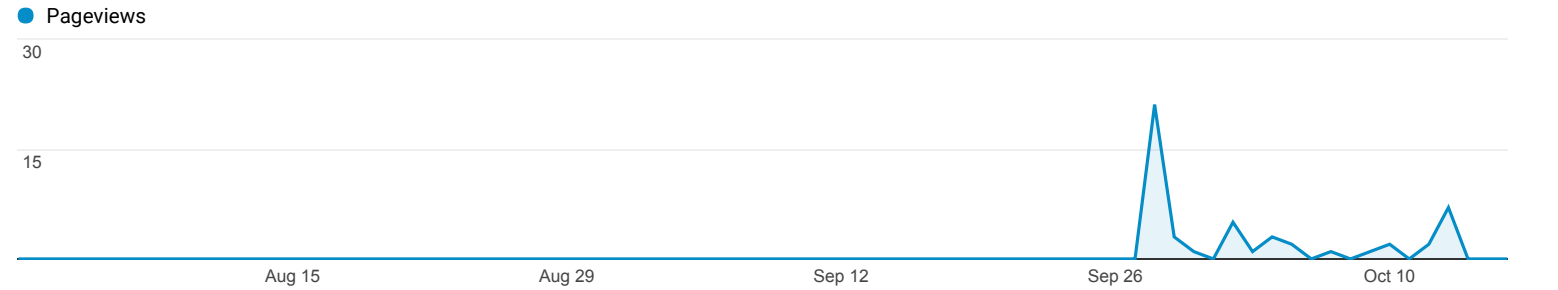
Pages



**All Users**  
100.00% Pageviews

Aug 1, 2017 - Oct 16, 2017

Explorer



This data was filtered with the following filter expression: `/files/managed/Document/21714/ED-Report_08-Sep2017.pdf`


Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	49 % of Total: 0.04% (136,663)	34 % of Total: 0.03% (112,926)	00:01:10 Avg for View: 00:01:39 (-29.12%)	20 % of Total: 0.02% (87,202)	65.00% Avg for View: 82.89% (-21.59%)	51.02% Avg for View: 63.81% (-20.04%)	\$0.00 % of Total: 0.00% (\$0.00)
1. <a href="#">/files/managed/Document/21714/ED-Report_08-Sep2017.pdf</a>	49 (100.00%)	34 (100.00%)	00:01:10	20 (100.00%)	65.00%	51.02%	\$0.00 (0.00%)

Rows 1 - 1 of 1

Landing Pages

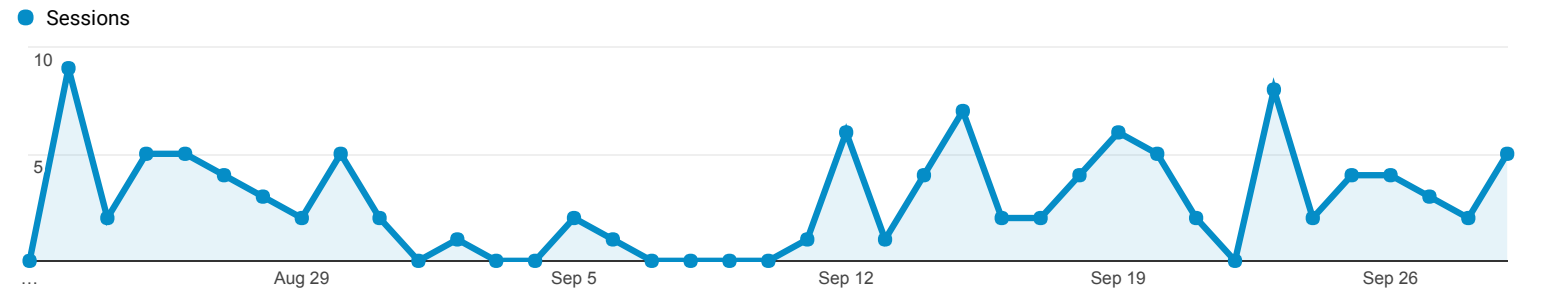
ALL » LANDING PAGE: /files/managed/Document/21489/IWC\_15thAnnualReport\_Aug2017.pdf

Aug 22, 2017 - Sep 29, 2017

All Users  
0.18% Entrances

Explorer

Summary




Landing Page	Source	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		100 % of Total: 0.17% (59,760)	85.00% Avg for View: 87.33% (-2.67%)	85 % of Total: 0.16% (52,190)	84.00% Avg for View: 87.07% (-3.53%)	1.54 Avg for View: 1.46 (5.72%)	00:01:08 Avg for View: 00:00:46 (48.69%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. /files/managed/Document/21489/IWC_15thAnnualReport_Aug2017.pdf	(direct)	95 (95.00%)	88.42%	84 (98.82%)	83.16%	1.53	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /files/managed/Document/21489/IWC_15thAnnualReport_Aug2017.pdf	AlamedaCTC_Reports_August2017_eNewsletter	2 (2.00%)	0.00%	0 (0.00%)	50.00%	3.00	00:10:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. /files/managed/Document/21489/IWC_15thAnnualReport_Aug2017.pdf	Press Release: IWC Annual Report	2 (2.00%)	50.00%	1 (1.18%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. /files/managed/Document/21489/IWC_15thAnnualReport_Aug2017.pdf	AlamedaCTC_Reports_September2017_eNewsletter	1 (1.00%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 4 of 4

Landing Pages

ALL » LANDING PAGE: /news\_items/view/21516

Aug 22, 2017 - Sep 29, 2017

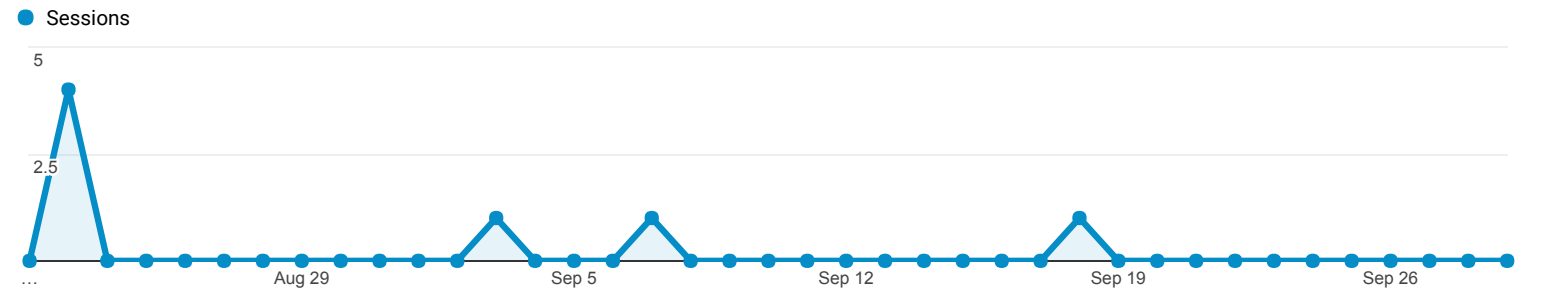


All Users

0.01% Entrances

Explorer

Summary



Landing Page	Source	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		7 % of Total: 0.01% (59,760)	57.14% Avg for View: 87.33% (-34.57%)	4 % of Total: 0.01% (52,190)	57.14% Avg for View: 87.07% (-34.38%)	3.00 Avg for View: 1.46 (105.94%)	00:02:04 Avg for View: 00:00:46 (168.82%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. /news_items/view/21516	google	3 (42.86%)	66.67%	2 (50.00%)	66.67%	2.33	00:02:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /news_items/view/21516	t.co	3 (42.86%)	66.67%	2 (50.00%)	66.67%	1.33	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. /news_items/view/21516	(direct)	1 (14.29%)	0.00%	0 (0.00%)	0.00%	10.00	00:05:41	0.00%	0 (0.00%)	\$0.00 (0.00%)


Rows 1 - 3 of 3



Landing Pages

ALL » LANDING PAGE: /files/managed/Document/21506/IWC\_15thAnnualReport\_Summary\_Aug2017.pdf

Aug 22, 2017 - Sep 29, 2017

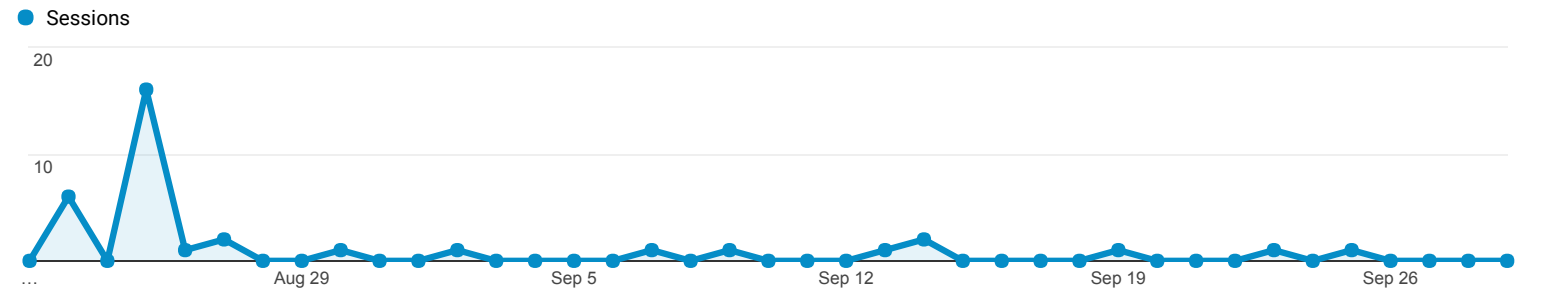


All Users

0.06% Entrances

Explorer

Summary




Landing Page	Source	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
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Aug 22, 2017 - Sep 29, 2017

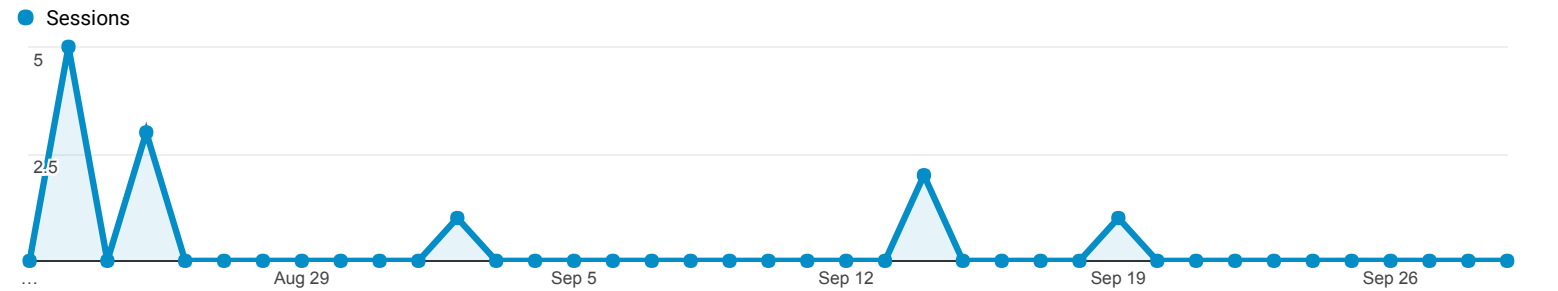


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Summary




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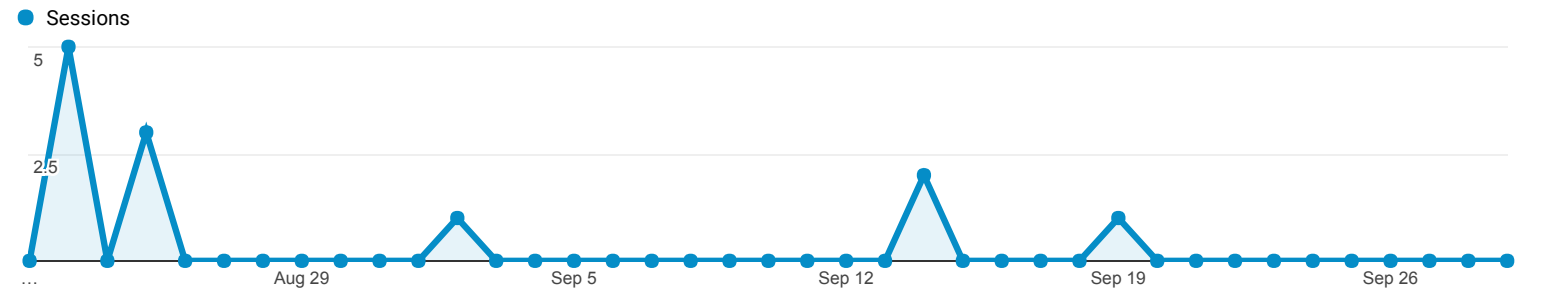


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Summary




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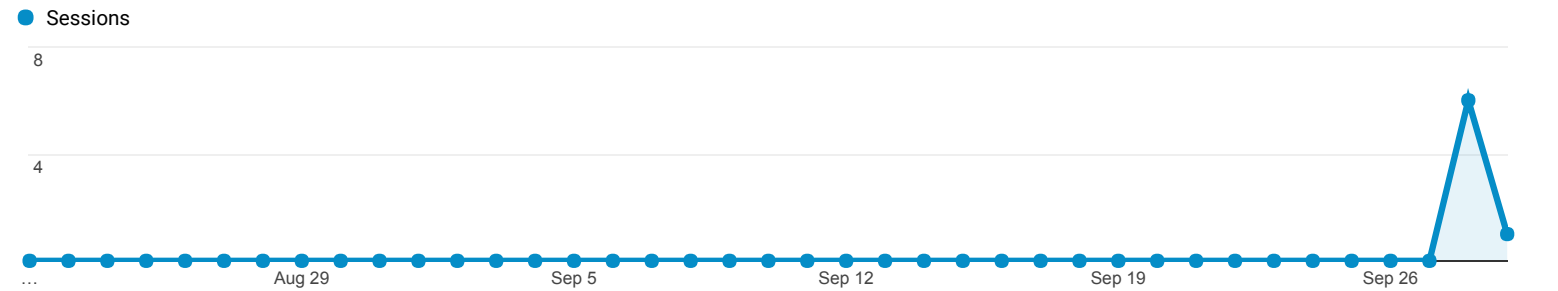


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Summary



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## Independent Watchdog Committee Bylaws

### Article 1: Definitions

**1.1 2000 Transportation Expenditure Plan.** The plan for expending transportation sales tax (Measure B) funds, presented to the voters in 2000, and implemented in 2002.

**1.2 2014 Transportation Expenditure Plan.** The plan for expending transportation sales tax (Measure BB) funds, presented to the voters in 2014, and implemented in 2015.

**1.3 Agency.** A business or government organization established to provide a particular service.

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

**1.4.1** All five Alameda County Supervisors.

**1.4.2** Two City of Oakland representatives.

**1.4.3** One representative from each of the other 13 incorporated cities in Alameda County.

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

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

**1.5 Alameda County Transportation Improvement Authority (ACTIA).** The governmental agency previously responsible for the implementation of the Measure B half-cent transportation sales tax in Alameda County, as approved by voters in 2000 and implemented in 2002. Alameda CTC has now assumed responsibility for administration of the sales tax.

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

**1.7 At-Large Member.** One of the 10 Independent Watchdog Committee (IWC) members representing supervisorial districts as described in Section 3.1.1 below.

**1.8 Bicycle and Pedestrian Advisory Committee (BPAC).** The Alameda CTC Committee that involves interested community members in the Alameda CTC's policy, planning, and implementation efforts related to bicycling and walking.

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

**1.10 Expenditures.** Costs incurred and paid for with funds generated from the Measure B and Measure BB sales taxes.

**1.11 Fiscal Year.** July 1 through June 30.

**1.12 Independent Watchdog Committee (IWC or "Committee").** The Alameda CTC Committee of individuals created by the Commission as required by Measure BB. This Committee was originally created by the ACTIA Board and called the Citizens Watchdog Committee as required by Measure B, and was continued by the Commission subsequent to the passage of Measure BB as the Independent Watchdog Committee. The Committee has the same composition as the Citizens Watchdog Committee required by Measure B. The Committee reports directly to the public and has the responsibility of reviewing all Measure B expenditures and reviewing and overseeing all Measure BB expenditures and performance measures of the agency, as appropriate. IWC members are Alameda County residents who are not elected officials at any level of government, nor individuals in a position to benefit personally in any way from the sales tax.

**1.13 Local Newspapers.** Periodical publications typically published weekly or daily that serves a city, cities or unincorporated communities within Alameda County, whereby the contents are reasonably accessible to the public. On-line publications of these periodicals are included in this definition.

**1.14 Measure B.** The measure approved by the voters authorizing the half-cent sales tax for transportation services now collected and administered by the Alameda CTC and governed by the 2000 Transportation Expenditure Plan. Collections for the sales tax authorized by Measure B began on April 1, 2002 and extends through March 31, 2022.

**1.15 Measure BB.** The measure approved by the voters authorizing the sales tax for transportation services collected and administered by the Alameda CTC and governed by the 2014 Transportation Expenditure Plan. Measure BB augments the half-cent Measure B sales tax by a half cent, beginning April 1, 2015 through March 31, 2022. The full one-cent sales tax authorized by Measure BB will begin April 1, 2022 and will extend through March 31, 2045.

**1.16 Measure B Program.** Transportation or transportation-related program specified in the 2000 Transportation Expenditure Plan for funding transportation programs and projects on a percentage-of-revenues or grant allocation basis.

**1.17 Measure BB Program.** Transportation or transportation-related program specified in the 2014 Transportation Expenditure Plan for funding transportation programs and projects on a percentage-of-revenues or grant allocation basis.

**1.18 Measure B Project.** Transportation and transportation-related capital projects specified in the 2000 Transportation Expenditure Plan for funding in the amounts allocated in the 2000 Transportation Expenditure Plan.

**1.19 Measure BB Project.** Transportation and transportation-related capital projects specified in the 2014 Transportation Expenditure Plan for funding in the amounts allocated in the 2014 Transportation Expenditure Plan.

**1.20 Monitor.** To observe, track, or keep a continuous record of a process to support committee activities.

**1.21 Organizational Meeting.** An organizational meeting of the IWC will be held in July to elect officers and adopt the annual calendar/work plan and review the Alameda CTC budget related to IWC.

**1.22 Organizational Member.** One of the seven IWC members representing organizations as described in Section 3.1.2 below.

**1.23 Oversee.** To watch over Measure BB expenditures and performance measures to support committee activities.

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

**1.25 Performance Measures.** Quantifiable methods used to assess how well the Alameda CTC is achieving its adopted objectives for Measure BB projects and programs.

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

**1.27 Subcommittee.** A subset of the IWC, less than a quorum, usually organized for a certain purpose.

## **Article 2: Purpose and Responsibilities**

**2.1 Committee Purpose.** The Committee is appointed pursuant to Measure B and Measure BB: 1) To review all expenditures of the Measure B transportation sales tax; and 2) to review and oversee all expenditures and performance measures, as appropriate, of the Measure BB transportation sales tax, to monitor projects and programs and to report directly to the public.

**2.2 Committee Roles and Responsibilities from Expenditure Plan.** As defined by the Measure B and Measure BB Transportation Expenditure Plans, the roles and responsibilities of the Committee include:

**2.2.1** 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.

**2.2.2** Have full access to Alameda CTC's independent auditor and have the authority to request and review specific information regarding use of the sales tax funds and to comment on the auditor's reports.

**2.2.3** 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.

**2.2.4** Provide a balance of viewpoints, geography, age, gender, ethnicity and income status, to represent the different perspectives of the residents of the county.

**2.3 Additional Responsibilities.** Additional IWC member responsibilities are to:

**2.3.1** Communicate from time to time to the Alameda CTC by resolution suggestions and concerns pertinent to the administration and expenditure of Measure B and Measure BB funds.

**2.3.2** Communicate as necessary to recommend that an appointing party appoint a new member when there is a vacancy or upcoming end of term.

### **Article 3: Members**

**3.1 Number of Members.** The IWC will consist of 17 members.

**3.1.1** Ten members shall be at-large, two each representing the five supervisorial districts in Alameda County, one of the two nominated by a member of the Board of Supervisors and one of the two selected by the Alameda County Mayors' Conference.

**3.1.2** Seven of the members shall be nominated by the seven organizations specified in the 2014 Transportation Expenditure Plan: East Bay Economic Development Alliance; Alameda County Labor Council; Alameda County Taxpayers' Association; Alameda County Paratransit Advisory and Planning Committee; Bike East Bay, formerly known as East Bay Bicycle Coalition; League of Women Voters; and Sierra Club.

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



**3.2.1** Each member of the Alameda County Board of Supervisors shall select one At-Large Member to represent his or her supervisorial district.

**3.2.2** The Alameda County Mayors' Conference shall select one At-Large Member to represent each of the five supervisorial districts.

**3.2.3** Each organization listed in Section 3.1.2 above shall, subject to approval by the Commission, select one organizational member.

**3.3 Membership Qualification.** Each IWC member shall be an Alameda County resident. An IWC member shall not be an elected official at any level of government; or be a public employee of any agency that oversees or benefits from the proceeds of Measure B and Measure BB transportation sales taxes; or have any economic interest in any project or program.

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

**3.5 Attendance.** Members will regularly attend meetings. Accordingly, more than three consecutive absences is cause for removal from the Committee.

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

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

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

**3.6.3** The member becomes incapable of continuing to serve.

**3.6.4** The appointing party or the Commission removes the member from the Committee.

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

#### **Article 4: Officers**

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

**4.1.1 Duties.** The chair shall preside at all meetings and will represent the IWC before the Commission to report on IWC activities. The chair shall serve as a voting ex-officio

member of all subcommittees except a nominating subcommittee (when the IWC discusses the chair position). The vice chair shall assume all duties of the chair in the absence of, or on the request of the chair.

**4.2 Office Elections.** Officers shall be elected by the members annually at the Organizational Meeting or as necessary to fill a vacancy. An individual receiving a majority of votes by a quorum shall be deemed to have been elected and will assume office at the meeting following the election. In the event of multiple nominations, the vote shall be by ballot. Officers shall be eligible for re-election indefinitely.

## **Article 5: Meetings**

**5.1 Open and Public Meetings.** All IWC meetings shall be open and public and governed by the Brown Act. Public comment shall be allowed at all IWC meetings. The time allotted for comments by a member of the public in the general public comment period or on any agenda item shall be up to 3 minutes per speaker at the discretion of the chair. Written comments may be submitted prior to the meeting. The number of IWC meetings, including regular meetings, sub-committee meetings, special meetings and public hearings, will be limited to the number of meetings approved in Alameda CTC's annual overall work program and budget, as approved by the Commission.

**5.2 Regular Meetings.** The IWC shall have a regular meeting at least once per quarter. Prior to each Organizational Meeting, the outgoing chair shall cause all members to be canvassed as to their available meeting times and shall recommend the day and time that best accommodates the schedules of all members, giving due regard to accommodating the schedule of any continuing member who has missed meetings due to a conflict in the prior year. Annually, at the Organizational Meeting, IWC shall establish the schedule of regular meetings for the ensuing year. Meeting dates and times may be changed and additional regular meetings scheduled during the year by action of the IWC.

**5.3 Quorum.** For purposes of decision making, a quorum shall consist of at least half (50 percent) plus one of the total number of members appointed at the time a decision is made. Members will not take actions at meetings with less than 50 percent plus one members present. Items may be discussed and information may be distributed on any item even if a quorum is not present; however, no action can be taken, until the Committee achieves a quorum.

**5.4 Special Meetings.** Special meetings may be called by the chair or by a majority of the members requesting the same in writing given to the chair, with copies to the vice chair and the Executive Director, specifying the matters to be considered at the special meeting. The chair or vice chair shall cause notice of a special meeting stating the matters to be considered to be given to all IWC members and posted and published in accordance with the Brown Act.

**5.5 Public Hearing.** At least annually, prior to publication of IWC's annual report, IWC shall conduct a public hearing on a draft of the IWC annual report. Each public hearing shall be conducted as part of a regular meeting.

**5.6 Agenda.** All meetings shall have a published agenda. Items for a regular meeting agenda may be submitted by any member to the chair and Alameda CTC staff. The Commission and/or Alameda CTC staff may also submit items for the agenda. Agenda planning meetings are held approximately three weeks prior to each IWC meeting. Alameda CTC staff will notify all IWC members when this meeting is established and remind members to submit any agenda item requests to the chair at least one day prior to the agenda planning meeting date. At the agenda planning meeting, the chair and Alameda CTC staff will discuss any agenda items submitted to the chair. Every agenda shall include a provision for members of the public to address the Committee. The chair and the vice chair shall review the agenda in advance of distribution. Copies of the agenda, with supporting material and the past meeting minutes, shall be mailed to members and any other interested parties who request it. The agenda shall be posted on the Alameda CTC website and in the Alameda CTC office and provided at the meeting, all in accordance with the Brown Act.

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

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

**5.9 Meeting Conduct.** IWC members shall conduct themselves during meetings in a manner that encourages respectful behavior and provides a welcoming and safe environment for each member and staff member characterized by an atmosphere of mutual trust and respect. Members shall work with each other and staff to respectfully, fairly, and courteously deal with conflicts if they arise.

## **Article 6: Subcommittees**

**6.1 Establishment.** The IWC may establish subcommittees when advisable and as necessary subject to the approved Alameda CTC overall work program and budget as approved by the Commission to conduct an investigation or to draft a report or other document within the authority of the IWC or for other purposes within the IWC's authority.

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

## **Article 7: Records and Notices**

**7.1 Minutes.** Minutes of all meetings, including actions and the time and place of holding each meeting, shall be kept on file at the Alameda CTC office. Alameda CTC staff will prepare and include full minutes in meeting packets prior to each regular IWC meeting.

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

**7.3 Brown Act.** All meetings of the IWC will comply with the requirements of the Brown Act. Notice of meetings and agendas will be given to all members and any member of the public requesting such notice in writing and shall be posted at the Alameda CTC office at least 72 hours prior to each meeting. Members of the public may address the IWC on any matter not on the agenda and on each matter listed on the agenda, in compliance with the Brown Act and time limits, up to three minutes per speaker, set at the discretion of the chair.

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

## **Article 8: General Matters**

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

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

**8.3 Amendments to Bylaws.** These bylaws will be reviewed annually, and may be amended, repealed, or altered, in whole or in part, by a vote taken at a duly constituted Committee meeting at which a quorum is present, as a recommendation to the Commission for approval.

**8.4 Public Statements.** No member of the Committee may make public statements on behalf of the Committee without authorization by affirmative vote of the Committee, except the chair, or in his or her place the vice chair, when making a regular report of the Committee activities and concerns to the Alameda CTC. This does not include presentations about the Committee to city councils, which all Committee members have a responsibility to make.

**8.5 Conflict with Governing Documents.** In the event of any conflict between these bylaws and the July 2000 Transportation Expenditure Plan, the January 2014 Transportation Expenditure Plan, California state law, or any action lawfully taken by ACTIA or the Alameda CTC, the Transportation Expenditure Plans, state law or the lawful action of ACTIA or the Alameda CTC shall prevail.

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

**8.7 Economic Interest.** Each Committee member shall, no later than March 15 of every year, prepare and file with Alameda CTC a statement of economic interest in the form required by law, currently Form 700 which can be found on the California Fair Political Practices Commission website, <http://www.fppc.ca.gov/index.php?id=500>.

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## **Independent Watchdog Committee Issues Identification Process**

### **Summary**

This issues identification process outlines the responsibilities of the Independent Watchdog Committee (IWC) and identifies the process for IWC members and members of the public to bring issues of concern to the IWC and for IWC to address issues identified on "IWC Issues Forms" (attached).

### **IWC Responsibilities**

The Independent Watchdog Committee is charged with the following as written in the 2000 and 2014 Transportation Expenditure Plans approved by voters.

The Independent Watchdog Committee is appointed pursuant to Measure B and Measure BB to review all expenditures of the Measure B transportation sales tax, to review and oversee all expenditures and performance measures, as appropriate, of the Measure BB transportation sales tax and to monitor Measure B and Measure BB projects and programs. This committee reports directly to the public and has the following responsibilities:

- 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 are 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.
- Have full access to Alameda CTC's independent auditor and have the authority to request and review specific information regarding use of the sales tax funds and to comment on the auditor's reports.
- 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.
- Provide a balance of viewpoints, geography, age, gender, ethnicity and income status, to represent the different perspectives of the residents of the county.

### **Review Process**

The purpose for the review of projects and programs by the IWC is to report to the public on findings. To this end, the tasks for the IWC to focus on during review include: 1) proper expenditure of Measure B and Measure BB funds; 2) the timely delivery of projects per contract agreements; and 3) compliance with the projects

## IWC Issues Identification Process

or programs as defined in the voter-approved 2000 and 2014 Transportation Expenditure Plans.

During the review process, IWC members will adhere to the following procedures:

1. Issues raised on an IWC Issues Form regarding Measure B or Measure BB expenditures and/or contract compliance on a project or program may be eligible to be pursued through a request for the project or program sponsor to appear before the IWC. Issues raised by members of the public regarding Measure B and/or Measure BB expenditures must be submitted in writing either to the IWC chair, vice-chair or to the committee at an IWC meeting.
2. Before requesting that staff respond to an issue or calling on a project or program sponsor to appear before the IWC, an IWC member must submit an IWC Issues Form to the IWC chair or vice-chair for placement on the agenda at the next IWC meeting. Issues submitted by a member of the public must be handled in the same manner.
3. The IWC must approve by an affirmative vote the method taken to address an issue identified on an IWC Issues Form, whether originally presented by an IWC member or a member of the public.
4. The IWC may establish a subcommittee, when necessary, to address the issue, question, or concern raised on an IWC Issues Form.
5. The IWC or subcommittee should consider the resources listed below, when addressing an issue raised on an IWC Issues Form.

The reviews are expected to be organized, thorough and efficient, and may result in a clear recommendation for further action, if needed.

### **Resources for IWC (not all inclusive)**

- Adopted 2000 and 2014 Transportation Expenditure Plans
- Up-to-date list of project/program sponsors contacts
- Alameda CTC staff responsible for oversight of the project/program or other expenditures
- Information about public hearings, recent discussions, or news clippings provided by Alameda CTC staff to the IWC by mail or at meetings
- Other Alameda CTC advisory committees (for example, Paratransit Advisory and Planning Committee or Bicycle and Pedestrian Advisory Committee chairpersons may be called on to address an issue)
- Alameda CTC independent auditor and Comprehensive Annual Financial Reports
- Alameda CTC General Counsel



**INDEPENDENT WATCHDOG COMMITTEE ISSUES FORM**

**Alameda County Transportation Commission (Alameda CTC)**  
**1111 Broadway, Suite 800**  
**Oakland, California 94607**  
**Phone: 510-208-7400; Fax: 510-893-6489**

The Independent Watchdog Committee (IWC) is tasked with the review of Measure B expenditures and Measure BB expenditures and performance measures. This form allows for formal documentation of potential issues of concern regarding the expenditure of Measure B and/or Measure BB funds and Measure BB performance measures. A concern should be submitted to the IWC if an issue directly relates to the potential misuse of Measure B or Measure BB funds, non-compliance with the 2000 and/or 2014 Transportation Expenditure Plans approved by voters, or an issue with Measure BB performance measures. Only current IWC members may use this form (an issue brought forward by the public would have to be championed by an IWC member and brought forward to the IWC on an IWC Issues Form by the IWC member).

**Date:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Governmental Agency of Concern** (include name of agency and all individual contacts from list of project/program sponsor contacts):

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Agency/Contact's Phone Number:** \_\_\_\_\_

**Agency's Address:** \_\_\_\_\_

**City** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Indicate applicable measure:** ☐ Measure B ☐ Measure BB

**Indicate the type of Measure B and/or Measure BB expenditure to which this concern relates** (please check one):

☐ Capital Project ☐ Program ☐ Program Grant ☐ Administration

**On the next page, please explain in detail the nature of your concern and how it came to your attention. Include the name of the project or program, dates, times, and places where the issues of which you have concerns took place** (use additional sheets when necessary).



**IWC FY2017-18 Calendar/Work Plan**  
*IWC FY2017-18 Calendar/Work Plan*  
*on the second Monday of the month from 5:30 to 7:30 p.m.*  
*at Alameda CTC Offices*

Categories	Monday, July 10, 2017	Monday, November 13, 2017	Monday, January 08, 2018	Monday, March 12, 2018	Monday, July 09, 2018
<b>IWC Annual Report</b>	<ul style="list-style-type: none"> <li>IWC photo for Annual Report</li> <li>Public Hearing on IWC Annual Report (substantially final)</li> <li>Finalize IWC Annual Report and Publication Costs</li> <li>IWC Annual Report Press Release</li> </ul>	<ul style="list-style-type: none"> <li>IWC Annual Report Outreach Summary and Publication Cost Update</li> </ul>		<ul style="list-style-type: none"> <li>Establish IWC Annual Report Subcommittee to create and finalize IWC Annual Report (Subcommittee meets April through June)</li> </ul>	<ul style="list-style-type: none"> <li>IWC photo for Annual Report</li> <li>Public Hearing on IWC Annual Report (substantially final)</li> <li>Finalize IWC Annual Report and Publication Costs</li> <li>IWC Annual Report Press Release</li> </ul>
<b>Measure B and Measure BB Projects and Programs</b>	<ul style="list-style-type: none"> <li>Issues Identification Process</li> <li>IWC Projects and Programs Watchlist Next Steps</li> </ul>	<ul style="list-style-type: none"> <li>Issues Identification Process</li> </ul>	<ul style="list-style-type: none"> <li>Overview/Update on Measure B and Measure BB Projects and Programs</li> <li>Issues Identification Process</li> </ul>	<ul style="list-style-type: none"> <li>Projects and Programs Watchlist (members sign up for projects and programs)(staff to send letters to jurisdictions in July to keep IWC informed)</li> <li>Issues Identification Process</li> </ul>	<ul style="list-style-type: none"> <li>Issues Identification Process</li> <li>IWC Projects and Programs Watchlist Next Steps</li> </ul>
<b>Measure B and Measure BB Compliance and Audited Financial Reports</b>	<ul style="list-style-type: none"> <li>Measure B and Measure BB Program Compliance Report Summary</li> <li>Independent Auditor Work Plan</li> </ul>	<ul style="list-style-type: none"> <li>Presentation of FY2016-17 Comprehensive Annual Financial Report by Independent Auditor</li> </ul>	<ul style="list-style-type: none"> <li>Measure B and Measure BB FY2016-17 Compliance and Audit Reports available on Alameda CTC Website (raw data, not yet reviewed by staff)</li> </ul>	<ul style="list-style-type: none"> <li>Measure B and Measure BB Audit Report and Program Compliance Report Review Orientation/Workshop</li> <li>Measure B and Measure BB FY2016-17 Compliance and Audit Reports Forwarded to IWC for Review</li> </ul>	<ul style="list-style-type: none"> <li>Measure B and Measure BB Program Compliance Report Summary</li> <li>Independent Auditor Work Plan</li> </ul>
<b>Organizational / Standing Reports</b>	<ul style="list-style-type: none"> <li>Election of IWC Officers for FY2017-18</li> <li>Approve IWC FY2017-18 Annual Calendar/Work Plan</li> <li>IWC Member Reports</li> <li>Staff Responses to IWC Members Requests for Information</li> <li>IWC Budget</li> </ul>	<ul style="list-style-type: none"> <li>IWC Member Reports</li> <li>Staff Responses to IWC Members Requests for Information</li> <li>Review of IWC Bylaws</li> </ul>	<ul style="list-style-type: none"> <li>IWC Member Reports</li> <li>Staff Responses to IWC Members Requests for Information</li> </ul>	<ul style="list-style-type: none"> <li>IWC Member Reports</li> <li>Staff Responses to IWC Members Requests for Information</li> </ul>	<ul style="list-style-type: none"> <li>Election of IWC Officers for FY2018-19</li> <li>Approve IWC FY2018-19 Annual Calendar/Work Plan</li> <li>IWC Member Reports</li> <li>Staff Responses to IWC Members Requests for Information</li> <li>IWC Budget</li> </ul>

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**Alameda County Transportation Commission**  
**Independent Watchdog Committee**  
**Roster - Fiscal Year 2017-2018**

**8.2**

	Title	Last	First	City	Appointed By	Term Began	Re-apptmt.	Term Expires	Mtgs Missed Since July '17
1	Mr.	McCalley, Chair	Murphy	Castro Valley	Alameda County Supervisor Nate Miley, D-4	Feb-15	Mar-17	Mar-19	0
2	Mr.	Hastings, Vice Chair	Herb	Dublin	Paratransit Advisory and Planning Committee	Jul-14		N/A	0
3	Mr.	Brown	Keith	Oakland	Alameda Labor Council (AFL-CIO)	Apr-17		N/A	0
4	Mr.	Buckley	Curtis	Berkeley	Bike East Bay	Oct-16		N/A	0
5	Mr.	Dominguez	Oscar	Oakland	East Bay Economic Development Alliance	Dec-15		N/A	0
6	Ms.	Dorsey	Cynthia	Oakland	Alameda County Mayors' Conference, D-5	Jan-14	Jan-16	Jan-18	0
7	Mr.	Jones	Steven	Dublin	Alameda County Mayors' Conference, D-1	Dec-12	Jan-17	Jan-19	0
8	Mr.	Lester	Brian	Pleasanton	Alameda County Supervisor Scott Haggerty, D-1	Sep-13	Jan-16	Jan-18	1
9	Ms.	Lew	Jo Ann	Union City	Alameda County Mayors' Conference, D-2	Oct-07	Dec-15	Dec-17	0
10	Mr.	Naté	Glenn	Union City	Alameda County Supervisor Richard Valle, D-2	Jan-15	Mar-17	Mar-19	1
11	Ms.	Nelson	Madeleine	Oakland	League of Women Voters Pending Commission Approval	Dec-17		N/A	
12	Ms.	Piras	Pat	San Lorenzo	Sierra Club	Jan-15		N/A	0
13	Ms.	Saunders	Harriette	Alameda	Alameda County Mayors' Conference, D-3	Jul-09	Jul-16	Jul-18	1
14	Mr.	Tucknott	Robert A.	Pleasanton	Alameda County Mayors' Conference, D-4	Jun-14	Jul-16	Jul-18	0
15	Mr.	Zukas	Hale	Berkeley	Alameda County Supervisor Keith Carson, D-5	Jun-09	Jun-16	Jun-18	1

Alameda County Transportation Commission  
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17		Vacancy			Alameda County Supervisor Wilma Chan, D-3				
17		Vacancy			Alameda County Taxpayers Association				