



Alameda County Transportation Commission
meeting as a committee of the whole as the

PLANNING, POLICY AND LEGISLATION COMMITTEE

MEETING NOTICE

Monday, November 07, 2011, 11:00 A.M.
1333 Broadway, Suite 300, Oakland, California 94612
(see map on last page of agenda)

Commission Chair
Mark Green, Mayor – Union City

Commission Vice Chair
Scott Haggerty, Supervisor – District 1

AC Transit
Greg Harper, Director

Alameda County
Supervisors
Nadia Lockyer – District 2
Wilma Chan – District 3
Nate Miley – District 4
Keith Carson – District 5

BART
Thomas Blalock, Director

City of Alameda
Rob Bonta, Vice Mayor

City of Albany
Farid Javandel, Mayor

City of Berkeley
Laurie Capitelli, Councilmember

City of Dublin
Tim Sbranti, Mayor

City of Emeryville
Ruth Atkin, Councilmember

City of Fremont
Suzanne Chan, Vice Mayor

City of Hayward
Olden Henson, Councilmember

City of Livermore
Marshall Kamena, Mayor

City of Newark
Luis Freitas, Vice Mayor

City of Oakland
Councilmembers
Larry Reid
Rebecca Kaplan

City of Piedmont
John Chiang, Vice Mayor

City of Pleasanton
Jennifer Hosterman, Mayor

City of San Leandro
Joyce R. Starosciak, Councilmember

Executive Director
Arthur L. Dao

Chair: Greg Harper
Vice Chair: Olden Henson

Members:

| | |
|-----------------|--------------------|
| Mark Green | Scott Haggerty |
| Keith Carson | Jennifer Hosterman |
| Marshall Kamena | Joyce Starosciak |
| Tim Sbranti | |

Staff Liaisons: Beth Walukas, Tess Lengyel
Executive Director: Arthur L. Dao
Clerk of the Commission: Vanessa Lee

AGENDA

*Copies of Individual Agenda Items are Available on the:
Alameda CTC Website -- www.AlamedaCTC.org*

1 PLEDGE OF ALLEGIANCE

2 PUBLIC COMMENT

Members of the public may address the Committee during “Public Comment” on any item not on the agenda. Public comment on an agenda item will be heard when that item is before the Committee. Only matters within the Committee’s jurisdictions may be addressed. Anyone wishing to comment should make their desire known by filling out a speaker card and handing it to the Clerk of the Commission. Please wait until the Chair calls your name. Walk to the microphone when called; give your name, and your comments. Please be brief and limit comments to the specific subject under discussion. Please limit your comment to three minutes.

3 CONSENT CALENDAR

3A. Minutes of October 10, 2011 – **page 1** **A**

4 PLANNING

4A. Approval of Amendment No. 1 to the Professional Services Agreement (ACTIA #A10- 0021) with Eisen|Letunic for the Countywide Pedestrian and Bicycle Plan UpdateProject – **page 5** **A**

- 4B. Approval of Final 2011 Congestion Management Program Report – **page 7** **A**
- 4C. Approval of Final Conformity Findings for the 2011 Congestion Management Program **A**
- **page 25**
- 4D. Approval of Amendment No.2 to the 2012 Level of Service (LOS) Monitoring Study **A**
Contract (CMA #A09-024) – **page 29**
- 4E. Review of Countywide Transportation Plan (CWTP) and Transportation Expenditure **I**
Plan and Update on Development of Sustainable Community Strategy (SCS)/Regional
Transportation Plan (RTP)- **page 41**

5 LEGISLATION AND POLICY

- 5A. Approval of new Master Programs Funding Agreements and Implementation **A**
Guidelines – **page 53**
- 5B. Legislative Update – **page 123** **I**
- 5C. Presentation of Alameda CTC Strategic Communications Plan – **page 133** **I**

6 COMMITTEE MEMBER REPORTS (VERBAL)

7 STAFF REPORTS (VERBAL)

8 ADJOURNMENT/NEXT MEETING: JANUARY 9, 2012

Key: A- Action Item; I – Information Item; D – Discussion Item
(#) All items on the agenda are subject to action and/or change by the Committee.

*PLEASE DO NOT WEAR SCENTED PRODUCTS SO INDIVIDUALS WITH
ENVIRONMENTAL SENSITIVITIES MAY ATTEND*

*Alameda County Transportation Commission
1333 Broadway, Suites 220 & 300, Oakland, CA 94612
(510) 208-7400 (New Phone Number)
(510) 836-2185 Fax (Suite 220)
(510) 893-6489 Fax (Suite 300)
www.alamedactc.org*

Glossary of Acronyms

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

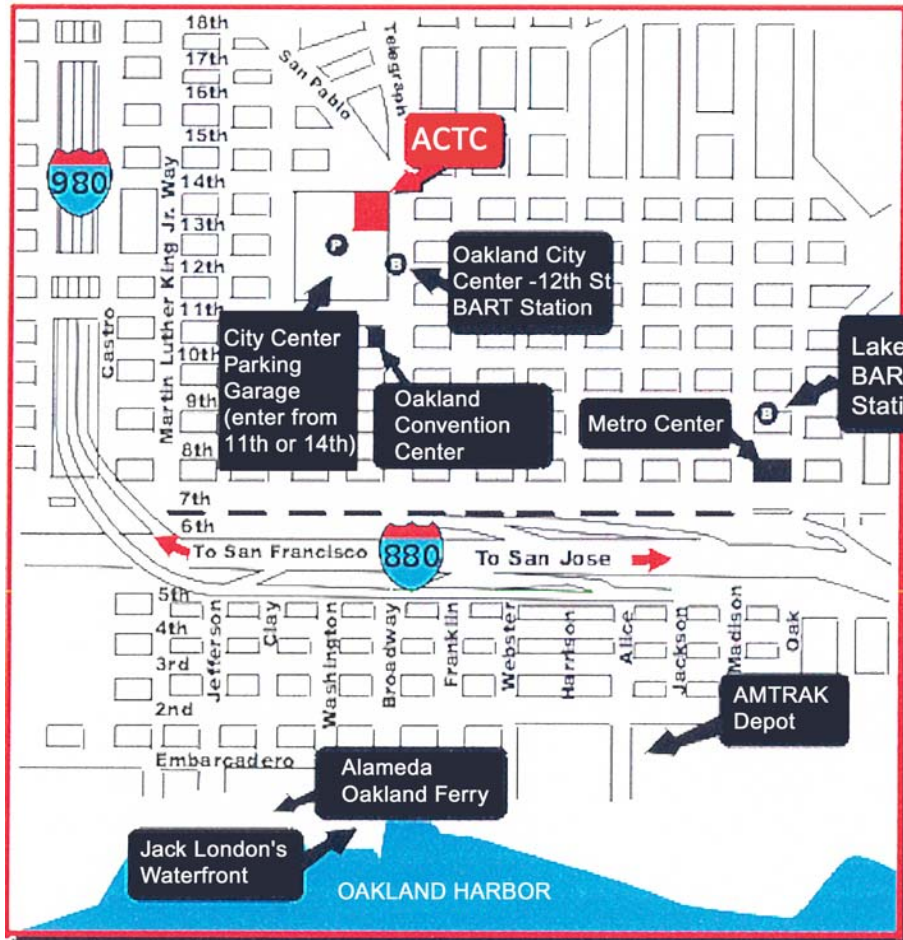


1333 Broadway, Suites 220 & 300

Oakland, CA 94612

PH: (510) 208-7400

www.AlamedaCTC.org



Directions to the Offices of the Alameda County Transportation Commission:

**1333 Broadway, Suite 220
Oakland, CA 94612**

Public Transportation Access:

BART: City Center / 12th Street Station

AC Transit:

Lines 1,1R, 11, 12, 13, 14, 15, 18, 40, 51, 63, 72, 72M, 72R, 314, 800, 801, 802, 805, 840

Auto Access:

- Traveling South: Take 11th Street exit from I-980 to 11th Street
- Traveling North: Take 11th Street/Convention Center Exit from I-980 to 11th Street
- Parking:
City Center Garage –
Underground Parking,
(Parking entrances located on 11th or 14th Street)



**Alameda County
Transportation Commission
1333 Broadway, Suite 220
Oakland, CA 94612**



**Alameda County Transportation Commission
PLANNING, POLICY AND LEGISLATION COMMITTEE
MINUTES OF OCTOBER 10, 2011**

Chair Greg Harper convened the meeting at 11:05 AM.

1. PLEDGE OF ALLEGIANCE

2. PUBLIC COMMENT

There was no public comment.

3. CONSENT CALENDAR

3A. Minutes of September 22, 2011

3B. Summary of the Alameda CTC's Review and Comments on Environmental Documents and General Plan Amendments Prepared by Local Jurisdictions

Mayor Hosterman motioned to approve the Consent Calendar. Councilmember Henson seconded the motion. The Consent Calendar was passed 8-0.

4. PLANNING

4A. 2011 Congestion Management Program (CMP) Review of Draft Conformity Findings

Laurel Poeton recommended that the Committee evaluate the Conformity Findings for the 2011 Congestion Management Plan. She informed the Committee that letters were sent to the jurisdictions requesting responses on Tier 1 land use analysis and TDM site design information by September 30, 2011, with Deficiency Plan progress reports responses due by October 3, 2011. She went on to inform the Committee that staff is working with those jurisdiction that have not provided responses and that the final conformity findings will be presented during the November Committee Meetings and finally, to the full Commission at its December 1 meeting. This item was presented for information only.

4B. Review of first draft Countywide Transportation Plan (CWTP) and Discussion of Transportation Expenditure Plan and Update on Development of Sustainable Community Strategy (SCS)/Regional Transportation Plan (RTP)

Beth Walukas presented an update for September on regional and countywide planning activities. She highlighted the land use and transportation scenarios adopted by ABAG as well transportation networks being released by MTC. Ms. Walukas detailed changes to the MTC regional schedule and informed the Committee that staff released the administrative draft of the Countywide Transportation Plan for comments and review. She concluded by detailing the schedule of upcoming meetings related to countywide and regional planning efforts for the months of October, November and December.

Mayor Green wanted clarification on why a majority of the outreach meetings were being held in North County. Tess Lengyel informed the Committee that the forums/outreach meetings are rotated

around the districts each quarter and that this quarter happened to land in North Alameda County. This item was presented for information only.

4C. Review of Countywide Annual Bicycle and Pedestrian Count Program and Draft 2010 Trends Report

Rochelle Wheeler recommended that the Committee review the Countywide Annual Bicycle and Pedestrian Count Program and Draft 2010 Trends Report. She presented a PowerPoint presentation which covered countywide trends in walking and bicycling, the annual bike/pedestrian count program, and a detailed Count Trends Report that included both pedestrian and bicycle data sources.

Councilmember Starosciak wanted to know how much influence school locations had on the pedestrian and bicycle data sources. Ms. Wheeler informed the Committee that some data locations were near school sites and that staff tailored a count time period from 2pm-4pm to collect school-time data.

Mayor Green questioned the ultimate goal of the bicycle and pedestrian count and trend reports. He requested that data be collected around locations that are utilizing the safe routes to school program and he suggested that the report offer more cohesion regarding timing, site locations and data collection purposes.

5A. Legislative Update

Tess Lengyel provided a brief update on the State budget and transportation in California specifically, the signing of AB 1086 by Governor Brown on September 26th. She also provided a brief update on the federal deficit reductions as well as surface transportation bill extensions signed by the President.

6 STAFF AND COMMITTEE MEMBER REPORTS

Art Dao informed the Board that ABAG will be hosting the annual fall general assembly meeting on Thursday October 14. Mr. Dao informed the Committee that he will not be present at that meeting as he will be participating as a panelist for the East Bay EDA Revitalizing Prosperity Discussion.

Tess Lengyel informed staff that there will be several public outreach meetings held regarding the County-wide Transportation Plan (CWTP) as well as the Transportation Expenditure Plan (TEP) in the months of October and November. She also informed the Committee that polling results from the CWTP-TEP will be presented at the next Steering Committee Meeting.

7 ADJOURNMENT/NEXT MEETING: NOVEMBER 07, 2011

The meeting was adjourned at 12:10 p.m.

Attest by:


Vanessa Lee
Clerk of the Commission



PLANNING, POLICY AND LEGISLATION COMMITTEE MEETING

ROSTER OF MEETING ATTENDANCE

October 10, 2011

11:00 a.m.

1333 Broadway, Suite 300, Oakland, CA 94612

| BOARD MEMBERS | Initials | ALTERNATES | Initials |
|--|---------------------|--|-----------|
| Chair : Greg Harper – AC Transit | <i>GH</i> | Elsa Ortiz – AC Transit | |
| Vice Chair: Olden Henson – City of Hayward | <i>O-H</i> | Marvin Peixoto – City of Hayward | |
| | | | |
| Members: | | | |
| Scott Haggerty – County of Alameda, District 1 | <i>SH</i> | Bill Harrison – City of Fremont | |
| Keith Carson – County of Alameda, District 5 | <i>Keith Carson</i> | Kriss Worthington – City of Berkeley | |
| Marshall Kamena – City of Livermore | <i>JK</i> | Jeff Williams – City of Livermore | |
| Jennifer Hosterman – City of Pleasanton | <i>JH</i> | Cheryl Cook-Kallio – City of Pleasanton | |
| Joyce Starosciak – City of San Leandro | <i>JS</i> | Pauline Russo Cutter – City of San Leandro | |
| Mark Green – City of Union City | <i>M</i> | Emily Duncan – City of Union City | |
| Tim Sbranti- City of Dublin | | <i>DON BIDDLE CITY OF DUBLIN</i> | <i>DB</i> |
| | | | |
| LEGAL COUNSEL | | | |
| Zack Wasserman – WRBD | | <i>ZW</i> | |
| Neal Parish – WRBD | | | |
| Geoffrey Gibbs - GLG | | <i>GTG</i> | |
| | | | |
| STAFF | | | |
| Arthur L. Dao – Executive Director | | | |
| Vanessa Lee- Clerk of the Commission | | <i>V Lee</i> | |
| Beth Walukas – Deputy Director of Planning | | | |
| Tess Lengyel – Deputy Director of Policy, Public Affairs and Legislation | | <i>Tess Lengyel</i> | |

| | |
|--|--|
| Victoria Winn – Administrative Assistant | |
|--|--|

| STAFF | Initials | STAFF/CONSULTANT | Initials |
|--|-----------|--|-----------|
| Patricia Reavey - Director of Finance | <i>PR</i> | Arun Goel – Project Controls Engineer | |
| Yvonne Chan – Accounting Manager | | Lei Lam – Senior Accountant | |
| Matt Todd - Manager of Programming | | Linda Adams – Executive Assistant | |
| Ray Akkawi – Manager of Project Delivery | | Jacki Taylor – Programming Analyst | |
| Saravana Suthanthira - Senior Transportation Planner | <i>SS</i> | Laurel Poeton – Assistant Transportation Planner | <i>LP</i> |
| Diane Stark -Senior Transportation Planner | | Claudia Leyva – Administrative Assistant | |
| Vivek Bhat – Senior Transportation Engineer | | John Hemiup – Senior Transportation Engineer | |
| Liz Brazil – Contract Compliance & Outreach Analyst | | Steve Haas – Senior Transportation Engineer | |
| | | | |
| Frank Furger, Executive Director, I-680 JPA | | James O'Brien | |
| | | Stefan Garcia | |

| | NAME | JURISDICTION/ ORGANIZATION | PHONE # | E-MAIL |
|-----|---------------------------|-------------------------------|---------------------|--------------------------------------|
| 1. | <i>Jacqueline Orpilla</i> | <i>Asm Sandre Swanson</i> | <i>510-286-1670</i> | <i>jacqueline.orpilla@asm.ca.gov</i> |
| 2. | <i>Bob Winn</i> | <i>Livermore</i> | <i>925 960 4516</i> | <i>bwinn@ci.livermore.ca.us</i> |
| 3. | | | | |
| 4. | | | | |
| 5. | | | | |
| 6. | | | | |
| 7. | | | | |
| 8. | | | | |
| 9. | | | | |
| 10. | | | | |
| 11. | | | | |
| 12. | | | | |
| 13. | | | | |
| 14. | | | | |



Memorandum

DATE: October 27, 2011

TO: Planning, Policy and Legislation Committee

FROM: Beth Walukas, Deputy Director of Planning
Rochelle Wheeler, Countywide Bicycle and Pedestrian Coordinator

SUBJECT: Approval of Amendment No. 1 to the Professional Services Agreement (ACTIA #A10-0021) with Eisen|Letunic for the Countywide Pedestrian and Bicycle Plan Update Project

Recommendation

It is recommended that the Commission approve Amendment No. 1 to the Professional Services Agreement (ACTIA Agreement No. A10-0021) with Eisen|Letunic for the Countywide Pedestrian and Bicycle Plan Update Project. The amendment would extend the termination date of the Agreement from December 31, 2011 to December 31, 2012. No additional funds would be encumbered.

Summary

The Updates to the Countywide Bicycle and Pedestrian Plans began in March 2010, and are substantially complete, with all but one chapter drafted. The original timeline for completing the plan updates has been extended to allow for the full discussion of the bicycle and pedestrian priorities that were established during the first half of 2011, and to allow the plan updates to be adopted on the same schedule as the Countywide Transportation Plan (CWTP) and Transportation Expenditure Plan (TEP). The Draft Bicycle and Pedestrian Plans are scheduled to be released in March 2012 and the plans will be brought to the Commission in May 2012, along with the CWTP and TEP, for adoption. These dates are beyond the current contract expiration date of December 31, 2011. Staff is recommending a full year extension, to December 31, 2012, to allow for any final requested edits to be completed, and possible optional tasks to be completed.

Background

In February 2010, the Alameda CTC Board approved the Professional Services Agreement with Eisen|Letunic for updating the plans in the amount of \$265,000. Extensive work has been completed on the plans updates, including the drafting of five chapters for each plan. The Countywide Bicycle and Pedestrian Advisory Committee (BPAC) and a technical advisory group, called the Bicycle and Pedestrian Plans Working Group have provided feedback on the development of each of these chapters, while PAPCO, ACTAC and the Commission have given input at key stages. In addition, staff brought the draft capital project priorities to five local BPAC meetings for input in May and June 2011.

In late November and early December, the draft Implementation Chapters, which include draft costs, revenue estimates and next steps for implementing the plans, will be brought to the Countywide BPAC and Plans Working Group for input. After this, the full plans will be compiled, and draft plans will be released in March 2012 for public review and input. The revised draft plans will be brought to the Commission in May 2012 for adoption.

Fiscal Impacts

None



Memorandum

DATE: October 26, 2011

TO: Planning, Policy and Legislation Committee

FROM: Saravana Suthanthira, Senior Transportation Planner

SUBJECT: Approval of the Final 2011 Congestion Management Program Report

Recommendations

It is requested that the Commission hold a public hearing and approve the final 2011 Congestion Management Program (CMP). The Final CMP will include the final State Transportation Improvement Program (STIP) and responses to any comments on the Draft CMP received by November 11, 2011. The Executive Summary of the 2011 CMP is attached and the full report is available on the Alameda CTC website. ACTAC is scheduled to discuss this item at its meeting on November 1, 2011.

Summary

Alameda CTC, in its role as the Congestion Management Agency, is required to use the Congestion Management Program (CMP) to identify strategies to address congestion in Alameda County. The CMP document is required to be in conformance with the CMP legislation and is required to be updated every two years. The Draft 2011 CMP, including the Draft State Transportation Improvement Program (STIP), was approved by the Commission on September 22, 2011. The approved Draft 2011 CMP was sent to MTC and libraries in Alameda County and was posted on the Alameda CTC website for public comment. Comments on the Draft CMP are requested by November 11, 2011. To date, no comments have been received. Any comments received will be reported at the meeting. The final STIP was approved by the Commission on October 27, 2011. The Final CMP will include the final STIP and responses to any comments received by November 11, 2011. Upon approval, the final CMP will be sent to MTC, and printed and distributed to the local jurisdictions and the public libraries. The CMP will also be posted on the Alameda CTC website.

Fiscal Impact

None

Attachments

Attachment 1 - Executive Summary of the 2011 Congestion Management Program

This page intentionally left blank

Executive Summary

California law requires urban areas to develop and update a “congestion management program” or CMP—that is, a plan that describes the strategies to address congestion problems. In Alameda County, the Alameda County Transportation Commission (Alameda CTC) as the Congestion Management Agency (CMA) for the County is tasked with preparing the CMP. The Alameda CTC works cooperatively with the Metropolitan Transportation Commission (MTC), transit agencies, local governments, the California Department of Transportation (Caltrans) and the Bay Area Air Quality Management District (BAAQMD).

The CMP law places considerable authority with the CMAs. Appendix A contains the full text of the pertinent sections of state law. The agencies are required to oversee how local governments meet the requirements of the CMP, for example. The legislation also forges a new relationship between local government and Caltrans by requiring new highway projects in urban areas to be included in a CMP if they are going to be part of the State Transportation Improvement Program (STIP). This means that funding of highway projects is now, in part, controlled by local government in the form of the CMAs. With this authority comes the responsibility to recognize federal and state funding limitations and to work with Caltrans and MTC to formulate cost-effective projects.

The CMP is designed to meet the challenges of the law. Furthermore, the Alameda CTC has developed working relationships with all levels of government as well as the private sector. The Alameda CTC is prepared to demonstrate that local governmental agencies—working together—can solve regional problems.

As part of the 2011 Update to the CMP, the newly formed Alameda CTC Commission undertook a thorough and comprehensive review of the Congestion Management Program activities of the Alameda CTC and also compared the current program with the CMP activities of the other comparable CMAs (San Francisco County Transportation Authority (SFCTA), Contra Costa Transportation Authority (CCTA) and Santa Clara Valley Transportation Authority (SCVTA)) in the Bay Area. The review took into account the new legislative requirements (AB 32 and SB 375) for achieving greenhouse gas reductions through better integration of land use and transportation and the related regional and local efforts, including Alameda CTC’s current update to the Countywide Transportation Plan, MTC’s Regional Transportation Plan (RTP) update and ABAG’s development of a Sustainable Communities Strategy (SCS). The outcome of the review is a number of actions and recommendations by the Commission as listed below. Details are included in the relevant chapters of the report.

- Expand the CMP Roadway network, based on newly adopted criteria, to create a Tier 2 Roadway network (Chapter 2, Designated Roadway System).
- Pending the results of a comparative analysis of the 1985, 2000 and 2010 Highway Capacity Manuals, transition to using the 2010 Highway Capacity Manual (HCM) by the 2013 CMP Update for LOS Monitoring (Chapter 3, LOS Standards Element).

- Integrate the goals and performance measures adopted for the 2012 CWTP and augment, where possible, data collection for the Performance Report to include the newly added or expanded measures (Chapter 4, Performance Measures Element)
- Expand the Travel Demand Management (TDM) program in Alameda County based on the suggested initial concepts from the TDM issue paper developed for the 2012 CMTP (Chapter 5, TDM Element)
- Transition to using 2010 HCM LOS standards for conducting project impact analysis in the Land Use Analysis program, including exploring the option for transitioning to multi-modal standards (Chapter 6, Land Use Analysis Program)
- Consider options for better integrating land use and transportation such as:
 1. Conducting a feasibility study to explore implementing an impact analysis measure that supports alternative modes, such as SFCTA's Automobile Trip Generated (ATG) measure;
 2. Investigating implementation of a program that promotes integration of land use and transportation supported with financial incentives, similar to the SCVTA's Community Design Transportation (CDT) program, in Alameda County
 3. Exploring options for tracking land use development countywide, including identifying any costs to the agency and the jurisdictions; and
 4. Exploring the possibility of adopting the recommended short term and long term policies to promote infill development in Alameda County as described in the issue paper on infill development areas found in Chapter 6 and Appendix G – CMP Legislation and Infill Development Areas
- Explore options for identifying and funding mitigation measures related to project impacts in long and cross county corridors (Chapter 6, Land Use Analysis Program)
- Add new funding sources, including the New Act and the Alameda County Vehicle Registration Fee (Chapter 7, Capital Improvement Program)
- Update the CIP projects lists (Chapter 7 Capital Improvement Program,)
- Update the STIP projects lists (final list will be approved in October 2011) (Chapter 7, Capital Improvement Program)
- Update deficiency plan guidelines to incorporate guidelines for preparing Areawide Deficiency Plans (Chapter 8, Conformance, Monitoring and Deficiency Plans)
- Consider providing funding priority for projects that would improve the performance of the deficient segments (Chapter 8)

- Update the countywide travel demand model base year to 2010 consistent with the most recent census, update the demographics to be consistent with the 2010 census, and change the model forecast year to 2040 (Chapter 9, Database and Travel Model)

Following the adoption of the 2011 CMP by Alameda CTC Commission, the CMP will be submitted to MTC. As the regional transportation planning agency in the San Francisco Bay Area, MTC is required to evaluate the CMP's consistency with MTC's RTP and with the CMPs of the other counties in the Bay Area. If the Alameda County CMP is found to be consistent with the RTP, MTC will incorporate the projects listed in the CMP's Capital Improvement Program into MTC's Regional Transportation Improvement Program.

THE TRANSPORTATION SYSTEM

The Alameda CTC must identify what is included in the system that is being monitored and improved (Chapter 2). For the purposes of the CMP, two different systems are used: the designated CMP roadway network (CMP-network); and the broader Metropolitan Transportation System (MTS). The CMP-network is a subset of the MTS. For purposes of the CMP, the former is used to monitor performance in relation to established level of service (LOS) standards. The latter is used in the Alameda CTC's Land Use Analysis Program.

CMP Network

The CMP-network was developed in 1991 and includes state highways and principal arterials that meet all minimum criteria (carry 30,000 vehicles per day; have four or more lanes; is a major cross-town connector; and connects at both ends to another CMP route or major activity center). The system of roadways carries at least 70 percent of the vehicle miles traveled countywide and contains 232 miles of roadways. Of this total, 134 miles (58 percent) are interstate freeways, 71 miles (31 percent) are state highways (conventional highways), and 27 miles (11 percent) are city/county arterials.

Recognizing the need to expand the CMP network to reflect the changes in land use patterns over the years, the Alameda CTC Commission adopted a two tier approach for the CMP network in Alameda County. The first tier (Tier 1) is the existing CMP network and the second tier (Tier 2) consists of roadways identified using a set of adopted Tier 2 criteria. This Tier 2 network forms a supplemental network that would be monitored for informational purposes only and would not be used in the conformity findings process. The identified Tier 2 network roadways have a total length of 92.4 miles. Details are included in Chapter 2 Designated Roadway System.

In order to be found in conformance with the CMP, local jurisdictions must submit by June 30, 2013 a list of potential CMP-designated routes based on spring 2013 24-hour counts.

MTS System

The Metropolitan Transportation System (MTS) is a regionally designated system that includes the entire CMP-network, as well as major arterials, transit services, rail, maritime ports, airports and transfer hubs

that are critical to the region's movement of people and freight. MTS¹ roadways were originally developed in 1991 and included roadways recognized as 'regionally significant' and included all interstate highways, state routes, and portion of the street and road system operated and maintained by the local jurisdictions.

LOS MONITORING

To provide a method for measuring congestion, the Alameda CTC uses LOS standards as defined in the 1985 Highway Capacity Manual (HCM), the nationally accepted guidelines published by the Transportation Research Board (Chapter 3). LOS definitions 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. LOS A represents the best operating conditions and LOS F the worst.

The purpose of these standards is to provide a quantitative tool to analyze the effects of land use changes and to monitor one system performance measure (i.e., congestion). The Alameda CTC is required to determine how well local governments meet the standards in the CMP, including how well they meet LOS standards. The CMP legislation requires a LOS standard of E for all CMP roadways (Tier 1 for Alameda County).

In order to transition to using LOS standards based on the most recent HCM, a comparative analysis between the 1985 and 2000 HCMs to 2010 HCM will be prepared as part of the 2013 CMP Update.

The Alameda CTC conducts a LOS monitoring study every two years. The next study will be done in spring 2012. The agency also has completed studies on nine high-priority corridors.

At present, the Alameda CTC is monitoring the CMP network by contracting biennially with a consultant to collect speed data. The Alameda CTC analyzes the data and prepares the results. If a local government or Caltrans assumes responsibility for monitoring roadways in the CMP-network within its jurisdiction, it will be required to do the following: biennially monitor the LOS on the designated system and report to the Alameda CTC by June 15 of each year relative to conformance with the adopted standards.

¹ In 2005, MTC updated the MTS to include Rural Major Collector streets and higher based on the Federal Functional Classification System (FFCS). The updated MTS is used by MTC for the purposes of funding and programming as well as in estimating roadway maintenance needs. The updated MTS was reviewed by Alameda CTC during the 2009 CMP Update to determine its usefulness and applicability to the Land Use Analysis Program. Based on input from local jurisdictions and discussions with MTC, it was determined that the updated MTS was not appropriate for the Land Use Analysis Program because it was too detailed for planning purposes and the previous version of the MTS would continue to be used.

PERFORMANCE ELEMENT

The Alameda CTC developed performance measures to evaluate how highways and roads function, as well as the frequency, routing and coordination of transit services. Performance measures are intended to support the goals adopted for the 2012 CWTP (Chapter 4).

Combined with LOS standards, the Performance Element provides a basis for evaluating whether the transportation system is achieving the broad mobility goals in the CMP. These include developing the Capital Improvement Program, analyzing land use impacts and preparing deficiency plans to address problems. For the 2011 CMP, implementation of the Performance Element will help the Alameda CTC prioritize projects for funding and developing management and operations strategies.

Below is a list of performance measures used in the CMP, along with the RTP and CWTP goals they help evaluate. These include the goals and performance measures adopted for the 2012 CWTP.

| Performance Measure | CWTP Goal |
|--|---|
| Trips by Alternative Modes* | Multimodal |
| Low Income Households near Activity Centers* | Accessible, Affordable and Equitable |
| Low Income Households near Transit* | Accessible, Affordable and Equitable |
| Average Highway Speeds | Connected Reliable and Efficient |
| Travel Time* | Multimodal |
| Transit, | Connected |
| Highways, | Reliable and Efficient |
| HOV Lanes | Integrated with land use Clean & Healthy Environment |
| Duration of Traffic Congestion | Reliable and Efficient Clean and Healthy Environment |
| Roadway Maintenance | Well Maintained Reliable and Efficient Safe |
| Roadway Collisions* | Safe Clean and Healthy Environment |
| CO2 Emissions* | Clean and Healthy Environment |
| Fine Particulate Emissions* | Clean and Healthy Environment |

| Performance Measure | CWTP Goal |
|---|--|
| Completion of Countywide Bike Plan | Multimodal Reliable and Efficient, Clean and Healthy Environment |
| Completion of Countywide Pedestrian Plan* | Multimodal Reliable and Efficient, Clean and Healthy Environment |
| Transit Routing | Multimodal Connectivity Cost-Effective Reliable and Efficient Integrated with land use Clean and Health Environment |
| Transit Frequency | Multimodal Connectivity Cost-Effective Reliable and Efficient Integrated with land use Clean and Health Environment |
| Coordination of Transit Service | Multimodal Connectivity Cost-Effective Reliable and Efficient Integrated with land use Clean and Health Environment |
| Transit Ridership | Multimodal Connectivity Cost-Effective Reliable and Efficient Integrated with land use Clean and Health Environment |

| Performance Measure | CWTP Goal |
|-------------------------------------|------------------------------|
| Transit Vehicle Maintenance | Cost-Effective |
| | Reliable and Efficient |
| | Connected |
| | Safe |
| | Clean and Health Environment |
| Transit Availability | Cost-Effective |
| | Reliable and Efficient |
| | Connected |
| | Integrated with land use |
| | Clean and Health Environment |
| Transit Capital Needs and Shortfall | Reliable and Efficient |
| | Connected |
| | Clean and Health Environment |

Note - * denotes new or expanded existing performance measure resulting from integrating the measures from the 2012 CWTP. Extent of data collection for these measures depends on additional funds and or data being available.

Using these measures, the Alameda CTC prepares an annual transportation Performance Report for review by local agencies and transit operators prior to publication. To minimize cost, the Alameda CTC relies on established data collection processes and regularly published reports for data. A list of established data collection efforts, by agency, follows.

Cities and County

- Countywide Bicycle Plan (Cities and County Public Works Department and Alameda CTC)

Transit Agencies

- Service Schedules and On-Time Performance
- Transit Ridership Routing (percentage of major centers served within 1/4-mile of a transit stop)
- Frequency (number of lines operating at each frequency level)
- Service Coordination (number of transfer centers)
- Average Time Between Off-Loads (BART)
- Miles Between Mechanical Road Calls (AC Transit, LAVTA and Union City Transit) Mean Time Between Service Delays (BART and ACE)
- Transit service frequency during peak periods and population at all transit stations in County

- Transit capital needs & Shortfall for high priority (Score 16) projects

MTC

- Roadway Maintenance Needs
- Pavement Management System data for the MTS
- Freeway Speed Runs and Duration of Freeway Congestion (when performed by MTC)

Caltrans

- Freeway Speed Runs and Duration of Freeway Congestion (when performed by Caltrans)
- Accident Rates on State Freeways
- Highways in need of rehabilitation

Alameda CTC

- Roadway Speeds on CMP roads, except freeways
- Travel Times for Origin-Destination pairs

Local agencies are encouraged to provide data to MTC or to maintain their own database of maintenance needs on the MTS. However, there is no compliance requirement for local agencies or transit operators related to the Performance Element.

Based on the recommendations of the Alameda CTC, subject to availability of funding and existing data sources, efforts will be made to:

- Augment the data collection for the additional and expanded measures that resulted from integrating the adopted measures from the 2012 CWTP to better assess performance of Alameda County transportation system.

TRAVEL DEMAND MANAGEMENT ELEMENT

While much of the CMP focuses on measurement and evaluation, an important part is the recommended use of TDM (Chapter 5). These are designed to reduce the need for new highway facilities over the long term and to make the most efficient use of existing facilities. The TDM Element also incorporates strategies to integrate air quality planning requirements with transportation planning and programming. Funding generally comes from the Transportation Fund for Clean Air (from fees on motor vehicle registration) and from the federal Surface Transportation Program and Congestion Mitigation and Air Quality Program. Taken together, the program represents a fiscally realistic program that would effectively complement the Alameda CTC's overall CMP.

A balanced program requires actions that local jurisdictions, the Alameda CTC, MTC, BAAQMD, Caltrans and local transit agencies would undertake. As required by state law, it promotes alternative transportation methods (carpools, vanpools, transit, bicycles, park-and-ride lots, etc.), promotes improvements in the jobs-housing balance and SMART Growth, considers parking cash-out programs (paying employees who do not use parking) and promotes other strategies such as flextime and telecommuting.

The TDM Element includes four programs:

- The **Required Program** requires local jurisdictions to adopt and implement guidelines for site design that enhance transit, pedestrian and bicycle access.
- The **Countywide Program** includes actions by the Alameda CTC to support efforts of local jurisdictions, such as the parking cash-out program, the Guaranteed Ride Home program and support of telecommuting.
- The **Regional Program** includes actions by MTC, BAAQMD and Caltrans to meet areawide needs. It focuses primarily on financial support for those activities that ensure coordinated transit, high-occupancy vehicle use, development and/or maintenance of park-and-ride lots, implementation of ramp metering and arterial, compliance with the American with Disabilities Act and bicycle and pedestrian improvements.
- Recognizing that the private sector also has a role in elements of the **Comprehensive Program** include those actions that employers may take to promote and encourage alternative modes of travel.

As part of the update to the Countywide Transportation Plan that is currently underway, an issue paper on TDM was developed. It explored the potential opportunities available for an effective TDM program in Alameda County. Chapter 5 TDM Element includes the recommendations from the issue paper and recommended that the five suggested initial TDM concepts for Alameda CTC to consider for expanding its TDM program.

To be found in conformance with this element of the CMP, local jurisdictions must adopt and implement the Required Program by September 1 of each year.

LAND USE ANALYSIS PROGRAM

The CMP includes a program to analyze the impacts of land use decisions made by local jurisdictions on the regional transportation systems (Chapter 6). The program estimates costs associated with mitigating those impacts, as well as providing credits for local public and private contributions to improving regional transportation systems. The intent of the Land Use Analysis Program is to:

- Better tie together local land use and regional transportation facility decisions;
- Better assess the impacts of development in one community on another community; and

- Promote information sharing between local governments when the decisions made by one jurisdiction will have an impact on another.

The Land Use Analysis Program is a process designed to improve decisions about land use developments and the investment of public funds on transportation infrastructure. To work best, the Alameda CTC is involved at the very early stages of the land development process. The purpose of the Alameda CTC's review is to assure that regional impacts are assessed, that appropriate mitigations are identified and that an overall program of mitigations can be implemented.

The Alameda CTC acts as a resource to local governments in analyzing the impacts of proposed land use changes on regional transportation systems. This includes making travel-demand models available to use in forecasting the impact of proposed general plan amendments (GPA) and other large-scale developments [if the local jurisdiction publishes a notice of preparation (NOP) for an environmental impact report (EIR)]. Alameda CTC staff could also be involved in discussing impact assessment approaches and impacts on the MTS.

Although land use remains the purview of local governments, the Alameda CTC can apply sanctions if local agencies do not comply with the requirements of the law. Local jurisdictions will have the following responsibilities regarding the analysis of transportation impacts of land use decisions.

- Modeling (using the most recent Alameda CTC-certified travel-demand model) all GPA and large-scale projects that require an EIR that meet the 100 p.m. peak-hour threshold. Results of the model shall be analyzed for impacts on the MTS and shall be incorporated in the environmental document.
- Forward to the Alameda CTC all NOP, draft EIR/statements, final EIR/statements and final disposition of the GPA/development requests.
- Work with the Alameda CTC mitigating development impacts on the MTS.
- Biennially provide an update (prepared by the jurisdiction's planning department) of projected land uses using the Association of Bay Area Government's (ABAG) most recent forecast for a near-term and far-term horizon year. This information will be provided in a format compatible with the countywide travel model.
- In terms of conformity, each local jurisdiction must demonstrate to the Alameda CTC that the Land Use Analysis Program is being carried out by September 1 of each year as part of the annual conformity process.

Additionally, in view of the current legislative requirements (SB 375 and AB 32), MTC, the CMAAs and local jurisdictions are required to find ways to develop and implement more projects and programs that better integrate transportation and land use and reduce GHG emissions, primarily through reduction of vehicle miles traveled (VMT). The Alameda Countywide Transportation Plan, currently being updated, is attempting to meet the SB 375 requirements by placing increased level of emphasis on land use planning, transportation and sustainability. In this context, as part of the 2011 CMP Update, the Alameda CTC performed a comprehensive review of the existing Alameda CTC activities related to land use and

transportation and identified various areas where improvements in planning, evaluation and monitoring can be made, many of them under the Land Use Analysis program as follows:

- Explore implementing an Automobile Trip Generated (ATG) measure for land use impact analysis program;
- Investigate feasibility of a program that promotes integration of land use and transportation supported with financial incentives, similar to the SCVTA's Community Design Transportation (CDT) program;
- Improve ability to tracking land use developments countywide; and
- Explore the possibility of adopting the recommended short term and long term policies to promote infill developments in Alameda County as described in the issue paper on infill development areas on page G-1 of the Appendix G – CMP Legislation and Infill Development Areas

Other recommendations by Alameda CTC include actions related to the LOS standards used for project impact analysis and collecting fair share related to impact mitigation as described below:

- Transition to using 2010 HCM LOS standards for conducting project impact analysis in the Land Use Analysis program, including exploring the option for transitioning to multi-modal standards
- Because the CMP Land Use Analysis Program currently does not have a mechanism in place for establishing contribution of fair share payment of impact mitigation measure for projects that would impact long travel corridors that traverse several Alameda County jurisdictions or for cross county corridors, . explore options for identifying and funding mitigation measures related to project impacts in long and cross county corridors

CAPITAL IMPROVEMENT PROGRAM

The CIP reflects the Alameda CTC's effort to maintain or improve the performance of the multimodal transportation system for the movement of people and goods and to mitigate regional transportation impacts identified through the Land Use Analysis Program.

Per federal requirements, it considers methods to improve the existing system, such as traffic operations systems, arterial signal timing, parking management, transit transfer coordination and transit marketing programs. Projects selected for the CIP also are consistent with the assumptions, goals, policies, actions and projects identified in the regional transportation plan (*Transportation 2035*), MTC's basic statement of Bay Area transportation policy.

The 2011 CIP covers fiscal year 2011/12 to 2017/18 and is comprised of:

- Major capital projects and transit rehabilitation projects programmed in the 2012 STIP, the Safe, Accountable, Flexible and Efficient Transportation Equity Act (SAFETEA), The New Act, Proposition 1B, Alameda County Vehicle Registration Fee (VRF), Measure B and CMA TIP; and

- Other major highway, transit and local projects intended to maintain or improve the performance of the CMP-network.

The projects in the CIP are linked to the vision and projects presented in the 2008 *Countywide Transportation Plan*, either as a specific capital project or from funding set aside to cover categories of projects. Such projects can include maintaining and rehabilitating local streets and roads, transit capital replacement, bicycle and pedestrian improvements and operational improvements.

In order to be in conformance with the CMP, local jurisdictions and project sponsors must, by February 1 of each odd-numbered year, submit to the Alameda CTC a list of projects intended to maintain or improve the LOS on the CMP-network and to meet transit performance standards.

MONITORING, CONFORMANCE AND DEFICIENCY PLANS

The Alameda CTC is responsible for annually monitoring the implementation of four elements of the CMP. Local agencies are usually responsible for maintaining LOS standards, adopting travel-demand requirements, implementing land use analysis programs and implementing TDM measures. The Alameda CTC, however, ensures that they are in “conformance” with CMP requirements. To meet the requirements of the CMP, the following must occur.

- Local jurisdictions have two TDM requirements: adoption and implementation of site design guidelines to enhance transit/pedestrian/bicycle access; and implementation of capital improvements that contribute to congestion management and emissions reduction.
- The Alameda CTC is required to develop a program for implementation by local agencies. This program will analyze the impacts and determine mitigation costs of land use decisions on the regional system (Chapter 8). Local jurisdictions remain responsible for approving, disallowing, or altering projects and land use decisions. The program must be able to determine land development impacts on the MTS and formulate appropriate mitigation measures commensurate with the magnitude of the expected impacts.

The Alameda CTC is required to prepare and biennially update a CIP aimed at maintaining or improving transportation service levels. Each city, the county, transit operators and Caltrans will provide input to these biennial updates.

If LOS standards are not met, a deficiency plan must be developed to achieve the adopted LOS standards at the deficient segment or intersection, or to improve the LOS and contribute to significant air quality improvements.

To determine conformance, Alameda CTC compares the monitoring information provided by local governments to the CMP requirements. If a local jurisdiction is found to be in non-conformance, upon notification from the Alameda CTC, the local jurisdiction has 90 days to remedy the area(s) of non-

conformance. Failure to address problems could adversely affect the jurisdiction's eligibility for future funds.

Responsibilities for Deficiency Plans

Local governments are responsible for preparing and adopting deficiency plans—proposed methods for bringing LOS standards up to par. However, they will need to consult with the Alameda CTC, Caltrans, local transit providers and BAAQMD. Local public-interest groups and members of the private sector may also have an interest in developing deficiency plans.

During the process of developing the plan, the local agency will need to consider whether it is possible to make physical improvements to the deficient segment. It may not be possible to do so for a number of reasons, including cost, availability of real estate, public opposition and air quality plan conflicts.

However, in developing the deficiency plan, both local and system alternatives must be considered and described. Local governments and the Alameda CTC should consider the impact of the proposed deficiency plan on the CMP system. An action plan to implement the chosen alternative must also be provided. The selection of either alternative is subject to approval by the Alameda CTC, which must find the action plan in the interest of the public's health, safety and welfare.

In order to provide support to local jurisdictions in terms of meeting any potential deficiency plan requirements, as part of the 2011 CMP Update, the Alameda CTC made the following recommendations:

- Consider providing funding priority for projects that would improve the performance of the deficient segments
- Update, deficiency plan guidelines to incorporate guidelines for preparing Areawide Deficiency Plans prior to the 2012 LOS Monitoring Study

DATABASE AND TRAVEL MODEL

The Alameda CTC has developed a uniform land use database for use in a countywide travel model (Chapter 9). The purpose of the database and travel model requirement is to bring to the congestion management decision-making process a uniform technical basis for analysis. This includes consideration of the benefits of transit service and TDM programs, as well as projects that improve congestion on the CMP-network. The modeling requirement is also intended to assist local agencies in assessing the impacts of new development on the transportation system.

The database developed for use with the countywide travel model is based on data summarized in ABAG's *Projections 2009* report. Projections of socioeconomic variables were made for the traffic analysis zones defined for Alameda County. By aggregating the projections made for each zone, the Alameda CTC produced projections of socioeconomic characteristics for unincorporated areas of the county, the 14 cities and for the four planning areas:

- Planning Area 1—cities of Albany, Berkeley, Emeryville, Oakland, Alameda and Piedmont;

- Planning Area 2—cities of San Leandro, Hayward, and the unincorporated areas of Castro Valley, Ashland and San Lorenzo;
- Planning Area 3—cities of Union City, Newark and Fremont; and
- Planning Area 4—cities of Pleasanton, Dublin, Livermore and the unincorporated areas of east County.

In June 2005, the Alameda Countywide Travel Demand Model was updated to use Cube platform and later updated in 2007 and 2009 to be consistent with the assumptions of the MTC's Regional Transportation Model. The most recent update to the model was completed in May 2011. It incorporated land use assumptions to ABAG's Projections 2009 and revised several features.

The countywide model will next be updated to incorporate 2010 census data along with updating the model base year from 2000 to 2010 to correspond with the 2010 census, and to change the long-term forecast year from 2035 to 2040.

CONCLUSIONS AND IMPLEMENTATION ISSUES

The CMP has several interrelated elements intended to foster better coordination among decisions about land development, transportation and air quality. Several conclusions can be reached about the CMP relative to the requirements of law and its purpose and intent (Chapter 10). Specifically, the CMP:

- Contributes to maintaining or improving transportation service levels.
- Conforms to MTC's criteria for consistency with *Transportation 2035*.
- Provides a travel model whose specifications and output are consistent with MTC's regional model.
- Is consistent with MTC's Transportation Control Measures Plan.
- Specifies a method for estimating roadway LOS which is consistent with state law.
- Identifies candidate projects for the STIP and federal Transportation Improvement Program.
- Has been developed in cooperation with the cities, the County of Alameda, transit operators, the BAAQMD, MTC, adjacent counties, Caltrans and other interested parties.
- Provides a forward-looking approach to dealing with the transportation impacts of local land use decisions.
- Considers the benefit of Green House Gas reductions in developing the CIP

During the development and update of the CMP for Alameda County, several issues have been uncovered which will need further action by the Alameda CTC.

- Lack of funding to support the CMP, including adequate capital resources and Alameda CTC/local government funding.

- Limited ability of the Alameda CTC to influence transportation investment when most transportation funding programs are beyond the purview of the CMP legislation.
- Identify responsible agency for monitoring and maintenance of LOS on the state highway system.
- Transportation revenue shortfalls.
- Continued improvement of the Land Use Analysis Program.
- Congestion pricing strategies
- CEQA Reform and need for multi-modal level of service.
- Implementation of SB 375 – Redesigning Communities to Reduce Greenhouse Gases
- Parking Standards and Policies
- Infill development areas
- Mitigating impacts on cross county corridors and long corridors traversing several Alameda County jurisdictions
- Level of Service Standards and Highway Capacity Manual (HCM)
- Funding Priority for Deficient Segments

Intentionally left blank.



Memorandum

DATE: October 27, 2011

TO: Planning, Policy and Legislation Committee (PPLC)

FROM: Laurel Poeton, Assistant Transportation Planner

SUBJECT: **Approval of the Final Conformity Findings for the 2011 Congestion Management Plan (CMP)**

Recommendation

It is requested that the Commission:

- 1) Find that all local jurisdictions are in conformance with the Congestion Management Program (CMP) annual conformity requirements, and
- 2) 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.

Summary

Local jurisdictions are required to comply with the CMP as follows:

- 1) (a) Tier 1 Land Use Analysis – submit to Alameda CTC all Notice of Preparations, EIRs and General Plan amendments;
(b) Tier 2 Land Use Forecasts- review ABAG Projections by traffic analysis zones;
- 2) Traffic Demand Management (TDM) – Complete Site Design Checklist;
- 3) Payment of Fees; and
- 4) Deficiency Plans and Deficiency Plan Progress Reports, as needed in some jurisdictions.

All of the jurisdictions that are required to provide a Deficiency Plan status report have complied with the requirement. In addition, all jurisdictions have complied with the remaining three conformity requirements.

Discussion

Letters were sent to the jurisdictions requesting 1a) Tier 1 Land Use Analysis Program and 2) TDM Site Design Checklist information by September 30, 2011, and 4) Deficiency Plan Progress Reports from the responsible jurisdictions by October 3, 2011. Responses were received from all of the jurisdictions.

Attachment A “2011 CMP Conformance Land Use Analysis, Site Design, Payment of Fees and Deficiency Plans” indicates that all jurisdictions have completed the annual requirements for the CMP conformance.

Regarding the requirement for some jurisdictions to submit Deficiency Plans or Deficiency Plan Progress Reports, no CMP roadway segments were found to be deficient in 2010, the last LOS Monitoring cycle for which data is available based on the select link analysis from the Countywide Travel Demand Model and after applying all applicable exemptions. Therefore, the preparation and submission of Deficiency Plans for 2011 is not required. However, there are three ongoing Deficiency Plans for 2011, for which jurisdictions are required to send progress reports. All jurisdictions that are required to report on the three active deficiency plans are in conformance as follows:

- 1) SR 260 Posey Tube eastbound to I-880 northbound freeway connection
Lead: City of Oakland
Participation Jurisdictions: Cities of Berkeley and Alameda
Progress Report and Letters of Concurrence: Received and short term mitigation measure has been completed and progress is satisfactory. Additionally, the cities of Oakland and Alameda requested support from the regional agencies in securing funds for portion of the Phase II improvements for the Webster ITS project, which is one of the improvement measures in the Deficiency Plan. The Alameda CTC will work with the cities to determine funding availability
- 2) SR 185 northbound between 46th and 42nd Avenues
Lead: City of Oakland
Participation Jurisdiction: City of Alameda
Progress Report and Letters of Concurrence: Received and the progress is satisfactory on both short term and long term mitigation measures.
- 3) Mowry Avenue eastbound from Peralta Boulevard to SR 238/Mission Boulevard
Lead: City of Fremont
Participation Jurisdictions: Newark
Progress Report and Letters of Concurrence: Received and the progress is satisfactory.

Fiscal Impacts

There are no fiscal impacts at this time.

Attachments

Attachment A 2011 CMP Conformance: Land Use Analysis, Site Design Guidelines, Payment of Fees, and Deficiency Plans

Table 1
2011 CMP CONFORMANCE
Land Use Analysis, Site Design, Payment of Fees and Deficiency Plans

| | Land Use Analysis Program | | | Site Design | Payment of Fees | Deficiency Plans/LOS Standards | Meets All Requirements |
|---------------------|-----------------------------|------------------------------|-----------------------------|--------------------|--------------------------------|--|------------------------|
| Jurisdiction | Tier 1 - Ordinance Adoption | Tier 1: GPA & NOP Submittals | Tier 2- Land Use Forecasts* | Checklist Complete | Payments thru 4th Qts FY 11/12 | Deficiency Plan Progress Reports and Concurrence | |
| Alameda County | Yes | Yes | Yes | Yes | Yes | N/A | Yes |
| City of Alameda | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| City of Albany | Yes | Yes | Yes | Yes | Yes | N/A | Yes |
| City of Berkeley | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| City of Dublin | Yes | Yes | Yes | Yes | Yes | N/A | Yes |
| City of Emeryville | Yes | Yes | Yes | Yes | Yes | N/A | Yes |
| City of Fremont | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| City of Hayward | Yes | Yes | Yes | Yes | Yes | N/A | Yes |
| City of Livermore | Yes | Yes | Yes | Yes | Yes | N/A | Yes |
| City of Newark | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| City of Oakland | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| City of Piedmont | Yes | Yes | Yes | Yes | Yes | N/A | Yes |
| City of Pleasanton | Yes | Yes | Yes | Yes | Yes | N/A | Yes |
| City of San Leandro | Yes | Yes | Yes | Yes | Yes | N/A | Yes |
| City of Union City | Yes | Yes | Yes | Yes | Yes | N/A | Yes |

N/A indicates that the city is not responsible for any deficiency plan in the past fiscal year.

* The Alameda CTC is currently working with the jurisdictions and ABAG to update the land use forecasts in the context of developing the Sustainable Community Strategy (SCS)

This page intentionally left blank



Memorandum

DATE: October 27, 2011

TO: Planning, Policy and Legislation Committee

FROM: Saravana Suthanthira, Senior Transportation Planner

SUBJECT: Approval of Amendment No.2 to the 2012 Level of Service (LOS) Monitoring Study Contract (CMA #A09-024)

Recommendations

It is recommended that the Commission approve Amendment No. 2 to the current professional services contract (CMA #A09-024) with Jacobs Engineering Group to increase the contract amount by an amount not to exceed \$72,000. The amendment is required to add additional tasks to the 2012 LOS monitoring study scope of work. This item is scheduled as an information item for ACTAC at their meeting on November 1, 2011.

Summary

As mandated by state law, the Alameda CTC biennially monitors the level of service of the Congestion Management Program (CMP) roadways in the County. Consultant services are used for data collection and entry while Alameda CTC staff conducts the data analysis and reporting. Beginning with the 2006 and 2008 LOS Monitoring cycles, contracts were awarded for two cycles at a time (every 4 years) instead of every cycle (every two years) as a cost savings measure. Jacobs Engineering Group was hired in February 2010 for the 2010 and 2012 LOS Monitoring cycles for a total contract amount of \$149,960. The 2010 LOS Monitoring Study report was published in Fall 2010. The contract was subsequently amended in April 2010 to include additional data collection for the southbound I-680 and eastbound and westbound I-580 Express Lane projects for an additional amount of \$33,453. The data collection for the Express Lane projects was completed by Summer 2010 and the data was used in the revenue analysis for the Express Lanes. The 2012 LOS Monitoring data collection is scheduled to begin in Spring 2012. Since the approval of the 2010 and 2012 LOS Monitoring Studies contract, the Commission has approved two additional tasks: monitoring the major corridors in the county during weekends and expansion of the CMP network. These actions require modification to the scope of work for the 2012 LOS Monitoring Study, and therefore an amendment to the existing contract for the 2012 LOS Monitoring data collection and entry with Jacobs Engineering Group is requested.

Discussion

The level of service on the CMP roadways in Alameda County is monitored biennially for both the morning and afternoon peak periods. The data for the morning peak period is for informational purposes only. For the 2010 and 2012 LOS Monitoring Studies data collection and entry, Jacobs

Engineering Group was selected in February 2010 for an amount of \$74,980 for the 2010 LOS Monitoring work and \$73,980 for the 2012 LOS Monitoring work, totaling \$149,960 for both monitoring cycles. Attachment A shows the CMP network (232 miles) that was monitored in 2010 and which will also be monitored in 2012. Subsequently, additional vehicle occupancy and weekend traffic data were required on the southbound I-680 and eastbound and westbound I-580 Express Lane projects for revenue analysis purposes. The contract was amended in April 2010 to include additional data collection for the I-680 and I-580 Express Lane projects in 2010 for an additional amount of \$33,453. The work for the 2010 LOS Monitoring cycle including the data collection for the Express Lanes was completed by Summer 2010. The 2010 LOS Monitoring Study report was published in Fall 2010 and the data for the Express Lane projects was used in the revenue analysis for the Express Lanes.

The data collection for the 2012 LOS Monitoring cycle is scheduled to begin in Spring 2012. Regarding the scope of work for the 2012 LOS Monitoring cycle, there were two actions by the Commission since the approval of the original contract that require changes to the 2012 LOS Monitoring scope of work:

- In January 2010, the Commission recommended monitoring weekend traffic congestion along major corridors in the county such as I-80, I-880, I-680, I-580 and I-238 beginning with the 2012 Monitoring cycle if funds could be found. For the 2012 cycle, all of the freeways in the county, an additional 137 miles of freeways, will be monitored during the weekends.
- In September 2011, as part of the 2011 CMP Update, the Commission approved an expansion of the CMP network adding 92 miles of major arterials and creating a Tier 2 network (Attachment B).

Similar to the way the morning peak period is monitored, data from the above new tasks will be used for informational purposes only. The total cost estimate for data collection and entry for the above additional tasks is \$71,430. The scope of work for these new tasks and the tasks in the existing contract are shown in Attachments C1 and C2. Upon approval by the Commission, the existing contract with Jacobs Engineering Group will be amended to incorporate the above two additional tasks and increase the contract amount by \$71,430 for the 2012 LOS Monitoring cycle.

Fiscal Impact

The funds required for the new and remaining existing tasks is already included in the approved budget for the current fiscal year 2011-12 for \$145,410.

Attachments

Attachment A – Alameda County CMP Network – Tier 1

Attachment B – Alameda County CMP Network – Tier 2

Attachment C1 – Scope of work and estimate for the additional tasks for the 2012 LOS Monitoring Study

Attachment C2 – Existing Contract scope of work for the 2010 & 2012 LOS Monitoring Studies

Attachment 1: Alameda County CMP Network – Tier 1

| 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 | 1 st 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 |

This page intentionally left blank

| Attachment 2 - Alameda County CMP Network - Tier 2 | | | | |
|---|---|--------------------------------------|---|------------------|
| Jurisdiction | Route | From | To | Distance (miles) |
| Planning Area 1 | | | | |
| Oakland | W.Grand Avenue to Grand Avenue | I-80 | I-580 | 2.7 |
| Oakland | 12th Street - Lakeshore Avenue | I-980 | I-580 | 2.5 |
| Oakland, Berkeley | Telegraph Avenue* | 51st Street | Bancroft Way | 1.9 |
| Oakland | Broadway | I-880 | College Avenue | 2.9 |
| Oakland, Berkeley | College Avenue | Broadway | Bancroft Way | 2.4 |
| Oakland | 51st Street | Broadway | SR 24 | 0.8 |
| Oakland, Berkeley | Shattuck Avenue | Adeline Street | 51st Street | 2.2 |
| Berkeley | Bancroft | College Ave. | Shattuck | 0.7 |
| Emeryville,Berkeley | Powel Street-Stanford Avenue | I-80 | MLK Jr. Way/ Adeline Street | 1.5 |
| Emeryville | 40th Street-Shellmound Avenue | San Pablo Avenue | Powel Street | 1.4 |
| Oakland | International Boulevard | 1st Avenue | 42nd Avenue | 3.0 |
| Oakland | Foothill Boulevard | 1st Avenue | 73rd Avenue | 5.3 |
| Oakland | E. 15th Street | 1st Avenue | 14th Avenue | 0.9 |
| Oakland | 73d Avenue | International Boulevard | Foothill Boulevard | 1.2 |
| Alameda, Oakland | High Street | Otis Drive | I-580 | 3.4 |
| Planning Area 2 | | | | |
| Alameda County | Crow Canyon Road | I-580 | County Line | 7.0 |
| Hayward | Winton Avenue - D Street | Hesperian Blvd. | Foothill Boulevard | 2.2 |
| Hayward | A Street | Foothill Boulevard | I-580 | 1.3 |
| Alameda County | Grove Road | A Street/Redwood Road | I-580 | 1.0 |
| Hayward, Union City | Hesperian Boulevard-Union City Blvd.* | Tennyson Road | Alverado Blvd. | 2.8 |
| Planning Area 3 | | | | |
| Union City | Alvarado Blvd. | Union City Blvd. | I-880 | 3.1 |
| Fremont | Fremont Boulevard | I-880 @ Alvarado Blvd/ Fremont Blvd. | I-880 interchange south of Automall Parkway | 8.7 |
| Fremont | Automall Parkway | I-880 | I-680 | 1.9 |
| Planning Area 4 | | | | |
| Livermore | Vasco Road | I-580 | County Line | 5.7 |
| Dublin | Dublin Blvd. | San Ramon Road | Tassajara | 4.0 |
| Dublin | San Ramon Road | I-580 | County Line | 2.2 |
| Dublin | Dougherty Road | I-580 | County Line | 1.7 |
| Dublin | Tassajara Road | I-580 | County Line | 4.5 |
| Livermore | E.Stanley Blvd - Railroad Avenue-1st Street | Isabel Ave. | Inman Street (connecting I-580) | 4.2 |
| Pleasanton | Stoneridge Drive | I-680 | Santa Rita Road | 2.4 |
| Pleasanton | Santa Rita Road | Stoneridge Dr | I-580 | 1.2 |
| Pleasanton, Alameda County | Sunol Blvd.- 1st Street- Stanley Blvd.* | I-680 | Isabel Ave. | 5.7 |
| | | | | 92.4 |
| Note | | | | |
| * denotes that roadway traverses more than one jurisdiction | | | | |
| | | | | |

This page intentionally left blank

Additional Data Collection and Entry Tasks for the 2012 LOS Monitoring Study

There have been two added tasks for the 2012 LOS Monitoring Study compared to the original scope included in the contract dated February 26, 2010 (#A09-024):

1. Monitoring an additional 92.4 miles of arterial roads in the morning and afternoon weekday peak periods
2. Monitoring the county freeways (136.8 miles) during the weekends in Spring 2012.

Proposed Scope of Work

1. *Monitoring an additional 92.4 miles of arterial roads in the morning and afternoon peak periods*
With the addition of 92 miles of arterial for the 2012 study that have not be included previously, it is proposed to collect the roadway attributes to incorporate into the current GIS linear reference system (LRS). This requires driving each of the corridors to identify the relevant elements such as signals, lanes, speed limit, median type, etc. The mobile operation in the field will be completed by a 2 person team over 2 days including travel. The total hours will be approximately 40 hours combined. This effort will not have to be repeated in the future, similar to previous years when the network was coded and created for continued use each year.

The data is then processed back in the office by first taking the routes prepared by ACTC staff and creating a measured linear reference system (LRS). The attributes are then applied to this directional route to assist ACTC in evaluating possible causes to delays or congestion. This effort is very helpful on arterials where signal operations are common causes of random delay or inconsistent operations. ACTC will provide the desired summary checkpoints to be used after Jacobs identifies all controlled intersections along a route. The processing task will take approximately 80 hours to complete on the 92 additional miles.

The 92 miles of arterials will be driven 6 times as has been done for previous LOS Monitoring studies. It is estimated that the data collection effort will take an additional 150 hours for Marks Traffic to complete. Jacobs will then process the data against the LRS and prepare the new LOS tables for submittal. The processing task will take an estimated 115 hours.

With the 92 additional miles or a 28% increase in route length, it is estimated that it will require approximately 25% more in budget given the need to expand the GIS LRS, geo-code the network, perform data collection, complete the travel time processing, and to prepare the LOS tables for submittal.

2. *Monitoring the county freeways (136.8 miles) during the weekends in Spring 2012.*
ACTC requests to perform 6 travel time runs on a subset of the overall network 232 centerline miles that will include 136.8 centerline miles of freeway/highways. The travel time runs will be completed using the same methodology as with the weekday observations. The single time period will be defined depending on the desired outcome (peak vs. off-peak) in consultation between ACTC and Jacobs using available resources (may include the use of PeMS data). If additional data is required at a cost to determine the desired time periods, this will be treated as additional services. Marks Traffic Data will perform the travel time runs as they will on the base study and Tier 2 as described above.

It is anticipated that Marks will require an additional 175 hours to complete the 6 travel time runs on the 136.8 miles of routes. The routes include: I-80, I-238, I-580, I-680, I-880, I-980, SR 13, SR 24, SR 84, and SR 92 within the limits as included in the base study. It is anticipated that Marks will complete the weekend runs in less time that needed for the weekday peak period observations given the speed of traffic. Historically, Marks has used approximately 470 hours to complete the 6 runs for the 232 miles over the AM and PM peak periods.

Cost Estimate

Detailed estimate is attached.

Cost for data collection and entry for 92.4 miles of arterials
including efforts to create a GIS layer with attributes

\$33,840

Cost for weekend data collection and entry for freeways

\$37,590

Total additional cost

\$71,430

WORKPLAN AND SCHEDULE

Based on our understanding of the project, Jacobs has developed a plan that includes six (6) primary tasks (five base tasks and the addition of QAQC). The following work plan describes how the Jacobs team will approach each task, as well as the quality control plan, to accomplish the study objectives.

Over the last few years, the method developed and fine-tuned by Jacobs has received extremely favorable reviews from clients and FHWA. There are many benefits of the approach including the various “value added elements” that are produced that can be used for other purposes or by other departments/organizations. They include a well organized and comprehensive linear referenced GIS roadway network that includes posted speed limits, freeway ramp gores, signals, major cross streets, jurisdictional limits, area type, facility type, school zones, advisory speeds, number of lanes, divided/undivided, and geo-referenced digital video.

1. Task 1 –Work Plan

The Jacobs Team will work with the CMA to refine the work plan. Based on the performance measures identified, the associated procedures will be updated to include information on the following, as a minimum:

- Routes included in the study
- Holiday Schedule
- Special Event Calendar
- Number of runs and time periods
- Detailed procedures for data collection
- Procedures for handling construction, accidents, and incidents
- Training of data collectors
- Procedures for quality control
- Performance measures

The methodology developed by Jacobs and applied over the last few years has been customized specifically to address the States requirements for a CMP. Through the work plan, an extensive amount of data is collected to provide the necessary information to accurately determine the causes of the congestion. The base methodology will include the use of GPS to measure travel time. The additional detail with GPS will identify localized delays within a segment as defined by the CMA. The performance measures used by the CMA have been LOS. The level of service is calculated based on the resulting average travel speed from the travel time runs and compared to the conditions on equivalent functionally classified roadways in the HCM.

Travel time projects are heavily data collection based. The findings are dependent on the quality of the data collected. Therefore, Jacobs has developed various automated tools to assist in processing the large amounts of data that are generated. Many of these tools flag the questionable data sets for the task manager to investigate manually. As part of the study design development, the Jacobs Team will conduct an example run so the staff can “ride along” to observe and participate in fine-tuning the methodology. This will allow the staff to have a better understanding of the field procedures and to ensure the study design is complete and comprehensive.

Deliverable: Technical Memorandum 1 – Work Plan

Estimated Delivery Date: January 27, 2010

2. Task 2 – Travel Time Runs

The data collection task will strictly adhere to the procedures outlined in the work plan. The routes included are those functionally classified as freeways, state highways, and many city/county arterials.

In accordance with the work plan developed with the CMA, travel times will be completed on all specified routes. These runs will be performed by experienced drivers that have performed similar projects in the Bay area. They are experienced in all forms of data collection techniques including the use of GPS. With GPS, the transcription of the

results will be performed in GIS and not require the manual data entry as was required with the stop-watch approach. The check point times will be extracted from the GPS datastream and entered into the CMA spreadsheets. These hard-copy reports will then be collected and stored for documentation and submittal to the CMA then entered into the Excel spreadsheet in Task 3.

In support of the 2008 Data Collection effort, Jacobs drove and geo-coded each roadway segment and mapped applicable elements. Elements will included: check points, number of lanes, divided/undivided, presence of shoulder, ramp junctions, speed limits, school zones, signals, and stop signs. This mapping information was then used to establish the linear reference system (LRS) for association with the travel time GPS data. The mapping effort was extensive and comprehensive in 2008. For the 2010, each route will be driven to confirm that the conditions have not changed. This is one of the benefits of the linear reference system. The system is in place to process data for future years with little additional effort.

Jacobs has developed custom data collection software that runs on PDA computers. This software, paired with GPS units provides a structure to organize the large number of data files and improve the accuracy of the data and the efficiency of processing the data. The ability to differentially correct the GPS data is critical when evaluating arterial roadways. Research published in the February 2003 ITE Journal concluded that non-differential GPS should be limited to use on freeways.

In those instances where drivers encounter minor accidents, construction, school zones, special events, etc. they will provide comments in the audio recorder. By noting the GPS satellite time as displayed on the PDA and route, these areas of non-recurring delay are geo-coded in GIS for later reference. The impacted segments are eliminated (re-run as necessary) when calculating the average speed.

Jacobs will use multiple vehicles to collect travel time data on each route over multiple days. Each vehicle will be equipped with a trained data collection technician, a GPS system with a PDA, geo-referenced digital video setup (selective routes and runs), and an audio tape recorder. Travel time runs will be conducted on Tuesdays, Wednesdays, and Thursdays, but not on holidays or weeks when school is not in session in local areas. Six (6) travel time runs will be conducted in each respective direction during the morning and afternoon peak periods (7:00-9:00 am and 4:00-6:00 pm).

The data collected will be used to calculate average travel time, average travel speed, and delay on each segment. This information, as well as the raw data, will be submitted in a spreadsheet / database compatible with the CMA's system.

The project manager will submit progress reports to the CMA that will include a list of the data collected, data that had to be discarded, any problems, the data yet to be collected, and an upcoming schedule. This will give the staff opportunity to review the team's progress and to inform the project manager of any conflicts. A geo-database (ArcView 9.x) will be submitted to the CMA for review monthly and will include applicable attributes at that stage of the project.

In addition to the basic requirements for a CMP, the Jacobs Team proposes an additional custom tool to enhance quality control, usefulness, communications, and public relations – the use of geo-referenced digital video. Geo-referenced digital video will be incorporated to record a sample of runs. The video will be encoded directly onto a computer hard drive to make storage simple and efficient. This video can be used for quality control – to review roadway conditions / features if there is a question regarding the data.

Estimated Delivery Date: February 1 – June 15, 2010

3. Task 3 – Travel Time Data Entry / Data Management

The base methodology includes the tabulation of the travel time data from Task 2. This requires the data collection manager to export GPS travel time data into the corresponding spreadsheet provided by the CMA. The CMA has developed a very powerful spreadsheet that by entering the cumulative travel time along a route by link, the resulting speed and respective LOS is determined. This process will be followed for each route in separate spreadsheets.

As described previously, due to the experience and system that Jacobs has created over the years, it is very efficient to collect and process GPS data collected from travel time runs. Upon beginning a run, the driver will push the necessary button the PDA to collect the GPS points on 1-second interval. The system requires no further interaction from the driver until the run is complete.

Deliverable: Technical Memorandum 2 – Excel spreadsheets and GIS Files with travel time results

Estimated Delivery Date: Weekly the first working day after travel times February 1 – June 15, 2010

4. Task 4 – Origin / Destination (O-D) Survey

Historically, the CMA has performed travel times between 10 different sets of locations. These locations primarily represent a work to home trip or the opposite in the AM period. The key element in this task will be the fact that all modes of transportation are requested by the CMA simultaneously. That will require multiple data collectors to meet at a single location and take various routes and modes of transportation to arrive at the ending site. The trips will include use a single occupant vehicle, transit (bus - AC Transit, UC Transit, VTA, Wheels; rail – BART or ACE), HOV, bike, and walking. Similarly, the same system will be used for the O-D travel runs. The GPS setup is purely portable and can be handheld or carried in a backpack

Deliverable: Technical Memorandum 3.a – Field survey data sheets and O-D results

Estimated Delivery Date: Weekly the first working day after travel times February 1 – June 30, 2010

5. Task 5 – Free Flow Speed Survey State Route 84 (2010 Only)

Following the changes to the alignment of SR 84 over the years, traffic patterns have varied. The roadway function, characteristics, volumes, and purpose have resulted in the identification of the original route as a Principal Arterial. With this in mind, the baseline off-peak or free flow speed survey shall be performed in 2010.

Deliverable: Technical Memorandum 3.b – Free Flow Speed Survey

Estimated Delivery Date: February 1 – June 30, 2010

6. Task 6 – Quality Control

It is understood that all deliverables and other products prepared in performance of this contract shall be the sole, absolute, and exclusive property of the CMA. This does not apply to applications and custom tools developed and already in use by Jacobs.

QUALITY CONTROL PLAN

Data collection is the foundation for any traffic engineering study, and data accuracy is essential to a successful project. The Jacobs Team will follow a quality control plan for this project that will include data collectors, data collection, and data analysis. The plan will be developed and included in the Study Design. The plan will include, as a minimum, the quality control measures outlined below.

Data Collectors

Marks Traffic Data (MTD) will provide the bulk of the data collection effort. MTD is a local data collection firm with technicians familiar with the Bay area. Familiarity with the roadway network will allow technicians to accurately locate their assigned segments. MTD uses technicians who have been well trained in a variety of data collection efforts. They are skilled, detailed-oriented, reliable, and safe. Each technician will be experienced with sound computer skills. Computer skills are vital given the level of technology used in the Jacobs approach.

Data Collection

The technicians will be specifically trained for this project. Training will include a review of the study design and hands-on training on the GPS and video applications designed for this study. Technicians will observe several

sample runs and be given checklists to ensure all steps are properly followed, and the data will be consistent. Each technician will be tested on a practice run with the project manager or his assignee observing before beginning work on the project. The GPS method of data collection provides an initial level of quality control. Location and time information is automatically marked and stored on the computer. This will eliminate the possibility of human error in recording and transcribing data.

Data Analysis

Quality control in data analysis will be accomplished by recording and manipulating data electronically, automated database queries, and by spot-checking results. Calculations for capacity will be performed within the database, eliminating the possibility for manual errors. Results will be pulled into tables directly from the database so that no errors are made in transferring data to the tables and any changes in calculations will be automatically updated in the tables.



Memorandum

DATE: October 27, 2011

TO: Planning, Policy and Legislation Committee

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

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

Recommendation

This item is for information only. No action is requested.

Summary

This item provides information on regional and countywide transportation planning efforts related to the updates of the Countywide Transportation Plan and Sales Tax Transportation Expenditure Plan (CWTP-TEP) as well as the Regional Transportation Plan (RTP) and the development of the Sustainable Community Strategy (SCS). In September, the administrative draft CWTP was released by the CWTP-TEP Steering Committee for evaluation and comment. The administrative draft report can be found on the Alameda CTC website at: http://www.alamedactc.org/app_pages/view/3070.

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

Discussion

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

November 2011 Update:

This report focuses on the month of November 2011. A summary of countywide and regional planning activities for the next three months is found in Attachment A and a three year schedule for the countywide and the regional processes is found in Attachments B and C, respectively. Note that the regional schedule has been revised. Highlights at the regional level include release of preliminary draft Project Performance Assessment results by MTC and maintenance and regional program needs and investment strategies by MTC. At the county level, highlights include a summary of outreach and polling efforts on the TEP conducted in October 2011 and release of the revised CWTP project and program list and preparation of a preliminary list of projects and programs for the TEP.

1) SCS/RTP

MTC released preliminary draft results of the project performance assessment and is anticipated to release the draft scenario analysis results in December. They also released information on maintenance and regional program needs, investment strategies and next steps. Staff will be following up and responding to this information. ABAG continued work on the One Bay Area Alternative Land Use Scenarios and a comment letter is being prepared by Alameda CTC staff and will be distributed to the Committee when it is available.

2) CWTP-TEP

In October, presentations on the administrative draft CWTP and TEP parameters were made to the advisory committees and working groups. The administrative draft CWTP is found on the Alameda CTC website at http://www.alamedactc.org/app_pages/view/3070. In addition, extensive public outreach and a second poll on the CWTP and TEP occurred in October and early November to gather input on what projects and programs should be included in the TEP. Results are being summarized and presented to the Community and Technical Advisory Working Groups and the Steering Committee in November. Based this outreach and on the administrative draft CWTP, a preliminary list of Transportation Expenditure Plan projects and programs will be developed in November for review by the Steering Committee at its November 17, 2011 meeting followed by the draft CWTP and draft TEP at its meeting on December 1, 2011.

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

| Committee | Regular Meeting Date and Time | Next Meeting |
|---|---|--|
| CWTP-TEP Steering Committee | Typically the 4 th Thursday of the month, noon Location: Alameda CTC offices | November 17, 2011 December 1, 2011 |
| CWTP-TEP Technical Advisory Working Group | 2 nd Thursday of the month, 1:30 p.m. Location: Alameda CTC | November 10, 2011 December 8, 2011 |
| CWTP-TEP Community Advisory Working Group | Typically the 1 st Thursday of the month, 2:30 p.m. Location: Alameda CTC Notes: The November 3 meeting is cancelled and rescheduled jointly with TAWG on November 10 and December 8. | November 10, 2011 November 3, 2011 December 8, 2011 |
| SCS/RTP Regional Advisory Working Group | 1 st Tuesday of the month, 9:30 a.m. Location: MetroCenter, Oakland | November 1, 2011 December 6, 2011 |
| SCS/RTP Equity Working Group | 2 nd Wednesday of the month, 11:15 a.m. Location: MetroCenter, Oakland | November 9, 2011 December 14, 2011 |
| SCS Housing Methodology Committee | Typically the 4 th Thursday of the | TBD |

| Committee | Regular Meeting Date and Time | Next Meeting |
|--|--|--|
| | month, 10 a.m. Location: BCDC, 50 California St., 26 th Floor, San Francisco | |
| 5 CWTP-TEP Public Outreach Meetings District 5/North Planning Area District 4/North Planning Area District 3/Central Planning Area District 2/South Planning Area District 1/East Planning Area | Time and Location 6:30 p.m., So. Berkeley Senior Center 6:30 p.m., East Oakland Senior Center 6:30 p.m., San Leandro Senior Center 6:30 p.m., Union City Sports Center 6:30 p.m., Dublin Civic Center Library | Date October 18, 2011 October 24, 2011 October 19, 2011 October 27, 2011 November 2, 2011 |

Fiscal Impact

None.

Attachments

Attachment A: Summary of Next Quarter Countywide and Regional Planning Activities
Attachment B: CWTP-TEP-RTP-SCS Development Implementation Schedule
Attachment C: OneBayArea SCS Planning Process (revised October 2011)

This page intentionally left blank

**Summary of Next Quarter Countywide and Regional Planning Activities
(November 2011 through February 2012)**

Countywide Planning Efforts (CWTP-TEP)

The three year CWTP-TEP schedule showing countywide and regional planning milestone schedules is found in Attachment B. Major milestone dates are presented at the end of this memo. During the November 2011 through February 2012 time period, the CWTP-TEP Committees will be focusing on:

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

Regional Planning Efforts (RTP-SCS)

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

In the three month period for which this report covers, MTC and ABAG are or will be:

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

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

- Participating on the MTC/ABAG Regional Advisory Working Group (RAWG),
- Participating on regional Sub-committees (Equity sub-committee);
- Developing a written response to the Alternative Land Use Scenarios;
- Developing local transportation network priorities through the CWTP-TEP process; and
- Assisting in public outreach.

Key Dates and Opportunities for Input¹

The key dates shown below are indications of where input and comment are desired. The major activities and dates are highlighted below by activity:

Sustainable Communities Strategy:

Presentation of SCS information to local jurisdictions: Completed

Initial Vision Scenario Released: March 11, 2011: Completed

Draft Alternative Land Use Scenarios Released: Completed (released August 26, 2011)

Preferred SCS Scenario Released/Approved: March/May 2012

RHNA

RHNA Process Begins: January 2011

Draft RHNA Methodology Released: December 2011

Draft RHNA Plan released: February 2012

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

RTP

Develop Financial Forecasts and Committed Funding Policy: Completed

Call for RTP Transportation Projects: Completed

Conduct Performance Assessment: May 2011 - November 2011

Transportation Policy Investment Dialogue: November 2011 – April 2012

Prepare SCS/RTP Plan: April 2012 – October 2012

Draft RTP/SCS for Released: November 2012

Prepare EIR: December 2012 – March 2013

Adopt SCS/RTP: April 2013

CWTP-TEP

Develop Alameda County Locally Preferred SCS Scenario: May 2011 – May 2012

Call for Projects: Completed

Administrative Draft CWTP: Completed

Preliminary TEP Program and Project list: October 2011

Draft CWTP and TEP Released: December 2011

Plans Outreach: January 2011 – June 2012

Adopt Final CWTP and TEP: May 2012

TEP Submitted for Ballot: July 2012

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

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

| 2011 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|--|--|--|----------|--|-------|---|-------|--|-----|--|------|---|------|--|--------|--|------|---|-----|--|-----|--|-----|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|---|--|--|--|--|--|---|--|--|--|--|--|---|--|--|--|--|--|--------------------------------------|--|--|--|--|--|
| FY2011-2012 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Task | | January | | | February | | March | | April | | May | | June | | July | | August | | Sept | | Oct | | Nov | | Dec | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Alameda CTC Committee/Public Process | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Steering Committee | | Adopt vision and goals; begin discussion on performance measures, key needs | | | | | | Performance measures, call for projects and prioritization process, approve polling questions, initial vision scenario discussion | | | | | | Review workshop outcomes, transportation issue papers, programs, finalize performance measures, land use discussion, call for projects update | | | | | | Outreach and call for projects update (draft list approval), project and program packaging, county land use | | | | | | Outreach update, project and program screening outcomes, call for projects final list to MTC, TEP strategic parameters, land use, financials, committed projects | | | | | | No Meetings. | | | | | | Project evaluation outcomes; outline of CWTP; TEP Strategies for project and program selection and program selection | | | | | | No Meetings | | | | | | 1st Draft CWTP, TEP potential project and program packages, outreach and polling discussion | | | | | | Meeting moved to December due to holiday conflict | | | | | | Review 2nd draft CWTP; 1st draft TEP | | | | | |
| Technical Advisory Working Group | | Comment on vision and goals; begin discussion on performance measures, key needs | | | | | | Continue discussion on performance measures, costs guidelines, call for projects, briefing book, outreach | | | | | | Review workshop outcomes, transportation issue papers, programs, finalize performance measures, land use discussion, call for projects update | | | | | | Outreach and call for projects update, project and program packaging, county land use | | | | | | Outreach update, project and program screening outcomes, call for projects update, TEP strategic parameters, land use, financials, committed projects | | | | | | No Meetings. | | | | | | Project evaluation outcomes; outline of CWTP; TEP Strategies for project and program selection and program selection | | | | | | No Meetings | | | | | | 1st Draft CWTP, TEP potential project and program packages, outreach and polling discussion | | | | | | Review 2nd draft CWTP, 1st draft TEP, poll results update | | | | | | No Meetings | | | | | |
| Community Advisory Working Group | | Comment on vision and goals; begin discussion on performance measures, key needs | | | | | | Continue discussion on performance measures, costs guidelines, call for projects, briefing book, outreach | | | | | | Review workshop outcomes, transportation issue papers, programs, finalize performance measures, land use discussion, call for projects update | | | | | | Outreach and call for projects update, project and program packaging, county land use | | | | | | Outreach update, project and program screening outcomes, call for projects update, TEP strategic parameters, land use, financials, committed projects | | | | | | No Meetings. | | | | | | Project evaluation outcomes; outline of CWTP; TEP Strategies for project and program selection and program selection | | | | | | No Meetings | | | | | | 1st Draft CWTP, TEP potential project and program packages, outreach and polling discussion | | | | | | Review 2nd draft CWTP, 1st draft TEP, poll results update | | | | | | No Meetings | | | | | |
| Public Participation | | Public Workshops in two areas of County: vision and needs; Central County Transportation Forum | | | | | | Public Workshops in all areas of County: vision and needs | | | | | | East County Transportation Forum | | | | | | | | | | | | | | | | | | South County Transportation Forum | | | | | | No Meetings | | | | | | 2nd round of public workshops in County; feedback on CWTP, TEP; North County Transportation Forum | | | | | | No Meetings | | | | | | | | | | | | | | | | | |
| Agency Public Education and Outreach | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Alameda CTC Technical Work | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level | | Feedback on Technical Work, Modified Vision, Preliminary projects lists | | | | | | | | | | | | Work with feedback on CWTP and financial scenarios | | | | | | Technical work refinement and development of Expenditure plan, 2nd draft CWTP | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Polling | | Conduct baseline poll | | | | | | | | | | | | | | | | | | | | | | | | Polling on possible Expenditure Plan projects & programs | | | | | | Polling on possible Expenditure Plan projects & programs | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sustainable Communities Strategy/Regional Transportation Plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Regional Sustainable Community Strategy Development Process - Final RTP in April 2013 | | | | | | | | | | | | | | Detailed SCS Scenario Development | | | | | | Release Detailed SCS Scenarios | | | | | | Technical Analysis of SCS Scenarios; Adoption of Regional Housing Needs Allocation Methodology | | | | | | SCS Scenario Results/and funding discussions | | | | | | Release Preferred SCS Scenario | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | Discuss Call for Projects | | | | | | Call for Transportation Projects and Project Performance Assessment | | | | | | Project Evaluation | | | | | | Draft Regional Housing Needs Allocation Methodology | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Develop Draft 25-year Transportation Financial Forecasts and Committed Transportation Funding Policy | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| 2012 | | | | | | | | | | | |
|--|--|----------------|---|-------------------|--|----------------------------|--|--------|------|-----|----------------------------------|
| FY2011-2012 | | | | | | | | | | | |
| | | | | | | | | | | | |
| Task | January | February | March | April | May | June | July | August | Sept | Oct | November |
| Alameda CTC Committee/Public Process | | | | | | | | | | | |
| Steering Committee | Full Draft TEP, Outcomes of outreach meetings | Finalize Plans | Meetings to be determined as needed | Adopt Draft Plans | Adopt Final Plans | Expenditure Plan on Ballot | | | | | VOTE: November 6, 2012 |
| Technical Advisory Working Group | Full Draft TEP, Outcomes of outreach meetings | Finalize Plans | Meetings to be determined as needed | | | | | | | | VOTE: November 6, 2012 |
| Community Advisory Working Group | Full Draft TEP, Outcomes of outreach meetings | Finalize Plans | Meetings to be determined as needed | | | | | | | | VOTE: November 6, 2012 |
| Public Participation | | | Expenditure Plan City Council/BOS Adoption | | | | | | | | VOTE: November 6, 2012 |
| Agency Public Education and Outreach | Ongoing Education and Outreach Through November 2012 on this process and final plans | | | | | | Ongoing Education and Outreach through November 2012 on this process and final plans | | | | |
| Alameda CTC Technical Work | | | | | | | | | | | |
| Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level | Finalize Plans | | | | | | | | | | |
| | | | | | | | | | | | |
| Polling | | | | | Potential Go/No Go Poll for Expenditure Plan | | | | | | |
| Sustainable Communities Strategy/Regional Transportation Plan | | | | | | | | | | | |
| Regional Sustainable Community Strategy Development Process - Final RTP in April 2013 | Approval of Preferred SCS, Release of Regional Housing Needs Allocation Plan | | Begin RTP Technical Analysis & Document Preparation | | Prepare SCS/RTP Plan | | | | | | |
| | | | | | | | | | | | Release Draft SCS/RTP for review |
| | | | | | | | | | | | |

This page intentionally left blank

Plan Bay Area Planning Process: Phase 2 Detail*

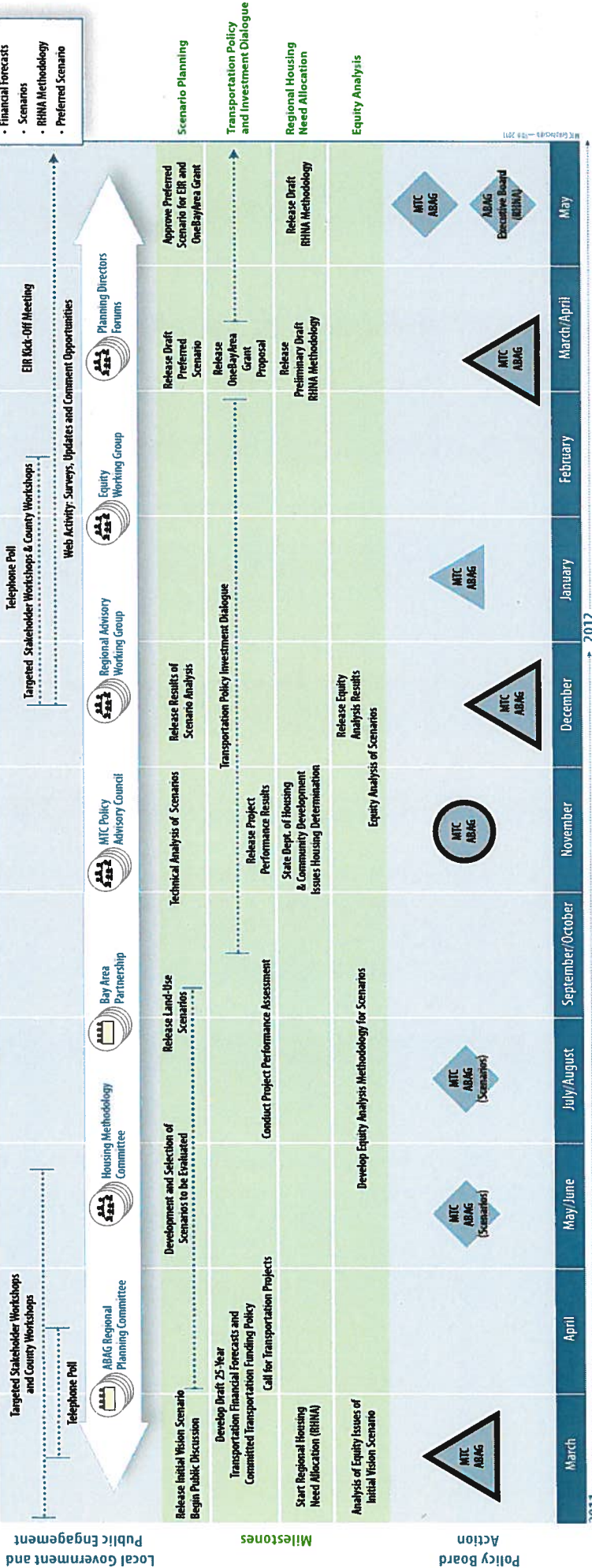
Revised October 2011

Phase 2: Scenario Planning, Transportation Policy and Investment Dialogue

BayArea Plan

Phase Two
Actions/Decisions:

- Initial Vision Scenario
- Financial Forecasts
- Scenarios
- RHNA Methodology
- Preferred Scenario



*Subject to change

Policy Board
Actions

Meeting for Discussion/
Public Comment

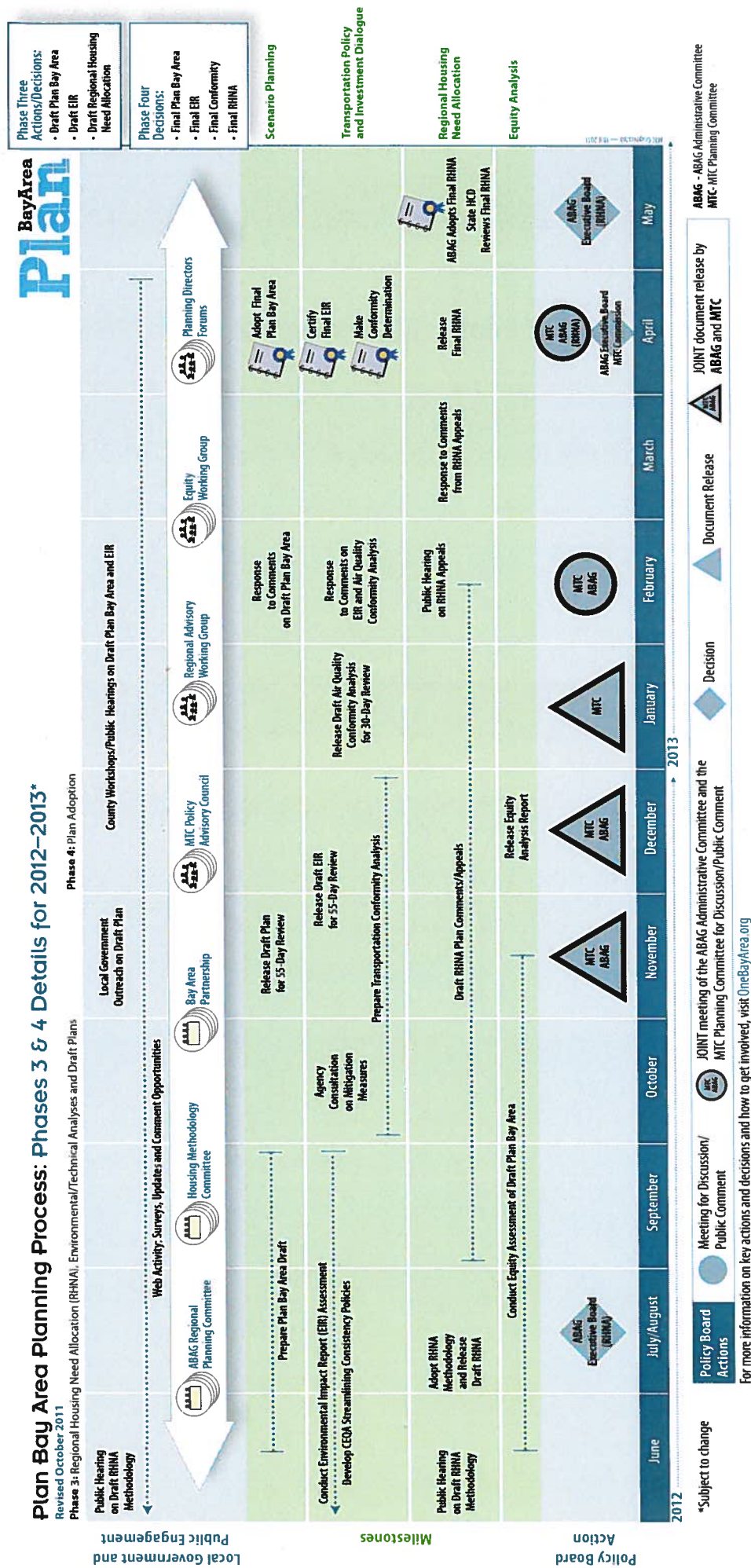
Decision

Document Release

JOINT document release by
ABAG and MTC

ABAG - ABAG Administrative Committee
MTC-MTC Planning Committee

For more information on key actions and decisions and how to get involved, visit OneBayArea.org





Memorandum

To: Planning, Policy, and Legislation Committee

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

Date: October 21, 2011

Subject: **Review of Draft Master Programs Funding Agreements and Implementation Guidelines for Measure B and Vehicle Registration Fee Funds Disbursement**

Recommendation

It is requested that the Commission review and provide input on the draft Master Programs Funding Agreement and Implementation Guidelines which will serve as the contract documents to distribute funds from the current Measure B Pass-Through Programs and the new Vehicle Registration Fee (VRF) Programs. These documents have been taken to the Alameda CTC Technical Advisory Committee on November 1 and comments from the ACTAC members will be presented at the PPLC. Based upon PPLC direction, staff will modify the agreements and prepare final agreements for adoption in December 2011 to enable contract execution and flow of funds by April 1, 2012, the expiration date for most of the current Measure B pass-through funding agreements.

Background

The development of new Master Funding Agreements with all local jurisdictions and transit operators who are the current recipients of Measure B Programmatic Pass-Through funds and future recipients of VRF funds provides an opportunity to integrate funding requirements of the two revenue streams and streamline eligibility, monitoring and reporting. This effort aims to improve efficiencies for Alameda CTC oversight of the funds and the recipient agencies' reporting requirements under the agreements.

Alameda CTC staff has developed 10-year Master Programs Funding Agreements and Implementation Guidelines that address each fund source, which are included in Attachments A-G. The Implementation Guidelines are referenced in the Master Programs Funding Agreements and specify definitions, eligibility, and fund uses. The Implementation Guidelines may be updated by the Commission on a more frequent basis than the Master Programs Funding Agreements to respond to changing transportation needs over the next ten year period.

The Implementation Guidelines have been brought before appropriate Alameda CTC Committees that provide oversight on certain funds (for example, the Paratransit Funds Implementation Guidelines have been brought through PAPCO, the Paratransit Technical Advisory Committee, and ACTAC; as well as the Bike/Pedestrian Guidelines to BPAC, and all of them will be brought to the Citizens Watchdog Committee) prior to recommendation for approval to the Commission. The following describes the Measure B funds and VRF funds that have been incorporated into the Master Programs Funding Agreements.

Measure B Funds: Measure B Funds were approved by voters in November 2000 and collection of the sales tax began on April 1, 2002. Agreements were executed for transit agencies, Alameda County, and local jurisdictions to receive Measure B “pass-through funds” for four types of programs: bicycle and pedestrian, local streets and roads, mass transit, and paratransit. Agencies include the Alameda-Contra Costa Transit District (AC Transit), Water Emergency Transportation Authority (WETA), Altamont Commuter Express (ACE), the Livermore Amador Valley Transit Authority (LAVTA), San Francisco Bay Area Rapid Transit District (BART), and Union City Transit; cities include Alameda, Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, and Union City.

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

- Bicycle and Pedestrian Safety: Agreements with Alameda County and 14 cities began in 2002.
- Local Streets and Roads: Agreements with Alameda County and 14 cities began in 2002.
- Mass Transit: Agreements with five transit agencies began in 2002. WETA’s agreement was established in 2011 due to transfer of the Alameda Ferry Services to WETA.
- Paratransit: Agreements with three transit agencies and 10 cities began in 2002. In 2003, ACTIA revised these agreements, and in 2007, ACTIA again revised the agreements with the agencies and cities to reflect an updated allocation formula.
- Transit Center Development Funds are allocated on a grant basis or for studies and agreements are established for each approved use.

The majority of these agreements expire in mid-2012, which is the exact 10-year midpoint of the current Measure B 2000 Sales Tax.

Vehicle Registration Fee: The Measure F Alameda County Vehicle Registration Fee (VRF) Program was approved by the voters on November 2, 2010, with 63 percent of the vote. The fee will generate about \$11 million per year through a \$10 per year vehicle registration fee. As the congestion management agency for Alameda County, the Alameda CTC will distribute these funds to four main types of programs:

- Local streets and roads (60 percent)
- Transit (25 percent)
- Local transportation technology (10 percent)
- Bicycle and pedestrian projects (5 percent)

Under the VRF legislation, fund usage must demonstrate a relationship or benefit to the people paying the fee.

Master Programs Funding Agreements

The Master Programs Funding Agreements specify the types of funds that the agencies/jurisdictions can receive from the Commission, including Measure B and VRF pass-through and grant funds. For example, a single Master Funding Agreement captures all the following types of distributions:

- Bicycle and Pedestrian Safety: Measure B pass-through funds, grants and VRF funds
- Local Streets and Roads: Measure B pass-through funds and VRF pass-through funds
- Mass Transit: Measure B pass-through funds, grants and VRF grant funds, which could be applied to paratransit services as well.
- Paratransit: Measure B pass-through funds, grants and stabilization funds, including base program and minimal service level funds, and VRF transit funds
- Transportation Technology Funds: VRF funds
- Transit Center Development Funds: Measure B funds

Implementation Guidelines

The Implementation Guidelines were developed for each specific fund source to specify the requirements that local jurisdictions must follow in their use of Measure B and VRF funds. The guidelines are incorporated by reference in the Master Programs Funding Agreements and were developed in this manner to allow the Commission to update them more frequently than the Master Programs Funding Agreements to address policy, legislative or other issues as they arise over time. The intent of the implementation guidelines are to provide guidance on each of the specific funds type's eligible uses and expenditures, define terms in the Master Programs Funding Agreements and guide specific fund implementation. The implementation guidelines include the following:

- Purpose
- Definition of terms
- Fund Allocation methods and eligibility, including eligible and non-eligible costs
- Specific policies related to specific fund sources
- Advancement of funds opportunities, and
- Implementation Guidelines adoption

Integration of New Commission Policies

In September 2011, the Commission adopted a set of principles to be included in the Master Programs Funding Agreements. The Draft Master Programs Funding Agreements include all of the adopted policies. A summary of the adopted policies is below:

1. ***Timely Use of Funds/Reserve Fund Policy:*** A timely use of funds requirement and establishment of reserve funds for a specified period of time, which will be monitored through the annual compliance audit and reporting process already established for Measure B pass-through funds, has been incorporated into the Master Programs Funding Agreements, including capital, operations and undesignated fund reserves. Specific caps and timely use of funds requirements have been established for each reserve, as applicable.

The purpose of the Timely Use of Funds/Reserve policy is to increase the accountability of jurisdictions in planning for and expending voter-approved transportation dollars. Based upon current experience with the Measure B funds, where a timely use of funds policy was

not established, many jurisdictions hold large fund reserves and do not fully detail how those funds will be expended. This policy, coupled with the opportunity of specific reserve funds, allows jurisdictions to plan for larger projects, prudently establish operating reserves, and require spend down times for reserve funds - all of which will provide greater transparency, delivery and accountability. If the Timely Use of Funds requirements are not met, Alameda CTC can withhold or rescind funds as noted below.

2. ***Rescission of Funds Policy:*** If jurisdictions that are not able to expend funds per the Timely Use of Funds policy, the Alameda CTC could determine that these funds are not needed by the jurisdiction and request return of the funds, including interest. Unless a request for extension of use is submitted and approved, unallocated funds would be returned to the Alameda CTC and placed into an account out of which funding allocations could be made based upon countywide needs.
3. ***Transportation Purposes Only Policy:*** Funds are required to be used solely for transportation purposes as defined by the authorizing ballot measures. Any jurisdiction that violates this provision must fully reimburse, including interest, all misspent net revenues.
4. ***Non-Substitution of Fund Policy:*** Recipient shall not use Measure B or VRF funds to replace funds previously provided by general funds for transportation purposes. Measure B and VRF funds shall be used to supplement existing revenues used for transportation purposes.
5. ***Fund Exchange Policy:*** Any fund exchanges made using the Measure B or VRF Funds must be made for transportation purposes. Exchange proposals will be considered on a case by case basis.
6. ***Staff Cost Limitations Policy:*** All direct costs associated with the delivery of programs and projects associated with Measure B and VRF programs, including direct staff and consultant costs, are eligible uses of Measure B and VRF funds. Indirect costs, including general administrative staff costs, are not allowed to be funded with Measure B and VRF funds, unless a jurisdiction has a Caltrans approved Indirect Cost Allocation Plan.
7. ***Other Program-Specific Funding Policies:***
 - For bicycle and pedestrian and local streets and roads funds, recipients must demonstrate that it either has adopted a bicycle/pedestrian plan and complete streets policy in its general plan pursuant to Complete Streets Act of 2008, or demonstrate that these activities are in progress. The Alameda CTC plans to develop guidelines for Complete Streets policies.
 - For local streets and roads funds, jurisdictions must report on their citywide pavement condition index (PCI), which rates the “health” of local streets from 1 to 100. If it has not met a PCI of 60 (fair condition), the jurisdiction must report in its annual compliance report why it has not met a PCI of 60 and what it needs to do so, including funding, policy or other efforts to improve the PCI.

Master Programs Funding Agreement Update Schedule and Process

The attached schedule shows the timeline for production and execution of the Master Programs Funding Agreements and Implementation Guidelines. Before finalizing the agreements, staff is bringing the master agreement templates for review and input to staff, legal counsel, the Alameda County Technical Advisory Committee, the Paratransit Technical Advisory Committee, a Citizens Watchdog Committee Compliance subcommittee, the Paratransit Advisory and Planning Committee, the Bicycle and Pedestrian Committee, as well as to the Planning, Policy and Legislation Committee, and the Commission.

Staff will bring draft agreements and implementing guidelines for review in November with the aim of receiving final approval of the Master Programs Funding Agreements and Implementation Guidelines in December and full execution by February/March 2012. The development schedule is below:

| TASKS | COMPLETION DATE |
|---|------------------------|
| Review Draft Policy Considerations for the Master Agreements | September 2011 |
| Review Draft Master Agreement Templates and Guidelines | November 2011 |
| Commission Adoption of Master Funding Agreement Templates and Implementing Guidelines | December 2012 |
| Execute Master Programs Funding Agreements | January – March 2012 |
| Allocation of Funds Pursuant to Master Agreements | March-April 2012 |

Fiscal Impact

There is no fiscal impact at this time.

Attachments

- A: Master Programs Funding Agreement Template
- B: Bicycle and Pedestrian Implementation Guidelines
- C: Local Streets and Roads Implementation Guidelines
- D: Mass Transit Implementation Guidelines
- E: Special Transportation for Seniors and Disabled Implementation Guidelines
- F: Transportation Technology Implementation Guidelines
- G: Transit Center Development Implementation Guidelines

This page intentionally left blank

**Master Programs Funding Agreement between the
Alameda County Transportation Commission
and the [insert RECIPIENT]**

This Master Programs Funding Agreement (“AGREEMENT”) is made this ____ day of _____, 2012, by and between the Alameda County Transportation Commission (“Alameda CTC”) and the _____ (“RECIPIENT”).

RECITALS

A. On November 7, 2000, the voters of Alameda County, pursuant to the provisions of the Local Transportation Authority and Improvement Act, California Public Utilities Code Section 180000 et seq., approved the reauthorization of Measure B, thereby authorizing Alameda County Transportation Improvement Authority (“ACTIA”) to administer the proceeds from a continued one-half cent transaction and use tax (“Measure B”).

B. The duration of the tax will be 20 years from the initial year of collection, which began April 1, 2002, with said tax to terminate/expire on March 31, 2022. The tax proceeds will be used to pay for the programs and projects outlined in Alameda County’s 20-Year Transportation Expenditure Plan (the “Measure B Expenditure Plan”), as it may be amended.

C. The Measure B Expenditure Plan authorizes the issuance of bonds to expedite delivery of transportation projects and programs. Costs associated with bonding will be borne only by the capital projects included in the Measure B Expenditure Plan and by any programs included in the Measure B Expenditure Plan that utilize the bond proceeds.

D. On November 2, 2010, the voters of Alameda County approved Measure F, the Vehicle Registration Fee (“VRF”) Program, pursuant to Section 65089.20 of the Government Code, thereby authorizing the Alameda County Congestion Management Agency (“ACCMA”)

to administer the proceeds from a \$10 per year vehicle registration fee on each annual motor-vehicle registration or renewal of registration in Alameda County, starting in May 2011, six months following approval of Measure F. Vehicles subject to the VRF include all motorized vehicles, including passenger cars, light-duty trucks, medium-duty trucks, heavy-duty trucks, buses of all sizes, motorcycles, and motorized camper homes, unless vehicles are expressly exempted from the payment of the VRF.

E. Funds raised by the VRF will be used exclusively for local transportation purposes in Alameda County that have a relationship or benefit to the owners of motor vehicles paying the VRF, including projects and programs identified in the expenditure plan approved by the voters as part of Measure F (the “VRF Expenditure Plan”).

F. On June 24, 2010, ACTIA and ACCMA took the final actions to create Alameda CTC, which is in the process of taking over all responsibilities of ACTIA and ACCMA, including duties related to Measure B and the VRF.

NOW, THEREFORE, it is mutually agreed by and between the parties as follows:

ARTICLE 1:FUNDING ALLOCATIONS

A. This AGREEMENT authorizes the Alameda CTC to allocate funds derived from both Measure B and the VRF as described in their respective voter-approved expenditure plans and as summarized and described below for different fund types. All fund distributions pursuant to this AGREEMENT shall be effective as of April 1, 2011.

| Fund Type | Allocation Method |
|---------------------------------|---|
| Bicycle and Pedestrian Safety | Measure B: 75% Pass-through Funds |
| | Measure B: 25% Grant Program |
| | VRF Funds: 100% Grant Program |
| Local Streets and Roads | Measure B: 100% Pass-through Funds |
| | VRF Funds: 100% Pass-through funds |
| Local Transportation Technology | VRF Funds: 100% Grant Program |
| Mass Transit | Measure B: 100% Pass-through Funds |
| | Measure B Express Bus: 100% Grant Program |
| | VRF Funds: 100% Grant Program; recipients may also use these funds for paratransit services |
| Paratransit | Measure B: 100% Pass-through Funds |
| | Measure B Gap Grant: 100% Grant Program |
| Transit Center Development | Measure B: 100% Grant Program |

1. Bicycle and Pedestrian Safety:

a. Measure B bicycle and pedestrian safety pass-through funds within each geographic subarea are distributed pursuant to a formula weighted 100 percent by the population of the jurisdiction within the subarea. The Measure B Expenditure Plan designates 75 percent of Measure B funds as local pass-through funds. Each city and Alameda County shall receive up to their proportional share of the 75 percent of the funds based on population over the life of the Measure. Allocations may change in the future based on changes in population figures. Recipients agree to the formula distributions herein and are not required to enter into a separate agreement with Alameda CTC prior to receipt of such funds.

b. Measure B and VRF bicycle and pedestrian safety grant funds are awarded on a discretionary basis through competitive grant programs. Any recipient of such a grant award shall enter into a separate agreement with Alameda CTC in conformance with the Bicycle and Pedestrian Safety Program Implementation Guidelines prior to receipt of such funds.

c. The Bicycle and Pedestrian Safety Program Implementation

Guidelines provide program eligibility and fund usage guidelines, definitions, additional requirements, and guideline adoption details. Said guidelines are hereby incorporated into this AGREEMENT by reference.

2. **Local Streets and Roads:**

a. Measure B local streets and roads pass-through funds within the

geographic subarea are distributed pursuant to a formula weighted 50 percent by the population of the jurisdiction within the subarea and 50 percent by the number of road miles within the subarea. Allocations may change in the future based on changes in population and road mile figures. Recipients agree to the formula distributions herein and are not required to enter into a separate agreement with Alameda CTC prior to receipt of such funds.

b. VRF local streets and roads pass-through funds within the

geographic planning area are based on a formula weighted 50 percent by the population of the jurisdiction within the planning area and 50 percent of the number of registered vehicles in the planning area. VRF local streets and roads funds will be distributed by population within a planning area. Allocations may change in the future based on changes in population and number of registered vehicle figures. Recipients are not required to enter into a separate agreement with Alameda CTC prior to receipt of such funds.

c. The Local Streets and Roads Program Implementation Guidelines

provide, program eligibility and fund usage guidelines, definitions, additional requirements, and guideline adoption details. Said guidelines are hereby incorporated into this AGREEMENT by reference.

3. **Local Transportation Technology:**

a. VRF local transportation technology grant funds are awarded on a discretionary basis through a competitive grant program. Any recipient of such a grant award shall enter into a separate agreement with Alameda CTC prior to receipt of such funds.

b. The VRF Local Transportation Technology Program Implementation Guidelines provide program eligibility and fund usage guidelines, definitions, additional requirements, and guideline adoption details. Said guidelines are hereby incorporated into this AGREEMENT by reference.

4. **Mass Transit:**

a. Measure B pass-through funds are allocated to the transit operators based on a set of percentages of net revenues generated by the Measure B sales tax. These percentages are attached hereto as Exhibit A and by this reference made a part of this AGREEMENT. Allocations may change in the future based on transit service changes. Recipients are not required to enter into a separate agreement with Alameda CTC prior to receipt of such funds.

b. Measure B and VRF mass transit grant funds are awarded on a discretionary basis through competitive grant programs. Any recipient of such a grant award shall enter into a separate agreement with Alameda CTC in conformance with the Mass Transit Program Implementation Guidelines prior to receipt of such funds.

c. The Mass Transit Program Implementation Guidelines provide program eligibility and fund usage guidelines, definitions, additional requirements, and guideline adoption details. Said guidelines are hereby incorporated into this AGREEMENT by reference.

5. Paratransit:

a. Measure B pass-through funds for non-mandated paratransit services are distributed to each subarea of the County pursuant to the figures set forth in the Measure B Expenditure Plan, attached hereto as Exhibit B and by this reference made a part of this AGREEMENT. Based on the plans prepared by the cities and the transit operators, and based on the provisions of the Measure B Expenditure Plan, the Paratransit Advisory and Planning Committee (“PAPCO”) annually recommends allocation factors for distribution of funds for non-mandated paratransit services within Alameda County, subject to the review and approval of the Alameda CTC Board. Recipients are not required to enter into a separate agreement with Alameda CTC prior to receipt of such funds.

b. Measure B paratransit gap grant funds, including stabilization funds, and base program and minimum service level funds, are awarded on a discretionary basis through competitive grant programs. Any recipient of such a grant award shall enter into a separate agreement with Alameda CTC in conformance with the Paratransit Program Implementation Guidelines prior to receipt of such funds.

c. The Paratransit Program Implementation Guidelines provide program eligibility and fund usage guidelines, definitions, additional requirements, and guideline adoption details. Said guidelines are hereby incorporated into this AGREEMENT by reference.

6. Transit Center Development funds are allocated on a grant basis. Any recipient of such a grant award shall enter into a separate agreement with Alameda CTC in conformance with the Transit Center Development Implementation Guidelines prior to receipt of such funds. The Transit Center Development Implementation Guidelines provide program eligibility and fund usage guidelines, definitions, additional requirements, and guideline adoption details. Said guidelines are hereby incorporated into this AGREEMENT by reference.

ARTICLE 2: PAYMENTS AND EXPENDITURES

A. Alameda CTC's Duties and Obligations

1. Within five working days of actual receipt of the monthly Measure B sales tax revenues and VRF revenues from the State Department of Finance, Alameda CTC shall remit to the RECIPIENT its designated amount of pass-through funds disbursed on a monthly basis by a set formula for distribution.

2. Alameda CTC shall annually update the Measure B sales tax revenue and VRF revenue projections and the resulting funds allocation formulas to reflect the most current population; maintained road mileage using the California State Board of Equalization's Annual Report of Estimated Population (Report E-1 published in May) and the certified number of maintained road mileage from each RECIPIENT; and the number of registered vehicles in each Alameda County subarea, using registered vehicle data provided by the California Department of Motor Vehicles, as it is made available. Alameda CTC shall use the updated Measure B and VRF program allocation formulas in the allocations beginning each July of the new fiscal year.

3. Alameda CTC shall provide an annual projection of Measure B and VRF revenues passed through to each RECIPIENT by each type of fund at the beginning of each calendar year for the subsequent fiscal year.

4. Alameda CTC shall monthly report the amount of Measure B and VRF revenues passed through to RECIPIENT by each fund type for the fiscal year and for the total program to date.

5. Alameda CTC shall provide for an independent annual audit of its revenues and expenditures and also of its calculation of the allocation formula for distributing Measure B and VRF revenues to various RECIPIENTS and render an annual report to the Alameda CTC Board within 180 days following the close of the fiscal year. Alameda CTC shall render an annual report on Measure B funds to the Citizens Watchdog Committee as soon thereafter as practical.

6. Alameda CTC shall provide timely notice to RECIPIENT prior to conducting an audit of any expenditures made by RECIPIENT to determine whether such expenditures are in compliance with this AGREEMENT, the Measure B Expenditure Plan, the VRF Expenditure Plan, Measure B, or the VRF ballot measure.

B. RECIPIENT's Duties and Obligations

1. RECIPIENT shall expend all Measure B and VRF funds distributed to the RECIPIENT in compliance with the applicable guidelines and Plan(s), including the Implementation Guidelines, as they may be adopted or amended by Alameda CTC from time to time.

2. RECIPIENT shall set up and maintain an appropriate system of accounts to keep separate accounting and reporting for each type of Measure B and VRF fund to be received. RECIPIENT must keep Measure B and VRF funds in separate accounts, and accrue any interest from each fund source into each separate fund account. The accounting system shall provide adequate internal controls and audit trails to facilitate an annual compliance audit for each fund type and the respective usage and application of said funds. Alameda CTC and its representatives, agents and nominees shall have the absolute right at any reasonable time to inspect and copy any accounting records related to such funds, except to the extent specifically prohibited by applicable law.

3. RECIPIENT hereby agrees to and accepts the formulas used in the allocation of Measure B and VRF revenues as reflected in the ballot measures, the Measure B Expenditure Plan, and the VRF Expenditure Plan, and agrees to accept and utilize the California Department of Finance Estimates of Population figures (Report E-1, updated each May) for California cities and counties and registered vehicle data provided by the California Department of Motor Vehicles for the annual update of the allocation formulas to begin in each new fiscal year.

ARTICLE 3: POLICIES ON USE OF FUNDS

A. Timely Use of Funds Policy

1. Except for those funds properly placed into a reserve fund pursuant to **Section B** below, all Measure B and VRF funds received by RECIPIENT shall be spent expeditiously, and no unexpended funds beyond those included in reserves pursuant to Section B

below are allowed, unless a written request is submitted to the Alameda CTC and approved by the Board.

2. Any funds which are not spent in a timely manner in compliance with the above Timely Use of Funds Policy, unless such funds are properly placed in a reserve permitted by this AGREEMENT, shall be subject to rescission as set forth in **Section C** below. Further, any funds placed into a reserve fund which are not spent in a timely manner in compliance with the policies applicable to such reserve fund, shall be subject to rescission as set forth in **Section C** below.

B. **Reserve Fund Policy:** RECIPIENT may reserve funds for specified periods of time, as defined in each reserve program, which Alameda CTC will monitor through the annual compliance audit and reporting process described in **Article 4**. RECIPIENT may establish the following separate types of reserve funds:

1. **Capital Fund Reserve:** RECIPIENT may establish a specific capital fund reserve to fund specific large capital project(s) that could otherwise not be funded with a single year's worth of Measure B or VRF pass-through funds. If a capital fund reserve is established by RECIPIENT, it must be done as part of the Annual Program Compliance Reporting process as defined in Article 4.A.3.

a. RECIPIENT may collect capital funds during not more than three fiscal years, and shall expend all reserve funds prior to the end of the third fiscal year immediately following the fiscal year during which the reserve was established (e.g., if a reserve is established at any time during fiscal year 2012-2013 (FY 12-13), RECIPIENT may collect

reserve funds during some or all of FY 12-13, FY 13-14 and FY 14-15, and must spend the reserve funds prior to the end of FY 15-16.

b. RECIPIENT shall report implementation schedules and funding plans for each proposed project to be funded from the reserve in RECIPIENT's annual program compliance report.

c. RECIPIENT may seek a single one-year extension for a given reserve fund if RECIPIENT demonstrates that unforeseen and extraordinary circumstances have occurred that would justify the extension. RECIPIENT shall submit a request for such an extension in writing to Alameda CTC's executive director. The Alameda CTC Board, in its sole discretion, will make a determination as to whether to approve or deny the extension request and will notify RECIPIENT of its action in writing.

2. **Operations Fund Reserve:** RECIPIENT may establish and maintain a specific reserve to address operational issues, including fluctuations in revenues, and to help maintain transportation operations. The total amount retained in such fund may not exceed 50 percent of anticipated annual combined revenues from Measure B and VRF funds. This fund may be a revolving fund and is not subject to an expenditure timeframe. If an operations fund reserve is established by RECIPIENT, it must be done as part of the Annual Program Compliance Reporting process as defined in Article 4.A.3.

3. **Undesignated Fund Reserve:** RECIPIENT may establish and maintain a specific reserve for transportation needs over a fiscal year, such as matching funds for grants, project development work, studies for transportation purposes, or contingency funds for a project or program. This fund may not contain more than 10 percent of annual pass-through revenues,

unless an exception is requested in writing and approved by the Alameda CTC Board. If an undesignated fund reserve is established by RECIPIENT, it must be done as part of the Annual Program Compliance Reporting process as defined in Article 4.A.3.

a. RECIPIENT shall report the range of potential uses for the reserve funds in its annual audit and compliance report.

b. RECIPIENT shall expend the full amount of such reserve in the fiscal year following its establishment, or else the funds in question shall be subject to rescission as set forth in Section C below.

C. **Rescission of Funds Policy:** If RECIPIENT does not meet the timeliness requirements set forth in **Sections A and B**, Alameda CTC may determine that RECIPIENT does not need the funds. In such case, unless the RECIPIENT requests and Alameda CTC approves an extension to the applicable deadline, RECIPIENT must return unspent funds and all interest earned thereon to Alameda CTC. All such funds returned to Alameda CTC shall be placed into an account for distribution to transportation projects throughout the county, without consideration of the planning area which generated the funds.

D. **Other Expenditure Restrictions:**

1. **Transportation Purposes Only:** RECIPIENT shall use all Measure B and VRF funds solely for transportation purposes as defined by the authorizing ballot measures. Any jurisdiction that violates this provision must fully reimburse all misspent funds, including all interest earned thereon.

2. **Non-Substitution of Funds:** RECIPIENT shall not use Measure B nor VRF funds to replace funds previously provided by general funds for transportation purposes. RECIPIENT shall use Measure B and VRF funds to supplement existing revenues used for transportation purposes.

3. **Fund Exchange:** Any fund exchanges made using Measure B or VRF funds must be made for transportation purposes. Alameda CTC will consider exchange proposals on a case-by-case basis.

4. **Staff Cost Limitations:** Direct costs associated with the delivery of programs and projects associated with Measure B and VRF programs, including direct staff costs and consultant costs, are eligible uses of Measure B and VRF funds. Alameda CTC does not allow indirect costs, unless the RECIPIENT submits an independently audited/approved Indirect Cost Allocation Plan.

ARTICLE 4: REPORTING REQUIREMENTS

A. RECIPIENT shall comply with each of the reporting requirements set forth in this Article 4. If RECIPIENT fails to comply with one or more of these requirements, Alameda CTC may withhold payment of further Measure B and/or VRF funds to RECIPIENT until full compliance is achieved.

1. RECIPIENT shall follow all Implementation Guidelines established for each fund source, as the same may be changed from time to time by the Alameda CTC. Such Implementation Guidelines are intended to provide program eligibility and fund usage guidelines, definitions, additional requirements, and guideline adoption details.

2. RECIPIENT shall submit to Alameda CTC, on an annual basis and at the RECIPIENT's expense, an independent compliance audit of the funds received and used, including plans and reports of expenditures. RECIPIENT shall complete, certify, and provide the annual compliance audit to Alameda CTC within 180 days following the close of each fiscal year.

3. RECIPIENT shall, by December 31 of each year, submit to Alameda CTC, at the RECIPIENT's expense, a compliance report on programs and projects on which RECIPIENT expended Measure B and VRF funds. In such report, RECIPIENT shall state how the funds were used, the benefits derived from the funded programs and projects, and establishment of fund reserves and amounts remaining in reserves, and anticipated program and project expenditures. If RECIPIENT's expenditures in a fiscal year are less than the amount received during such year, RECIPIENT shall explain why revenues exceeded expenditures and RECIPIENT's plan for the unexpended funds.

4. To be eligible for receipt of Local Streets and Roads funds, RECIPIENT shall provide Alameda CTC with the certified number of maintained road miles within RECIPIENT's jurisdiction, which shall be consistent with the miles reported to state and federal agencies. Road miles shall be used in the updated Measure B sales tax revenue allocation formula for distributing Measure B funds and the new mileage shall be reflected in the distributions that start on July 1 of each new fiscal year. RECIPIENT shall provide Alameda CTC with the annual certified number of maintained road miles each fiscal year even if the number of miles for the fiscal year did not change.

5. RECIPIENT shall install or mount signage adjacent to VRF and Measure B funded construction projects and on vehicles funded with VRF and Measure B funds (e.g.,

RECIPIENT and Alameda CTC logos; “Your Transportation Tax Dollars Help Fund the Operation of This Vehicle!”) where practical, so Alameda County taxpayers are informed as to how RECIPIENT is using Measure B and/or VRF funds. RECIPIENT shall include a description of signage and number of signs posted in the annual compliance report submitted to Alameda CTC.

6. RECIPIENT shall provide current and accurate information on RECIPIENT’s website, to inform the public on how RECIPIENT is using Measure B and/or VRF funds, and shall also provide a link to Alameda CTC’s website.

7. RECIPIENT shall, at least annually, publish an article either in RECIPIENT newsletter or in Alameda CTC’s newsletter, highlighting a project or program in which RECIPIENT has used Measure B and/or VRF funds.

8. RECIPIENT shall actively participate in a Public Awareness Program, in partnership with Alameda CTC and/or its community advisory committees, as a means of ensuring that the public has access to and has the ability to know which projects and programs are funded through Measure B and/or the VRF.

9. RECIPIENT shall make its administrative officer or designated staff available on request from Alameda CTC or the Citizens Watchdog Committee to render a report or answer any and all inquiries in regard to RECIPIENT’s receipt, usage, and compliance audit findings of its funds before Alameda CTC’s governing board and/or the Citizens Watchdog Committee or community advisory committees, as applicable.

10. RECIPIENT agrees that Alameda CTC may review and/or evaluate the project(s) or program(s) funded pursuant to this AGREEMENT. This may include visits by

representatives, agents or nominees of Alameda CTC to observe RECIPIENT's project or program operations, to review project or program data and financial records, and to discuss the project with RECIPIENT's staff or governing board.

ARTICLE 5: OTHER PROVISIONS

A. Geographic Breakdown: In all cases:

1. North Area refers to the Cities of Alameda, Albany, Berkeley, Emeryville, Oakland, and Piedmont.
2. Central Area includes the Cities of Hayward and San Leandro, and the unincorporated area of Castro Valley, as well as other unincorporated lands governed by Alameda County in the Central Area.
3. South Area includes the Cities of Fremont, Newark, and Union City.
4. East Area includes the Cities of Livermore, Dublin, and Pleasanton, and all unincorporated lands governed by Alameda County in the East Area.

B. Indemnity by RECIPIENT. Neither Alameda CTC nor any officer, consultant, or employee thereof shall be responsible for any damage or liability occurring by reason of anything done or omitted to be done by RECIPIENT in connection with the Measure B or VRF funds distributed to RECIPIENT pursuant to this AGREEMENT. It is also understood and agreed, pursuant to Government Code Section 895.4, RECIPIENT shall fully defend, indemnify and hold harmless Alameda CTC, and all its officers and employees, from any liability imposed on Alameda CTC for injury (as defined in Government Code Section 810.8) occurring by reason

of anything done or omitted to be done by RECIPIENT in connection with the Measure B or VRF funds distributed to RECIPIENT pursuant to this AGREEMENT.

C. **Indemnity by Alameda CTC.** Neither RECIPIENT, nor any officer, consultant, or employee thereof shall be responsible for any damage or liability occurring by reason of anything done or omitted to be done by Alameda CTC under or in connection with any work, authority or jurisdiction delegated to Alameda CTC under this AGREEMENT. It is also understood and agreed, pursuant to Government Code Section 895.4, Alameda CTC shall fully defend, indemnify and hold harmless RECIPIENT, and all its officers and employees from any liability imposed on RECIPIENT for injury (as defined in Government Code Section 810.8) occurring by reason of anything done or omitted to be done by Alameda CTC under or in connection with any work, authority or jurisdiction delegated to Alameda CTC under this AGREEMENT.

D. **Jurisdiction and Venue:** The laws of the State of California will govern the validity of this AGREEMENT, its interpretation and performance, and any other claims related to it. All legal actions arising out of this AGREEMENT shall be brought in a court of competent jurisdiction in Alameda County, California and the parties hereto hereby waive inconvenience of forum as an objection or defense to such venue.

E. **Attorneys' Fees:** Should it become necessary to enforce the terms of this AGREEMENT, the prevailing party shall be entitled to recover reasonable expenses and attorneys' fees from the other party.

F. **Term:** The term of this AGREEMENT shall be from April 1, 2012 to June 30, 2022.

G. **Severability:** If any provision of this AGREEMENT is found by a court of competent jurisdiction or, if applicable, an arbitrator, to be unenforceable, such provision shall not affect the other provisions of the AGREEMENT, but such unenforceable provisions shall be deemed modified to the extent necessary to render it enforceable, preserving to the fullest extent permissible the intent of the parties set forth in this AGREEMENT.

H. **Modification:** This AGREEMENT, and its Exhibits, as well as the referenced Implementation Guidelines and grant program guidelines, constitutes the entire AGREEMENT, supersedes all prior written or oral understandings regarding Measure B and VRF pass-through and program funds (but not project funding agreements), including but not limited to ACTIA Agreement _____ (Measure B pass-through funding agreement) and ACTIA Agreement _____ (Measure B paratransit funding agreement), which former agreements are terminated as of the effective date hereof. This AGREEMENT may only be changed by a written amendment executed by both parties. Notwithstanding the foregoing, the Implementation Guidelines and grant program guidelines may be changed from time to time by the Alameda CTC.

EXHIBITS

The following Exhibits are hereby made part of this AGREEMENT:

Exhibit A: Mass Transit Fund Distribution by Agency

Exhibit B: Non-Mandated Paratransit Services Fund Distribution

DRAFT

IN WITNESS WHEREOF, the parties have executed this AGREEMENT by their duly authorized officers as of the date first written below.

RECIPIENT:

ALAMEDA CTC:

ALAMEDA COUNTY TRANSPORTATION
COMMISSION

By: _____
_____ [name] Date
_____ [title]

By: _____
Arthur L. Dao Date
Executive Director

Recommended for Approval:

By: _____
Stewart D. Ng
Deputy Director of Programming
and Projects

Approved as to Legal Form:

Reviewed as to Budget/Financial Controls:

By: _____
_____ [name] Date
_____ [title]

By: _____
Patricia Reavey
Director of Finance

Attest:

Approved as to Legal Form:

_____ [name] Date
_____ Clerk

By: _____
Wendel, Rosen, Black & Dean LLP
Legal Counsel to Alameda CTC

EXHIBIT A

MEASURE B MASS TRANSIT FUND DISTRIBUTION BY AGENCY

Alameda CTC distributes Measure B mass transit pass-through funds based on the distribution percentages for net Measure B revenues specified in the Measure B Expenditure Plan, as shown below.

| Agency | | Percentage of Net Revenues |
|----------------------------|----------------|----------------------------|
| AC Transit | North County | 9.48% |
| | Central County | 4.74% |
| | South County | 1.61% |
| AC Transit Welfare to Work | North County | 1.24% |
| AC Transit Welfare to Work | Central County | 0.22% |
| LAVTA | East County | 0.69% |
| Union City Transit | South County | 0.34% |
| ACE | East County | 1.05% |
| ACE | South County | 1.07% |
| | Alameda County | |
| WETA Ferry Service | | 0.78% |

Countywide Local and Feeder Bus Service: Provides funding for countywide local and feeder bus service in every region of the county to link neighborhoods and commuters to BART, rail, and express bus connections throughout the county. Welfare to Work programs dedicate 1.46 percent of overall net sales tax receipts to enhancing transportation opportunities for persons making the transition from welfare to work.

Other Mass Transit Programs: Provides funding to Water Emergency Transportation Authority (WETA) Transbay Ferry Service to expand transbay ferry service from Alameda. Provides funding to Altamont Commuter Express for capital and operating costs for operations in South and East Alameda County.

Transit Operations: Transit operating funds are provided to transit operators for maintenance of transit services, restoration of service cuts, expansion of transit services, and passenger safety and security. The transit operators will determine the priorities for these funds through public processes and will submit an annual audit to the Agency.

AC Transit agrees to allocate 1.46 percent of overall net sales tax receipts to enhancing transportation opportunities for persons making the transition from welfare to work. These "welfare to work" funds can be used by AC Transit for service restoration and expansion or

implementation of improved bus service to facilitate travel to and from work. AC Transit will prioritize the restoration and development of new services to meet the employment-related transit needs of low income residents in northern and central Alameda County.

Additionally, these funds may be used, at the determination of AC Transit, to provide subsidies of regular bus fares for individuals living in northern and central Alameda County who are transferring from welfare to work as well as those who are economically disadvantaged. In the event that sufficient funds are otherwise available to AC Transit to meet these needs then "welfare to work" funds can be used for other general passenger service purposes in northern and central Alameda County.

AC Transit will work together with and actively seek input from bus riders, business leaders, mayors and other elected officials in San Leandro, Hayward, and the unincorporated areas in Central Alameda County to ensure that the additional transit funds in Central County are used for bus improvements such as night, weekend, and more frequent service, connections to residential growth areas, and access to major employment centers, including enhancement of east-west corridors.

AC Transit will continue to provide transit service similar to the Department of Labor-funded shuttle to and from job sites in East and West Oakland, as needed. AC Transit, the County, the City of Oakland, the Port of Oakland and other entities will look for additional money from outside sources to fund the service. If needed, a portion of the proceeds from the reauthorization of Measure B may be used.

Refer to Mass Transit Program Implementation Guidelines for program and project eligibility fund usage, and requirements.

EXHIBIT B

NON-MANDATED PARATRANSIT SERVICES FUND DISTRIBUTION

Alameda CTC distributes Measure B paratransit pass-through funds to County subareas/planning areas based on the distribution percentages in the Measure B Expenditure Plan, as shown below. Distributions to jurisdictions within each subarea will be based on allocation formulas recommended by PAPCO and approved by the Alameda CTC Board.

| Area/City | Area Percentage (A) |
|--------------------------------------|------------------------|
| Non-Mandated – North County | 1.24% |
| Alameda | |
| Albany | |
| Berkeley | |
| Emeryville | |
| Oakland | |
| Non-Mandated – Central County | 0.88% |
| Hayward | |
| San Leandro | |
| Non-Mandated – East County | 0.21% |
| LAVTA | |
| Pleasanton | |
| South County | 1.06% |
| Fremont | |
| Newark | |
| Union City | |
| Total | 3.39% |
| Coordination/Gaps In Service | 1.43% |

1. Column A shows the percentage of 2000 Measure B funds required to be distributed to each area in the County for non-mandated paratransit services, as set forth in the Measure B Expenditure Plan. These figures do not include funding for “gap” or ADA-mandated services. Funding for special transportation for seniors and people with disabilities is provided for services mandated by the ADA to fixed-route public transit operators who are required to provide that service. Funds for the South County are allocated between mandated and non-mandated programs on an annual basis by the cities in that part of the County.
2. Coordination/Gaps in Service Fund allocations are recommended by PAPCO and approved by the Alameda CTC Board.

Refer to Paratransit Program Implementation Guidelines for program and project eligibility fund usage, and requirements.

This page intentionally left blank

**Alameda County Transportation Commission
DRAFT Implementation Guidelines
For the Bicycle and Pedestrian Safety Program funded through
Measure B and Vehicle Registration Fees**

Section 1. Purpose

- A. To delineate the eligible uses of Bicycle and Pedestrian Safety Funds authorized under Alameda County Transportation Commission Master Program Funding Agreements, these implementation guidelines have been developed to specify the requirements that local jurisdictions must follow in their use of Measure B pass-through funds and Measure B and Vehicle Registration Fees (VRF) grant funds. These guidelines are incorporated by reference in the Master Program Funding Agreements. All other terms and conditions for programs are contained in the agreements themselves. The intent of the implementation guidelines is to:
1. Provide guidance on Bicycle and Pedestrian Safety funds eligible uses and expenditures
 2. Define the terms in the Master Program Funding Agreements, and
 3. Guide Bicycle and Pedestrian Program implementation.

Section 2. Authority

- A. These Implementation Guidelines have been adopted by the Alameda County Transportation Commission and set forth eligible uses and expenditures for the Bicycle and Pedestrian Safety funds. The Alameda CTC may update these guidelines on an as-needed basis and will do so with involvement of its technical and community advisory committees (as applicable). Exceptions to these guidelines must be requested in writing and be approved by the Alameda CTC.

Section 3. Background

- A. Implementation guidelines for the Bicycle and Pedestrian Safety Funds were developed to clarify eligible fund uses and expenditures in association with new, 10-year Master Program Funding Agreements for the November 2000 voter-approved Measure B pass-through funds. The original program funding agreements for Measure B pass-through funds expired in spring 2012, and the new Master Program Funding Agreements were put in place to continue fund allocations for the remaining term of Measure B funds allocations through June 2022. In addition, the Master Program Funding Agreements include a new local, voter-approved revenue stream, the Vehicle Registration Fee (VRF), which will provide approximately \$11 million per year for transportation improvements throughout the County. The VRF includes 5 percent of net revenues for a Bicycle and Pedestrian Safety Fund. These Implementing Guidelines define the eligible uses and allocation process for the VRF Bicycle and Pedestrian Safety Fund and reflect new policies approved by the Alameda CTC.

Section 4. Definition of Terms

- A. **Alameda CTC:** The Alameda County Transportation Commission is a Joint Powers Authority created by the merger of the Alameda County Congestion Management Agency, which performed long-range planning and funding for countywide transportation projects and programs, and the Alameda County Transportation Improvement Authority, which administered the voter approved half-cent transportation sales taxes in Alameda County (the 1986 and 2000 approved Measure B sales tax programs)
- B. **Capital project:** A bicycle and pedestrian capital investment that typically requires the following phases: planning/feasibility, scoping, environmental clearance, design, right-of-way, construction, and completion.
- C. **Complete Street:** A transportation facility that is planned, designed, operated, and maintained to provide safe mobility for all users, including bicyclists, pedestrians, transit vehicles, truckers, and motorists, appropriate to the function and context of the facility. Complete street concepts apply to rural, suburban, and urban areas. (Caltrans definition)
- D. **Complete Streets Act of 2008:** The California Complete Streets Act (Assembly Bill 1358) was signed into law in September 2008. It requires that local jurisdictions modify their general plans as follows:
- “(A) Commencing January 1, 2011, upon any substantial revision of the circulation element, the legislative body shall modify the circulation element to plan for a balanced, multimodal transportation network that meets the needs of all users of the streets, roads, and highways for safe and convenient travel in a manner that is suitable to the rural, suburban, or urban context of the general plan.
- (B) For the purposes of this paragraph, “users of streets, roads, and highways” means bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, users of public transportation, and seniors.”
- E. **Construction (includes PS&E):** Construction of a new capital project, including development of preliminary engineering and construction documents, including plans, specifications, and estimates.
- F. **Cost Allocation Plans (CAPs):** CAPs and Indirect cost rate proposals (IDCs) are plans that provide a systematic manner to identify, accumulate, and distribute allowable direct and indirect costs to Bicycle and Pedestrian Safety programs funded through the Alameda CTC Master Program Funding Agreements.
- G. **Direct cost:** A cost completely attributed to the provision of a service, operations, a program, a capital cost, or a product. These costs include documented hourly project staff labor charges (salaries, wages and benefits) which are directly and solely related to the implementation of the Alameda CTC-funded Bicycle and Pedestrian Safety Funds, consultants, and materials. These funds may be used for travel or training if they are directly related to the implementation of the Bicycle and Pedestrian Safety Funds.

- H. **Environmental Documents:** Preparation of environmental documents, such as those related to the California Environmental Quality Act (CEQA) or the National Environmental Policy Act (NEPA), or permits required by state or federal permitting agencies.
- I. **Grants:** Funding for plans, programs or projects based upon a competitive call for projects, an evaluation process based on adopted evaluation criteria and allocated based upon a reimbursement basis.
- J. **Indirect cost:** Also known as “overhead,” any cost of doing business other than direct costs. These costs include utilities, rent, administrative staff, officer's salaries, accounting department costs and personnel department costs, which are requisite for general operation of the organization, but are not directly allocable to a particular service or product.
- K. **Local Bicycle Master Plan/Local Pedestrian Master Plans:** Locally adopted plans that, at a minimum, examine existing conditions for walking and/or bicycling, and provide recommendations on improving the walking and/or bicycling environment, and prioritize these improvements. These plans may be stand-alone bicycle and pedestrian plans or may be a joint plan that addresses both walking and bicycling.
- L. **Maintenance:** Repairs, renovation, or upgrade of existing facility or infrastructure.
- M. **Measure B:** Alameda County’s half-cent transportation sales tax, originally approved in 1986, then reauthorized by voters in November 2000. Collection of the sales tax began on April 1, 2002. Administered by the Alameda CTC, Measure B funds four types of programs in 20 local jurisdictions: bicycle and pedestrian, local streets and roads, mass transit, and paratransit.
- N. **Operations:** Provision of services that operate transportation facilities and programs. Operations costs do not include the costs to operate community outreach or other programs not directly related to a specific transportation service, program, or product.
- O. **Pass-Through Funds:** Funds are allocated based upon a funding formula (such as population, registered vehicles, roadmiles, or a combination thereof) defined in a voter approved measure and provided to eligible jurisdictions on a regularly schedule basis (such as a regular monthly payment).
- P. **Planning:** Identification of project and program current conditions and needs and development of strategies and plans to address the identified needs.
- Q. **Project Completion/Closeout:** Inspection/project acceptance, final invoicing, final reporting, and processes for closing out project.
- R. **Scoping and Project Feasibility:** Early capital project phases that identify project needs, costs and implementation feasibility.
- S. **Vehicle Registration Fee (VRF):** Measure F, Alameda County's VRF Program, approved by the voters in November 2010 with 63 percent of the vote. It will generate approximately \$11 million per year through a \$10 per year vehicle registration fee. Administered by the Alameda CTC, the VRF funds four main types of programs (with the funding distribution

noted in parenthesis): local streets and roads (60 percent); transit (25 percent); local transportation technology (10 percent); and bicycle and pedestrian projects (5 percent).

Section 5. Bicycle and Pedestrian Safety Fund Allocations

A. These implementation Guidelines provide guidance on two types of Bicycle and Pedestrian Safety allocation processes: pass-through funds and grants.

1. Measure B Bicycle and Pedestrian Pass-through Funds

- a. *General:* The Measure B Bicycle and Pedestrian Pass-through Funds are distributed to cities in the county and to Alameda County to be spent on planning and construction of bicycle and pedestrian projects, and the development and implementation of bicycle and pedestrian programs. These funds are intended to expand and enhance bicycle and pedestrian facilities in Alameda County, focusing on high priority projects like gap closures and intermodal connections.

The pass-through funds constitute seventy-five percent of the total Measure B bicycle/pedestrian funds. Each city and Alameda County will receive their proportional share of the pass-through funds based on population over the life of the Measure (which share shall be adjusted annually as described in the Master Program Funding Agreement). These funds are allocated on a monthly basis directly to each city and the County.

- b. *Eligible Uses:* The Measure B Bicycle/Pedestrian pass-through funds may be used for any capital project, program or plan that directly addresses bicycle and pedestrian access, convenience, safety and usage. Eligible uses for these funds include, but are not necessarily limited to:

1) Capital Projects, including:

- a) New pedestrian facilities (e.g. sidewalks, curb ramps, countdown signals, accessible signals)
- b) Improvements to existing pedestrian facilities
- c) New bikeways (such as bicycle routes, boulevards, lanes, multi-use pathways)
- d) Improvements or upgrades to existing bikeways
- e) Maintenance of bicycle and pedestrian facilities
- f) Crossing improvements (at intersections, interchanges, railroads, freeways, etc.) for pedestrians and bicyclists
- g) Bicycle parking facilities, including construction, maintenance and operations
- h) ADA on-street improvements

- i) Signage for pedestrians and/or bicyclists
 - j) Pedestrian and bicycle access improvements to, from and at transit facilities
 - k) Traffic calming projects
 - l) All phases of capital projects, including feasibility studies, planning, and environmental
- 2) Development of Local Bicycle and/or Pedestrian Master Plans, and updates of Plans
 - 3) Design and implementation of education, enforcement, outreach, and promotion programs
 - 4) Direct staff and consultant costs to develop, plan, implement, operate, and maintain the bicycle and pedestrian projects and programs.
 - 5) Maintenance of the portion of the street most often used for bicycling (such as a bicycle lanes)
 - 6) Bicycle/pedestrian capital projects on non-city property, such as on school district property.
 - 7) Staff time to complete End of Year compliance reports
 - 8) Crossing guards
 - 9) Staff training costs that are directly related to implementation of projects, plans or programs implemented with the Bicycle and Pedestrian Safety Funds
- c. *Ineligible Uses:* The following is a list of ineligible uses of Measure B Bicycle/Pedestrian pass-through funds:
- 1) Repaving of the entire roadway (see “Eligible Uses” above for exceptions)
 - 2) Projects or programs that exclusively serve city/county staff
 - 3) Indirect costs, unless the RECIPIENT submits an independently audited/approved Indirect Cost Allocation Plan.
- d. *List of Projects/Programs:* All projects and programs that use Measure B Bicycle and Pedestrian Safety pass-through funds must receive governing board approval prior to the jurisdiction expending the pass-through funding on the project/program. This approval allows the opportunity for the public to provide input on planning for bicycle and pedestrian safety. These

projects and programs may be included in any of the following, as long as they have been adopted by the jurisdiction's governing board:

- 1) List of projects on which to specifically spend Measure B funds,
- 2) A Local Bicycle and/or Pedestrian Master Plan with priority projects,
- 3) Capital Improvement Program, or
- 4) A resolution, such as to submit a grant application.

Furthermore, the jurisdiction must submit the list of projects/programs on which Measure B pass-through funding will spent to Alameda CTC in advance of expending the funds. Projects and programs must be submitted to the Alameda CTC through the Annual End of Year Compliance Reporting for Measure B funds.

2. Bicycle and Pedestrian Grant Funds

- a. The Alameda CTC will administer a bicycle and pedestrian discretionary grant program using a portion of each of the Measure B and the VRF Bicycle and Pedestrian Safety funds. The Alameda CTC will adopt *Grant Program Guidelines* before each grant cycle which will establish the guiding policies for that grant cycle, and will widely publicize each grant funding cycle.
- b. Local jurisdictions, transit operators and Community Based Organizations (CBO) in Alameda County will be eligible to apply for these competitive funds, and each such jurisdiction, operator, or must provide the Alameda CTC written evidence of the commitment of any required project sponsor funds to be eligible to receive these competitive funds.

Section 6. Complete Streets Policy Requirement

- A. To receive Measure B and VRF funds, local jurisdictions must do both of the following with respect to Complete Street policies:
 1. Have an adopted complete streets policy, or demonstrate that a policy is being developed and will be adopted by *[Date to be determined]*. This policy should include the "Elements of an Ideal Complete Streets Policy" developed by the National Complete Streets Coalition (<http://www.completestreets.org/webdocs/policy/cs-policyelements.pdf>). Resources will be developed by the Alameda CTC to assist local jurisdictions with developing and implementing complete streets policies.
 2. Comply with the California Complete Streets Act of 2008. The California Complete Streets Act (AB1358) requires that local general plans do the following:

- a. Commencing January 1, 2011, upon any substantial revision of the circulation element, the legislative body shall modify the circulation element to plan for a balanced, multimodal transportation network that meets the needs of all users of the streets, roads, and highways for safe and convenient travel in a manner that is suitable to the rural, suburban, or urban context of the general plan.
- b. For the purposes of this paragraph, “users of streets, roads, and highways” means bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, users of public transportation, and seniors.

The Governor’s Office of Planning and Research has developed detailed guidance for meeting this law: *Update to the General Plan Guidelines: Complete Streets and the Circulation Element*

(http://www.opr.ca.gov/planning/docs/Update_GP_Guidelines_Complete_Streets.pdf).

Section 7. Local Bicycle/Pedestrian Master Plan Requirement

- A. To receive Measure B and VRF funds, local jurisdictions must do all of the following with respect to local bicycle and pedestrian master plans. The Alameda CTC will provide technical assistance and funding to local jurisdictions to meet these requirements through the competitive Bicycle and Pedestrian Safety Grant Program. Jurisdictions may also use pass-through funds for the development of local bicycle and pedestrian master plans.
 1. Have an adopted Local Pedestrian Master Plan AND Local Bicycle Master Plan, OR have an adopted combined Local Pedestrian and Bicycle Plan; or demonstrate that the plan is being developed and will be adopted by Date to be determined].
 2. Each plan must be updated, at a minimum, every five years. This policy is consistent with the state’s Bicycle Transportation Act (BTA) grant requirement for bicycle plans, and will ensure that plans are addressing current local needs, while also allowing jurisdictions to be eligible for BTA funding.
 3. Each plan must include core elements to ensure that the plan is effective, and that plans throughout the county are comparable, to the extent that is reasonable, to facilitate countywide planning. The Alameda CTC will develop and maintain guidelines outlining these core elements. For pedestrian plans, these elements are described in the *Toolkit for Improving Walkability in Alameda County*: <http://www.actia2022.com/ped-toolkit/ACTIA-ped-toolkit.pdf>. The Alameda CTC will develop guidelines for bicycle plans.

Section 8. Advancement of Pass-through Funds

- A. The Alameda CTC may consider advancing future year pass-through funds, with the goal of seeing improvements made in the near term. If a jurisdiction is interested in this option, a written request to the Alameda CTC Director of Finance and a copy to the Deputy Director of Projects and Programs, indicating the amount of funds requested and the projects on which the funds will be spent, is required. Requests will be considered on an individual basis.

Section 9. Adoption of Implementation Guidelines

- A. Implementation Guidelines are adopted by the Alameda CTC on an as-needed basis. Changes to Implementation Guidelines will be brought through the Alameda CTC's Technical Advisory Committee for review and comment, as well as any other Alameda CTC committees as necessary, before changes are adopted by the Alameda CTC Board.

Alameda County Transportation Commission
DRAFT Implementation Guidelines for
the Local Streets and Roads Program Funded through
Measure B and Vehicle Registration Fees
(Adopted [INSERT DATE])

Section 1. Purpose

- A. To delineate the eligible uses of Local Streets and Roads funds authorized under Alameda County Transportation Commission Master Program Funding Agreements, these implementation guidelines have been developed to specify the requirements that local jurisdictions must follow in their use of Measure B and Vehicle Registration Fees (VRF) pass-through funds. These guidelines are incorporated by reference in the Master Program Funding Agreements. All other terms and conditions for programs are contained in the agreements themselves. The intent of the implementation guidelines is to:
1. Provide guidance on Local Streets and Roads funds eligible uses and expenditures.
 2. Define the terms in the Master Program Funding Agreements.
 3. Guide Local Streets and Roads Program implementation.

Section 2. Authority

- A. These Implementation Guidelines have been adopted by the Alameda County Transportation Commission and set forth eligible uses and expenditures for the Local Streets and Roads funds. The Alameda CTC may update these guidelines on an as-needed basis and will do so with involvement of its technical and community advisory committees (as applicable). Exceptions to these guidelines must be requested in writing and be approved by the Alameda CTC Board.

Section 3. Background

- A. Alameda CTC developed Implementation Guidelines for the Local Streets and Roads funds to clarify eligible fund uses and expenditures in association with new, 10-year Master Program Funding Agreements for the November 2000 voter-approved Measure B pass-through funds. The Expenditure Plan allocates 22.34 percent of Measure B funds for Local Streets and Roads programs and projects. The original program funding agreements for Measure B pass-through funds expired in spring 2012, and Alameda CTC put in place the new Master Program Funding Agreements to continue fund allocations for the remaining term of Measure B funds allocations through June 2022. In addition, the Master Program Funding Agreements include a new local, voter-approved revenue stream, the Vehicle Registration Fee (VRF), which will provide approximately \$11 million per year for transportation improvements throughout the County. The VRF includes 60 percent of net revenues for a Local Streets and Roads Program. These Implementation Guidelines

define the eligible uses and allocation process for the Measure B and VRF Local Streets and Roads funds and reflect new policies approved by the Alameda CTC.

Section 4. Definition of Terms

- A. **Alameda CTC:** The Alameda County Transportation Commission is a Joint Powers Authority created by the merger of the Alameda County Congestion Management Agency, which performed long-range planning and funding for countywide transportation projects and programs, and the Alameda County Transportation Improvement Authority, which administered the voter-approved, half-cent transportation sales taxes in Alameda County (the Measure B sales tax programs approved in 1986 and 2000).
- B. **Bike parking:** Bike racks and lockers, bike shelters, attended bike parking facilities, and bike parking infrastructure.
- C. **Bikeways and multiuse paths:** Bike lanes, bike boulevards, sidepaths, bike routes, multiuse pathways, at-grade bike crossings, and maintenance of bikeway facilities.
- D. **Bridges and tunnels:** Crossings above or below grade for bicycles, pedestrians, and/or autos and transit.
- E. **Capital project:** A capital investment that typically requires the following phases: planning/feasibility, scoping, environmental clearance, design, right-of-way, construction, and completion.
- F. **Complete Street:** A transportation facility that is planned, designed, operated, and maintained to provide safe mobility for all users, including bicyclists, pedestrians, transit vehicles, truckers, and motorists, appropriate to the function and context of the facility. Complete street concepts apply to rural, suburban, and urban areas. (Caltrans definition)
- G. **Complete Streets Act of 2008:** The California Complete Streets Act (Assembly Bill 1358) was signed into law in September 2008. It requires that local jurisdictions modify their general plans as follows:

“(A) Commencing January 1, 2011, upon any substantial revision of the circulation element, the legislative body shall modify the circulation element to plan for a balanced, multimodal transportation network that meets the needs of all users of the streets, roads, and highways for safe and convenient travel in a manner that is suitable to the rural, suburban, or urban context of the general plan.

(B) For the purposes of this paragraph, “users of streets, roads, and highways” means bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, users of public transportation, and seniors.”
- H. **Construction (includes PS&E):** Construction of a new capital project, including development of preliminary engineering and construction documents, including plans, specifications, and estimates (PS&E).
- I. **Cost Allocation Plans (CAPs):** CAPs and indirect cost (IDC) rate proposals are plans that provide a systematic manner to identify, accumulate, and distribute allowable direct and

indirect costs to Local Streets and Roads programs funded through the Alameda CTC Master Program Funding Agreements.

- J. **Direct cost:** A cost completely attributed to the provision of a service, operations, a program, a capital cost, or a product. These costs include documented hourly project staff labor charges (salaries, wages, and benefits) that are directly and solely related to the implementation of the Alameda CTC-funded Local Streets and Roads projects, consultants, and materials. These funds may be used for travel or training if they are directly related to the implementation of the Local Streets and Roads funds.
- K. **Education and promotion:** Marketing, education, information, outreach, and promotional campaigns and programs.
- L. **Environmental documents:** Preparation of environmental documents, such as those related to the California Environmental Quality Act (CEQA) or the National Environmental Policy Act (NEPA), or permits required by state or federal permitting agencies.
- M. **Equipment and new vehicles:** Purchase or lease of vehicles and equipment for service improvements, such as information dissemination, fare collection, etc.
- N. **Grants:** Funding for plans, programs, or projects based on a competitive call for projects; evaluated based on adopted evaluation criteria; and allocated based on a reimbursement basis.
- O. **Indirect cost:** Also known as “overhead,” any cost of doing business other than direct costs. These costs include utilities, rent, administrative staff, officers’ salaries, accounting department costs, and personnel department costs, which are requisite for general operation of the organization but are not directly allocable to a particular service or product.
- P. **Maintenance:** Repairs, renovation, or upgrade of existing facility or infrastructure.
- Q. **Measure B:** Alameda County’s half-cent transportation sales tax, originally approved in 1986, and reauthorized by voters in November 2000. Collection of the sales tax began on April 1, 2002. Administered by the Alameda CTC, Measure B funds four types of programs in 20 local jurisdictions: bicycle and pedestrian, local streets and roads, mass transit, and paratransit.
- R. **Operations:** Provision of services that operate transportation facilities and programs. Operations costs do not include the costs to operate community outreach or other programs not directly related to a specific transportation service, program, or product.
- S. **Pass-through funds:** Funds allocated based on a funding formula (such as population, registered vehicles, roadmiles, or a combination thereof) defined in a voter-approved measure and provided to eligible jurisdictions on a regularly scheduled basis (such as a regular monthly payment).
- T. **Pedestrian crossing improvements:** At-grade pedestrian crossing improvements such as crosswalks, roadway/geometric changes, or reconfiguration specifically benefiting pedestrians.

Alameda CTC Draft Local Streets and Roads Program Implementation Guidelines

- U. **Planning:** Identification of project and program current conditions and needs and development of strategies and plans to address the identified needs.
- V. **Planning area:** Four geographical sub-areas of the county (Planning Areas 1, 2, 3, and 4). The sub-areas of the county are defined by the Alameda CTC as follows:
 - 1. Planning Area 1 – North Area: Cities of Alameda, Albany, Berkeley, Emeryville, Oakland and Piedmont
 - 2. Planning Area 2 – Central Area: Cities of Hayward and San Leandro, and the unincorporated areas of Castro Valley and San Lorenzo, as well as other unincorporated lands in that area
 - 3. Planning Area 3 – South Area: Cities of Fremont, Newark, and Union City
 - 4. Planning Area 4 – East Area: Cities of Dublin, Livermore, and Pleasanton, and all unincorporated lands in that area
- W. **Project completion/closeout:** Inspection/project acceptance, final invoicing, final reporting, and the processes for closing out a project.
- X. **Scoping and project feasibility:** Early capital project phases that identify project needs, costs, and implementation feasibility.
- Y. **Sidewalks and ramps:** New sidewalks, sidewalk maintenance, curb ramps, and stairs/ramps for pedestrian and Americans with Disabilities Act access.
- Z. **Signage:** Warning, regulatory, wayfinding, or informational signage.
- AA. **Signals:** New traffic signals or crossing signals, signal upgrades, countdown signals, audible signals, or signal timing improvements.
- BB. **Staffing:** Salary and benefits for staff to support projects, programs, or services.
- CC. **Street resurfacing and maintenance:** Repaving and resurfacing of on-street surfaces, including striping.
- DD. **Traffic calming:** Infrastructure primarily aimed at slowing down motor vehicle traffic.
- EE. **Vehicle Registration Fee (VRF):** Measure F, Alameda County's VRF Program, approved by the voters in November 2010 with 63 percent of the vote. It will generate approximately \$11 million per year through a \$10 per year vehicle registration fee. Administered by the Alameda CTC, the VRF funds four main types of programs and the distribution percentage is as follows: local streets and roads (60 percent); transit (25 percent); local transportation technology (10 percent); and bicycle and pedestrian projects (5 percent).

Section 5. Local Streets and Roads Fund Allocations

A. These Implementation Guidelines provide guidance on the Local Streets and Roads Fund allocation process for Measure B and VRF pass-through funds.

1. Measure B Local Streets and Roads Pass-through Funds

- a. *General:* Alameda CTC distributes Measure B Local Streets and Roads Pass-through Funds to cities in the county and to Alameda County to be spent on transportation capital improvements for surface streets and arterial roads, and maintenance and upkeep of local streets and roads, including repaving streets, filling potholes, and upgrading local transportation infrastructure. These funds are intended to maintain and improve local streets and roads in Alameda County, and may be used for any local transportation need based on local priorities, including streets and roads projects, local transit projects, bicycle and pedestrian projects, projects (sponsored by others) that require local agency support, and other transportation uses as approved through a public process by the jurisdiction.

The pass-through funds constitute 100 percent of the total Measure B Local Streets and Roads funds. Each city and Alameda County will receive their proportional share (which share shall be adjusted annually as described in the Master Program Funding Agreement) of the local transportation pass-through funds within their sub-area based on a formula weighted 50 percent by the population of the jurisdiction within the sub-area and 50 percent on the number of road miles within the sub-area. These funds are allocated on a monthly basis directly to each city and the County. These funds must be placed in a separate account from the VRF Funds.

- b. *Eligible Uses:* The Measure B Local Streets and Roads pass-through funds may be used for any capital project, program, maintenance, or operations that directly improves local streets and roads and local transportation. Eligible uses for these funds include, but are not necessarily limited to:

- 1) Capital projects, including:
 - a) All phases of capital projects, including feasibility studies, planning, and environmental
 - b) Upgrades to or installation of new local streets and roads infrastructure including installation of streets, roads, and highways
 - c) Street resurfacing and maintenance including repaving and resurfacing of on-street surfaces including striping
 - d) Improvements or upgrades to bridges and tunnels
 - e) Installation of or upgrades to sidewalks and curb ramps

- f) Americans with Disabilities Act (ADA) on-street improvements, including sidewalk upgrades and curb ramp installations
- g) Purchase or lease of equipment or new vehicles for local streets and roads improvements
- h) Crossing improvements including traffic signals, signage, and traffic lights (at intersections, interchanges, railroads, freeways, etc.) for drivers, pedestrians, and bicyclists
- i) Improvements to or installation of new pedestrian facilities (e.g., sidewalks, curb ramps, countdown signals, accessible signals, at-grade bike crossings)
- j) Improvements or upgrades to or installation of new bikeways (such as bicycle routes, boulevards, lanes, multi-use pathways)
- k) Maintenance of or installation of bicycle and pedestrian facilities, including construction, maintenance, and operations of bike parking facilities.
- l) Pedestrian and bicycle access improvements to, from and at transit facilities
- m) Traffic calming projects
- 2) Transit system operations, operations of traffic signal system controls and interconnections, and corridor monitoring and management
- 3) Mass transit project operations including bus, ferry, shuttle, rail, and Welfare to Work services
- 4) Paratransit services
- 5) Direct staff and consultant costs that support eligible activities, including the end-of-year compliance report
- 6) Direct staff training costs directly related to implementation of projects or programs implemented with the Local Streets and Roads Funds
- c. *Ineligible Uses:* The following is a list of ineligible uses of Measure B Local Streets and Roads pass-through funds:
 - 1) Non-transportation projects such as fees charged to capital construction projects for services or amenities not related to transportation

- 2) Projects or programs that exclusively serve city/county staff
- 3) Indirect costs, unless the RECIPIENT submits an independently audited/approved Indirect Cost Allocation Plan.

2. VRF Local Streets and Roads Pass-through Funds

- a. *General:* Alameda CTC distributes VRF Local Streets and Roads Pass-through Funds to cities in the county and to Alameda County to be spent on transportation capital improvements for surface streets and arterial roads, and maintenance and upkeep of local streets and roads. These funds are intended to maintain and improve local streets and roads as well as a broad range of facilities in Alameda County (from local to arterial facilities).

The pass-through funds constitute 100 percent of the total VRF Local Streets and Roads funds and are distributed among the four planning areas of the county. VRF local streets and roads pass-through funds within the geographic planning area are based on a formula weighted 50 percent by the population of the jurisdiction within the planning area and 50 percent of the number of registered vehicles in the planning area. VRF local streets and roads funds will be distributed by population within a planning area. Allocations may change in the future based on changes in population and number of registered vehicle figures. Recipients are not required to enter into a separate agreement with Alameda CTC prior to receipt of such funds. Agencies will maintain all interest accrued from the VRF Local Road Program pass through funds within the program. These funds are allocated on a monthly basis directly to each city and the County. These funds must be placed in a separate account from the Measure B Funds.

- b. *Eligible Uses:* The VRF Local Streets and Roads pass-through funds may be used for improving, maintaining, and rehabilitating local roads and traffic signals. It will also incorporate the Complete Streets practice that makes local roads safe for all modes, including bicyclists and pedestrians, and accommodates transit. Eligible uses for these funds include, but are not necessarily limited to:

- 1) Street repaving and rehabilitation, including curbs, gutters and drains
- 2) Traffic signal maintenance and upgrades, including bicyclist and pedestrian treatments
- 3) Signage and striping on roadways, including traffic and bicycle lanes and crosswalks
- 4) Sidewalk repair and installation
- 5) Bus stop improvements, including bus pads, turnouts and striping

- 6) Improvements to roadways at rail crossings, including grade separations and safety protection devices
- 7) Improvements to roadways with truck or transit routing
- c. *Ineligible Uses:* The following is a list of ineligible uses of VRF Local Streets and Roads pass-through funds:
 - 1) Non-transportation projects such as fees charged to capital construction projects for services or amenities that are not related to transportation
 - 2) Projects or programs that are not directly related to streets and roads improvements
 - 3) Projects or programs that exclusively serve city/county staff
 - 4) Indirect costs, unless the RECIPIENT submits an independently audited/approved Indirect Cost Allocation Plan.

Section 6. Complete Streets Policy Requirement

- A. To receive Measure B and VRF funds, local jurisdictions must do both of the following with respect to Complete Streets policies:
 1. Have an adopted Complete Streets policy, or demonstrate that a policy is being developed and will be adopted by *[Date to be determined]*. This policy should include the “Elements of an Ideal Complete Streets Policy” developed by the National Complete Streets Coalition (<http://www.completestreets.org/webdocs/policy/cs-policyelements.pdf>). Resources will be developed by the Alameda CTC to assist local jurisdictions with developing and implementing complete streets policies.
 2. Comply with the California Complete Streets Act of 2008. The California Complete Streets Act (AB1358) requires that local general plans do the following:
 - a. Commencing January 1, 2011, upon any substantial revision of the circulation element, the legislative body shall modify the circulation element to plan for a balanced, multimodal transportation network that meets the needs of all users of the streets, roads, and highways for safe and convenient travel in a manner that is suitable to the rural, suburban, or urban context of the general plan.
 - b. For the purposes of this paragraph, “users of streets, roads, and highways” means bicyclists, children, persons with disabilities, motorists, movers of commercial goods, pedestrians, users of public transportation, and seniors.

The Governor’s Office of Planning and Research has developed detailed guidance for meeting this law: *Update to the General Plan Guidelines: Complete Streets and the Circulation Element*

(http://www.opr.ca.gov/planning/docs/Update_GP_Guidelines_Complete_Streets.pdf).

Section 7. Pavement Condition Index Reporting

- A. To receive Measure B and VRF funds, local jurisdictions must do both of the following with respect to the reporting of an agency's pavement condition (PCI) index:
1. Annually report on the citywide pavement condition index (PCI), which rates the "health" of local streets from 1 to 100, in the Annual Program Compliance Report Form. Where applicable, this information will be consistent with material provided for MTC reporting requirements.
 2. If the PCI falls below a total average index of 60 (fair condition), specify in the Annual Program Compliance Report what funding amounts, policies, or other needs are required to enable increasing the recipient's PCI to 60 or above.

Section 8. Advancement of Pass-through Funds

- A. The Alameda CTC may consider advancing future year pass-through funds, with the goal of seeing improvements made in the near term. If a jurisdiction is interested in this option, a written request to the Alameda CTC Director of Finance and a copy to the Deputy Director of Projects and Programs, indicating the amount of funds requested and the projects on which the funds will be spent, is required. Requests will be considered on an individual basis.

Section 9. Adoption of Implementation Guidelines

- A. Implementation Guidelines are adopted by the Alameda CTC on an as-needed basis. Changes to Implementation Guidelines will be brought through the Alameda CTC's Technical Advisory Committee for review and comment, as well as any other Alameda CTC committees as necessary, before changes are adopted by the Alameda CTC Board.

This page intentionally left blank

Alameda County Transportation Commission
DRAFT Implementation Guidelines for
the Mass Transit Program Funded through
Measure B and Vehicle Registration Fees
(Adopted [INSERT DATE])

Section 1. Purpose

- A. To delineate eligible uses of Mass Transit funds authorized under Alameda County Transportation Commission Master Program Funding Agreements, these implementation guidelines have been developed to specify the requirements that local jurisdictions must follow in their use of Measure B pass-through funds and Measure B and Vehicle Registration Fees (VRF) discretionary funds. These guidelines are incorporated by reference in the Master Program Funding Agreements. All other terms and conditions for programs are contained in the agreements themselves. The intent of the implementation guidelines is to:
1. Provide guidance on Mass Transit funds eligible uses and expenditures.
 2. Define the terms in the Master Program Funding Agreements.
 3. Guide Mass Transit Program implementation.

Section 2. Authority

- A. These Implementation Guidelines have been adopted by the Alameda County Transportation Commission and set forth eligible uses and expenditures for the Mass Transit funds. The Alameda CTC may update these guidelines on an as-needed basis and will do so with involvement of its technical and community advisory committees (as applicable). Exceptions to these guidelines must be requested in writing and be approved by the Alameda CTC Board.

Section 3. Background

- A. Alameda CTC developed Implementation Guidelines for the Mass Transit funds to clarify eligible fund uses and expenditures in association with new, 10-year Master Program Funding Agreements for the November 2000 voter-approved Measure B pass-through funds. The Expenditure Plan allocates 21.92 percent of Measure B funds for Mass Transit programs and projects. The original program funding agreements for Measure B pass-through funds expired in spring 2012, and Alameda CTC put in place the new Master Program Funding Agreements to continue fund allocations for the remaining term of Measure B funds allocations through June 2022. In addition, the Master Program Funding Agreements include a new local, voter-approved revenue stream, the Vehicle Registration Fee (VRF), which will provide approximately \$11 million per year for transportation improvements throughout the County. The VRF includes 25 percent of net revenues for a Mass Transit Program. These Implementation Guidelines define the eligible uses and

allocation process for the Measure B and VRF Mass Transit funds and reflect new policies approved by the Alameda CTC.

Section 4. Definition of Terms

- A. **Alameda CTC:** The Alameda County Transportation Commission is a Joint Powers Authority created by the merger of the Alameda County Congestion Management Agency, which performed long-range planning and funding for countywide transportation projects and programs, and the Alameda County Transportation Improvement Authority, which administered the voter-approved, half-cent transportation sales taxes in Alameda County (the Measure B sales tax programs approved in 1986 and 2000).
- B. **Capital project:** A capital investment that typically requires the following phases: planning/feasibility, scoping, environmental clearance, design, right-of-way, construction, and completion.
- C. **Construction (includes PS&E):** Construction of a new capital project, including development of preliminary engineering and construction documents, including plans, specifications, and estimates (PS&E).
- D. **Cost Allocation Plans (CAPs):** CAPs and indirect cost (IDC) rate proposals are plans that provide a systematic manner to identify, accumulate, and distribute allowable direct and indirect costs to Mass Transit programs funded through the Alameda CTC Master Program Funding Agreements.
- E. **Direct cost:** A cost completely attributed to the provision of a service, operations, a program, a capital cost, or a product. These costs include documented hourly project staff labor charges (salaries, wages, and benefits) that are directly and solely related to the implementation of Alameda CTC-funded Mass Transit projects, consultants, and materials. These funds may be used for travel or training if they are directly related to the implementation of the Mass Transit funds.
- F. **Education and promotion:** Marketing, education, information, outreach, and promotional campaigns and programs.
- G. **Environmental documents:** Preparation of environmental documents, such as those related to the California Environmental Quality Act (CEQA) or the National Environmental Policy Act (NEPA), or permits required by state or federal permitting agencies.
- H. **Equipment and new vehicles:** Purchase or lease of vehicles. Equipment for service improvements, such as information dissemination, fare collection, etc.
- I. **Express bus service:** Either of these types of rapid bus service:
 - 1. Service within zones with a defined pick-up area, nonstop express bus service, and a defined drop-off zone.
 - 2. Service that provides a simple route layout, has frequent service and fewer stops than regular fixed route service, and may include level boarding, bus priority at

traffic signals, signature identification of the rapid buses such as color-coded buses and stops, and enhanced stations.

- J. **Grants:** Funding for plans, programs, or projects based on a competitive call for projects; evaluated based on adopted evaluation criteria; and allocated based on a reimbursement basis.
- K. **Indirect cost:** Also known as “overhead,” any cost of doing business other than direct costs. These costs include utilities, rent, administrative staff, officers’ salaries, accounting department costs, and personnel department costs, which are requisite for general operation of the organization but are not directly allocable to a particular service or product.
- L. **Maintenance:** Repairs, renovation, or upgrade of existing facility or infrastructure.
- M. **Measure B:** Alameda County’s half-cent transportation sales tax, originally approved in 1986, and reauthorized by voters in November 2000. Collection of the sales tax began on April 1, 2002. Administered by the Alameda CTC, Measure B funds four types of programs in 20 local jurisdictions: bicycle and pedestrian, local streets and roads, mass transit, and paratransit.
- N. **Operations:** Provision of services that operate transportation facilities and programs. Operations costs do not include the costs to operate community outreach or other programs not directly related to a specific transportation service, program, or product.
- O. **Pass-through funds:** Funds allocated based on a funding formula (such as population, registered vehicles, roadmiles, or a combination thereof) defined in a voter-approved measure and provided to eligible jurisdictions on a regularly scheduled basis (such as a regular monthly payment).
- P. **Planning:** Identification of project and program current conditions and needs and development of strategies and plans to address the identified needs.
- Q. **Planning area:** Four geographical sub-areas of the county (Planning Areas 1, 2, 3, and 4). The sub-areas of the county are defined by the Alameda CTC as follows:
 - 1. Planning Area 1 – North Area: Cities of Alameda, Albany, Berkeley, Emeryville, Oakland and Piedmont
 - 2. Planning Area 2 – Central Area: Cities of Hayward and San Leandro, and the unincorporated areas of Castro Valley and San Lorenzo, as well as other unincorporated lands in that area
 - 3. Planning Area 3 – South Area: Cities of Fremont, Newark, and Union City
 - 4. Planning Area 4 – East Area: Cities of Dublin, Livermore, and Pleasanton, and all unincorporated lands in that area
- R. **Project completion/closeout:** Inspection/project acceptance, final invoicing, final reporting, and the processes for closing out a project.

- S. **Safety improvements:** Safety or security improvements for operators, passengers, service users, facilities, and infrastructure or property.
- T. **Scoping and project feasibility:** Early capital project phases that identify project needs, costs, and implementation feasibility.
- U. **Staffing:** Salary and benefits for staff to support projects, programs, or services.
- V. **Vehicle Registration Fee (VRF):** Measure F, Alameda County's VRF Program, approved by the voters in November 2010 with 63 percent of the vote. It will generate approximately \$11 million per year through a \$10 per year vehicle registration fee. Administered by the Alameda CTC, the VRF funds four main types of programs and the distribution percentage is as follows: local streets and roads (60 percent); transit (25 percent); local transportation technology (10 percent); and bicycle and pedestrian projects (5 percent).
- W. **Welfare to Work:** Transit services to enhance transportation opportunities for persons making the transition from welfare to work.

Section 5. Mass Transit Fund Allocations

- A. These Implementation Guidelines provide guidance on the Mass Transit Fund allocation process for Measure B pass-through funds and Measure B Express Bus Services Grant Program and VRF Transit for Congestion Relief Program funds.
 - 1. Measure B Mass Transit Pass-through Funds
 - a. *General:* Alameda CTC distributes Measure B Mass Transit Pass-through Funds to transit operators in Alameda County to be spent on maintenance of transit services, restoration of service cuts, expansion of transit services, and passenger safety and security. Transit operators in Alameda County receive their proportional share of mass transit pass-through funds based on percentages of net revenues generated by the Measure B sales and use tax (which share shall be adjusted annually as described in the Master Program Funding Agreement). These funds are allocated on a monthly basis directly to each transit operator.
 - b. *Eligible Uses:* The Measure B Mass Transit pass-through funds may be used for any capital project, program, maintenance, or operations that directly improve mass transit services. Eligible uses for these funds include, but are not necessarily limited to:
 - 1) Capital projects, including:
 - a) All phases of capital projects, including feasibility studies, planning, and environmental
 - b) Upgrades to or expansions to bus, ferry, rail, and shuttle infrastructure
 - c) Purchase or lease of equipment or new vehicles for transit services

- 2) Mass transit system operations and services, including commuter rail; express, local, and feeder bus; and ferry
 - 3) Paratransit services
 - 4) Welfare to Work services
 - 5) Direct staff and consultant costs to develop, plan, implement, operate and maintain transit projects and programs
 - 6) Staff time to complete end-of-year compliance reports
 - 7) Staff training costs directly related to implementation of projects or programs implemented with the Mass Transit Funds
 - c. *Ineligible Uses:* The following is a list of ineligible uses of Measure B Mass Transit pass-through funds:
 - 1) Non-transportation projects such as fees charged to capital construction projects for services or amenities not related to transportation
 - 2) Projects or programs that exclusively serve city/county staff
 - 3) Indirect costs, unless the RECIPIENT submits an independently audited/approved Indirect Cost Allocation Plan.
2. Measure B Express Bus Services Grant Program Funds
- a. *General:* The Measure B Expenditure Plan dedicates 0.7 percent of net revenues for the Countywide Express Bus Service fund for express bus service projects. Alameda CTC awards Measure B Countywide Express Bus Services Grant funds on a discretionary basis through a competitive grant program. These funds are intended to expand accessible, rapid transit services throughout Alameda County. Two agencies are eligible to receive express bus services grant funds and must enter into a separate agreement with Alameda CTC:
 - 1) Alameda-Contra Costa Transit District (AC Transit)
 - 2) Livermore Amador Valley Transit Authority (LAVTA)Fund recipients must enter into a separate agreement with Alameda CTC.
 - b. *Eligible Uses:* Measure B Countywide Express Bus Service Grant Fund Program Guidelines provide program eligibility and fund usage guidelines and requirements, definitions of terms, evaluation criteria, award details, and monitoring requirements.
3. VRF Transit for Congestion Relief Program Funds

- a. The VRF Expenditure Plan dedicates 25 percent of net revenues for transit projects that provide congestion relief. Alameda CTC awards VRF Transit for Congestion Relief Grant Program funds on a discretionary basis. These funds are intended to make it easier for drivers to use public transportation, make the existing transit system more efficient and effective, and improve access to schools and jobs. The goal of this program is to decrease automobile usage and thereby reduce both localized and area-wide congestion and air pollution. Fund recipients must enter into a separate agreement with Alameda CTC.
- b. *Eligible Uses:* VRF Transit for Congestion Relief Grant Program Guidelines provide program eligibility and fund usage guidelines and requirements, definitions of terms, evaluation criteria, award details, and monitoring requirements.

Section 6. Advancement of Pass-through Funds

- A. The Alameda CTC may consider advancing future year pass-through funds, with the goal of seeing improvements made in the near term. If a jurisdiction is interested in this option, a written request to the Alameda CTC Director of Finance and a copy to the Deputy Director of Projects and Programs, indicating the amount of funds requested and the projects on which the funds will be spent, is required. Requests will be considered on an individual basis.

Section 7. Adoption of Implementation Guidelines

- A. Implementation Guidelines are adopted by the Alameda CTC on an as-needed basis. Changes to Implementation Guidelines will be brought through the Alameda CTC's Technical Advisory Committee for review and comment, as well as any other Alameda CTC committees as necessary, before changes are adopted by the Alameda CTC Board.

Alameda County Transportation Commission
DRAFT Implementation Guidelines for the
Paratransit Program Funded through Measure B
(Adopted [INSERT DATE])

Section 1. Purpose

- A. To delineate eligible uses of Paratransit funds authorized under Alameda County Transportation Commission Master Program Funding Agreements, these implementation guidelines have been developed to specify the requirements that local jurisdictions must follow in their use of Measure B pass-through funds and Measure B discretionary funds. These guidelines are incorporated by reference in the Master Program Funding Agreements. All other terms and conditions for programs are contained in the agreements themselves. The intent of the implementation guidelines is to:
1. Provide guidance on Paratransit funds eligible uses and expenditures.
 2. Define the terms in the Master Program Funding Agreements.
 3. Guide Paratransit Program implementation.

Section 2. Authority

- A. These Implementation Guidelines have been adopted by the Alameda County Transportation Commission and set forth eligible uses and expenditures for the Paratransit funds. The Alameda CTC may update these guidelines on an as-needed basis and will do so with involvement of its technical and community advisory committees (as applicable). Exceptions to these guidelines must be requested in writing and be approved by the Alameda CTC Board.

Section 3. Background

- A. Alameda CTC developed Implementation Guidelines for the Paratransit funds to clarify eligible fund uses and expenditures in association with new, 10-year Master Program Funding Agreements for the November 2000 voter-approved Measure B pass-through funds. The Expenditure Plan allocates 10.45 percent of Measure B funds for special transportation for seniors and people with disabilities (paratransit) programs and projects. The original program funding agreements for Measure B pass-through funds expired in spring 2012, and Alameda CTC put in place the new Master Program Funding Agreements to continue fund allocations for the remaining term of Measure B funds allocations through June 2022. These Implementation Guidelines define the eligible uses and allocation process for the Measure B funds and reflect new policies approved by the Alameda CTC.

Section 4. Definition of Terms

- A. **Alameda CTC:** The Alameda County Transportation Commission is a Joint Powers Authority created by the merger of the Alameda County Congestion Management Agency, which performed long-range planning and funding for countywide transportation projects and programs, and the Alameda County Transportation Improvement Authority, which administered the voter-approved, half-cent transportation sales taxes in Alameda County (the Measure B sales tax programs approved in 1986 and 2000).
- B. **Americans with Disabilities Act (ADA):** According to the U.S. Equal Employment Opportunity Commission, originally passed in 1990 and revised in 2008, a law that prohibits private employers, state and local governments, employment agencies and labor unions from discriminating against qualified individuals with disabilities in job application procedures, hiring, firing, advancement, compensation, job training, and other terms, conditions, and privileges of employment. The ADA also requires reasonable accommodations for individuals with disabilities and has resulted in the removal of many barriers to transportation and in better access for seniors and people with disabilities.
- C. **Capital project:** A capital investment that typically requires the following phases: planning/feasibility, scoping, environmental clearance, design, right-of-way, construction, and completion. For paratransit programs, may be an investment in vehicles or equipment directly related to providing paratransit services.
- D. **Construction (includes PS&E):** Construction of a new capital project, including development of preliminary engineering and construction documents, including plans, specifications, and estimates (PS&E).
- E. **Cost Allocation Plans (CAPs):** CAPs and indirect cost (IDC) rate proposals are plans that provide a systematic manner to identify, accumulate, and distribute allowable direct and indirect costs to Paratransit programs funded through the Alameda CTC Master Program Funding Agreements.
- F. **Customer service and outreach:** Staffing and benefits for customer service as well as costs associated with marketing, education, outreach, and promotional campaigns and programs.
- G. **Direct cost:** A cost completely attributed to the provision of a service, operations, a program, a capital cost, or a product. These costs include documented hourly project staff labor charges (salaries, wages, and benefits) that are directly and solely related to the implementation of the Alameda CTC-funded Paratransit projects, consultants, and materials. These funds may be used for travel or training if they are directly related to the implementation of the Paratransit funds.
- H. **East Bay Paratransit (EBP) ticket purchase:** Amount paid to East Bay Paratransit for tickets plus associated costs, for example, distribution.
- I. **Education and promotion:** Marketing, education, information, outreach, and promotional campaigns and programs.

- J. **Environmental documents:** Preparation of environmental documents, such as those related to the California Environmental Quality Act (CEQA) or the National Environmental Policy Act (NEPA), or permits required by state or federal permitting agencies.
- K. **Grants:** Funding for plans, programs, or projects based on a competitive call for projects; evaluated based on adopted evaluation criteria; and allocated based on a reimbursement basis.
- L. **Group trips:** One-way passenger trips considered group trips. Includes vehicle operation and contracts. See individual demand-response trips.
- M. **Indirect cost:** Also known as “overhead,” any cost of doing business other than direct costs. These costs include utilities, rent, administrative staff, officers’ salaries, accounting department costs, and personnel department costs, which are requisite for general operation of the organization but are not directly allocable to a particular service or product.
- N. **Individual demand-response trips:** Taxi service, door-to-door trips, van trips, etc. Includes actual operation cost and contracts for vehicle operation, scheduling, dispatching, vehicle maintenance, supervision, and fare collection (including ticket or scrip printing and sales) for the purpose of carrying passengers.
- O. **Maintenance:** Repairs, renovation, or upgrade of existing facility, infrastructure, or vehicles.
- P. **Management:** Staffing and benefits to manage programs, projects, and services.
- Q. **Meal delivery:** Service that includes costs associated with vehicle operation, scheduling, dispatching, vehicle maintenance, and supervision for the purpose of delivering meals, whether provided in-house, through contracts, via taxicab, or by grantees. See Meals on Wheels.
- R. **Meals on Wheels:** Service that is part of a Senior Nutrition Program and provides delivery of meals to seniors and people with disabilities. See meal delivery.
- S. **Measure B:** Alameda County’s half-cent transportation sales tax, originally approved in 1986, and reauthorized by voters in November 2000. Collection of the sales tax began on April 1, 2002. Administered by the Alameda CTC, Measure B funds four types of programs in 20 local jurisdictions: bicycle and pedestrian, local streets and roads, mass transit, and paratransit.
- T. **Operations:** Provision of services that operate transportation facilities and programs. Operations costs do not include the costs to operate community outreach or other programs not directly related to a specific transportation service, program, or product.
- U. **Paratransit Advisory and Planning Committee:** Originally named by the Measure B Expenditure Plan as the Alameda County Paratransit Coordinating Council, the Alameda CTC committee that meets to address funding, planning, and coordination issues regarding paratransit services in Alameda County. Members must be an Alameda County resident and an eligible user of any transportation service available to seniors and people with

disabilities in Alameda County. PAPCO is supported by a Technical Advisory Committee comprised of Measure B-funded paratransit providers in Alameda County.

- V. **Paratransit service:** Transportation services for seniors and people with disabilities including ADA-mandated or non-mandated shuttle or fixed-route services, including door-to-door services, group trips, and individual demand-response trip services; taxi programs; Meals on Wheels or meal delivery; volunteer driver programs; and purchase of EBP tickets.
- W. **Pass-through funds:** Funds allocated based on a funding formula (such as population, registered vehicles, roadmiles, or a combination thereof) defined in a voter-approved measure and provided to eligible jurisdictions on a regularly scheduled basis (such as a regular monthly payment).
- X. **Planning:** Identification of project and program current conditions and needs and development of strategies and plans to address the identified needs.
- Y. **Project completion/closeout:** Inspection/project acceptance, final invoicing, final reporting, and the processes for closing out a project.
- Z. **Scoping and project feasibility:** Early capital project phases that identify project needs, costs, and implementation feasibility.
- AA. **Shuttle or fixed-route trips:** Shuttle service or fixed-route bus service, for example. Includes vehicle operation and contracts. See individual demand-response trips.
- BB. **Staffing:** Salary and benefits for staff to support projects, programs, or services.

Section 5. Paratransit Fund Allocations

- A. These Implementation Guidelines provide guidance on the Paratransit Fund allocation process for Measure B pass-through funds and Measure B Paratransit Gap Grant Program funds.
 - 1. Measure B Paratransit Pass-through Funds
 - a. *General:* Alameda CTC distributes Measure B Paratransit Pass-through Funds to fixed-route public transit operators that are required to provide transportation services mandated by the ADA; and to cities in Alameda County and the County to provide non-mandated services, aimed at improving mobility for seniors and persons with disabilities. Of the 10.45 percent of Measure B revenues for paratransit, Alameda CTC allocates approximately 8.92 percent as pass-through funds on a monthly basis directly to each transit operator, city, and the County.
 - 1) Approximately 3.39 percent of the funds are local pass-through funds distributed to Alameda County cities to provide non-mandated transportation services for seniors and people with disabilities allocated to each city operating paratransit service through a census-

based funding formula that is developed by PAPCO and approved by the Alameda CTC Board.

- 2) Approximately 5.53 percent of the funds are local pass-through funds distributed to Alameda County's primary mandated ADA service provider, East Bay Paratransit Consortium.
- b. *Eligible Uses:* The Measure B Paratransit pass-through funds may be used for any capital project, program, maintenance, or operations that directly improve paratransit services. Eligible uses for these funds include, but are not necessarily limited to:
 - 1) Paratransit trip provision, including:
 - a) Fixed-route or shuttle trips
 - b) Group trips
 - c) Individual demand-response trips
 - 2) Meals on Wheels or meal delivery services
 - 3) Direct staff and consultant costs to develop, plan, implement, manage, operate and maintain paratransit projects and programs
 - 4) Direct staff and consultant costs to provide customer service and outreach for paratransit projects and programs
 - 5) Staff time to complete end-of-year compliance reports
 - 6) Staff training costs directly related to implementation of projects or programs implemented with the Paratransit Funds
- c. *Ineligible Uses:* The following is a list of ineligible uses of Measure B Paratransit pass-through funds:
 - 1) Non-transportation projects or services such as fees charged to capital construction projects for services or amenities not related to transportation
 - 2) Projects or programs that exclusively serve city/county staff
 - 3) Indirect costs, unless the RECIPIENT submits an independently audited/approved Indirect Cost Allocation Plan.

2. Measure B Paratransit Gap Grant Program Funds

- a. *General:* The Measure B Expenditure Plan dedicates 1.43 percent of the funds for gaps in services to be allocated by PAPCO to reduce differences that might occur based on the geographic residence of any individual needing services. Alameda CTC awards Measure B Paratransit Gap Grant funds on a discretionary basis through a competitive grant program. These

funds are intended for recipients to provide special transportation services for seniors and people with disabilities directly, or to contract with any other agency to provide a more seamless, uniform program.

- b. *Eligible Uses:* Measure B Paratransit Gap Grant Program Guidelines provide program eligibility and fund usage guidelines and requirements, definitions of terms, evaluation criteria, award details, and monitoring requirements.
- c. *Minimum Service Level Gap Grant Program:* In February 2006, the Alameda County Transportation Improvement Authority (ACTIA) Board approved a set of Minimum Service Levels (MSLs) developed by the Paratransit Advisory and Planning Committee (PAPCO) as essential minimum, or baseline, levels of service which users can expect across Alameda County's multitude of services (see Attachment A). ACTIA also established the Measure B Minimum Service Level Gap Grant Program to help providers meet the Minimum Service Levels.
 - 1) Gap funds provide Alameda County with the opportunity to be innovative and explore alternative service delivery mechanisms in the face of a senior and disability population that is expected to grow substantially over the next 20 years. The population of people who are likely to need paratransit service is expected to outpace the growth in sales tax revenues that fund paratransit programs in Alameda County, including city-based programs and ADA-mandated services. Gap funds provide an opportunity to minimize the differences in service experienced by consumers based on their geographic location.
 - 2) Since 2010, Alameda CTC has awarded funding and administered this program. Funding comes from the Paratransit Gap funds allocated in the Measure B Expenditure Plan. Recipients must demonstrate a need for Measure B funding to help ensure MSLs.

Section 6. Advancement of Pass-through Funds

- A. The Alameda CTC may consider advancing future year pass-through funds, with the goal of seeing improvements made in the near term. If a jurisdiction is interested in this option, a written request to the Alameda CTC Director of Finance and a copy to the Deputy Director of Projects and Programs, indicating the amount of funds requested and the projects on which the funds will be spent, is required. Requests will be considered on an individual basis.

Section 7. Adoption of Implementation Guidelines

- A. Implementation Guidelines are adopted by the Alameda CTC on an as-needed basis. Changes to Implementation Guidelines will be brought through the Alameda CTC's Technical Advisory Committee for review and comment, as well as any other

Alameda CTC Draft Paratransit Program Implementation Guidelines

Alameda CTC committees as necessary, before changes are adopted by the Alameda CTC Board.

DRAFT

Attachment A: PAPCO-approved Minimum Service Levels for Measure B Recipients

| Minimum Service Level | A Program <i>Exceeds</i> this MSL if ... |
|---|--|
| <p>Regarding who programs serve:</p> <ul style="list-style-type: none"> • People 18 and above with disabilities who are unable to use fixed route services. • Seniors 80 and above without proof of a disability | <ul style="list-style-type: none"> • It serves minors with disabilities. • Seniors under 80 without proof of disability. |
| <p>Regarding the type of service programs provide:</p> <ul style="list-style-type: none"> • Accessible individual demand-responsive service | <ul style="list-style-type: none"> • It offers additional services for participants, such as group trips or meal delivery. |
| <p>Regarding the time and days service is provided:</p> <ul style="list-style-type: none"> • At least five days per week between the hours of 8 am and 5 pm (excluding holidays) | <ul style="list-style-type: none"> • It offers service more than five days a week. • Its service hours begin before 8 am and/or extend after 5pm. |
| <p>Regarding the service area of a program:</p> <ul style="list-style-type: none"> • Residents using this program are able to meet life needs, including but not limited to travel to major medical facilities, full service grocery stores and other basic necessities, if ADA services, or coordination between base programs are unable to provide these trips. | <ul style="list-style-type: none"> • It provides trips to locations beyond those which residents would travel to fulfill life needs, such as recreational trips outside city boundaries. |
| <p>Regarding fares:</p> <ul style="list-style-type: none"> • Fares should be comparable to East Bay Paratransit and equated to distance for van/sedan trips • Fares for Taxi trips should not exceed 50% of the total cost of the trip | <ul style="list-style-type: none"> • If a rider pays less than they would for a comparable trip on East Bay Paratransit for a van/sedan trip. • If a rider pays less than 50% of the total cost of the trip for a taxi trip. |
| <p>Regarding interim service for individuals applying for or awaiting ADA certification:</p> <ul style="list-style-type: none"> • Interim service should be provided within three business days upon receipt of application • Interim service should be provided at the request of a health care provider or ADA provider. | <ul style="list-style-type: none"> • It provides interim service in less than three business days. |
| <p>Regarding reservations:</p> <ul style="list-style-type: none"> • Programs should accept reservations between the hours of 8 am and 5 pm Monday – Friday. | <ul style="list-style-type: none"> • It accepts reservations before 8 am and/or after 5 pm. • It accepts reservations on weekends. |

Alameda County Transportation Commission
DRAFT Implementation Guidelines for the
Local Transportation Technology Program
Funded through Vehicle Registration Fees
(Adopted [INSERT DATE])

Section 1. Purpose

- A. To delineate eligible uses of Local Transportation Technology funds authorized under Alameda County Transportation Commission Master Program Funding Agreements, these implementation guidelines have been developed to specify the requirements that local jurisdictions must follow in their use of Vehicle Registration Fees (VRF) discretionary funds. These guidelines are incorporated by reference in the Master Program Funding Agreements. All other terms and conditions for programs are contained in the agreements themselves. The intent of the implementation guidelines is to:
1. Provide guidance on Local Transportation Technology funds eligible uses and expenditures.
 2. Define the terms in the Master Program Funding Agreements.
 3. Guide Local Transportation Technology Program implementation.

Section 2. Authority

- A. These Implementation Guidelines have been adopted by the Alameda County Transportation Commission and set forth eligible uses and expenditures for the Local Transportation Technology funds. The Alameda CTC may update these guidelines on an as-needed basis and will do so with involvement of its technical and community advisory committees (as applicable). Exceptions to these guidelines must be requested in writing and be approved by the Alameda CTC Board.

Section 3. Background

- A. Alameda CTC developed Implementation Guidelines for the Local Transportation Technology funds to clarify eligible fund uses and expenditures in association with new, 10-year Master Program Funding Agreements with local jurisdictions and Alameda County that include a new local, voter-approved revenue stream, the Vehicle Registration Fee (VRF), which will provide approximately \$11 million per year for transportation improvements throughout the County. The VRF includes 10 percent of net revenues for a Local Transportation Technology Program. These Implementation Guidelines define the eligible uses and allocation process for the VRF Local Transportation Technology funds and reflect new policies approved by the Alameda CTC.

Section 4. Definition of Terms

- A. **Alameda CTC:** The Alameda County Transportation Commission is a Joint Powers Authority created by the merger of the Alameda County Congestion Management Agency, which performed long-range planning and funding for countywide transportation projects and programs, and the Alameda County Transportation Improvement Authority, which administered the voter-approved, half-cent transportation sales taxes in Alameda County (the Measure B sales tax programs approved in 1986 and 2000).
- B. **Capital project:** A capital investment that typically requires the following phases: planning/feasibility, scoping, environmental clearance, design, right-of-way, construction, and completion.
- C. **Construction (includes PS&E):** Construction of a new capital project, including development of preliminary engineering and construction documents, including plans, specifications, and estimates (PS&E).
- D. **Cost Allocation Plans (CAPs):** CAPs and indirect cost (IDC) rate proposals are plans that provide a systematic manner to identify, accumulate, and distribute allowable direct and indirect costs to Local Transportation Technology programs funded through the Alameda CTC Master Program Funding Agreements.
- E. **Direct cost:** A cost completely attributed to the provision of a service, operations, a program, a capital cost, or a product. These costs include documented hourly project staff labor charges (salaries, wages, and benefits) that are directly and solely related to the implementation of Alameda CTC-funded Local Transportation Technology projects, consultants, and materials. These funds may be used for travel or training if they are directly related to the implementation of the Local Transportation Technology funds.
- F. **Education and promotion:** Marketing, education, information, outreach, and promotional campaigns and programs.
- G. **Environmental documents:** Preparation of environmental documents, such as those related to the California Environmental Quality Act (CEQA) or the National Environmental Policy Act (NEPA), or permits required by state or federal permitting agencies.
- H. **Equipment and new vehicles:** Purchase or lease of vehicles, and equipment for service improvements, such as information dissemination, fare collection, etc.
- J. **Grants:** Funding for plans, programs, or projects based on a competitive call for projects; evaluated based on adopted evaluation criteria; and allocated based on a reimbursement basis.
- K. **Indirect cost:** Also known as “overhead,” any cost of doing business other than direct costs. These costs include utilities, rent, administrative staff, officers’ salaries, accounting department costs, and personnel department costs, which are requisite for general operation of the organization but are not directly allocable to a particular service or product.
- L. **Maintenance:** Repairs, renovation, or upgrade of existing facility or infrastructure.

- M. **Measure B:** Alameda County's half-cent transportation sales tax, originally approved in 1986, and reauthorized by voters in November 2000. Collection of the sales tax began on April 1, 2002. Administered by the Alameda CTC, Measure B funds four types of programs in 20 local jurisdictions: bicycle and pedestrian, local streets and roads, mass transit, and paratransit.
- N. **Operations:** Provision of services that operate transportation facilities and programs. Operations costs do not include the costs to operate community outreach or other programs not directly related to a specific transportation service, program, or product.
- P. **Planning:** Identification of project and program current conditions and needs and development of strategies and plans to address the identified needs.
- Q. **Planning area:** Four geographical sub-areas of the county (Planning Areas 1, 2, 3, and 4). The sub-areas of the county are defined by the Alameda CTC as follows:
1. Planning Area 1 – North Area: Cities of Alameda, Albany, Berkeley, Emeryville, Oakland and Piedmont
 2. Planning Area 2 – Central Area: Cities of Hayward and San Leandro, and the unincorporated areas of Castro Valley and San Lorenzo, as well as other unincorporated lands in that area
 3. Planning Area 3 – South Area: Cities of Fremont, Newark, and Union City
 4. Planning Area 4 – East Area: Cities of Dublin, Livermore, and Pleasanton, and all unincorporated lands in that area
- R. **Project completion/closeout:** Inspection/project acceptance, final invoicing, final reporting, and the processes for closing out a project.
- T. **Scoping and project feasibility:** Early capital project phases that identify project needs, costs, and implementation feasibility.
- U. **Smart Corridors Program:** A multi-modal advanced transportation management system, which provides real-time traffic conditions along major transportation corridors to allow participating agencies to better manage congestion and incidents along regional routes; improve transportation mobility, efficiency, and safety; and provide timely, multi-modal transportation information to agency transportation managers and to the public.
- V. **Staffing:** Salary and benefits for staff to support projects, programs, or services.
- W. **Vehicle Registration Fee (VRF):** Measure F, Alameda County's VRF Program, approved by the voters in November 2010 with 63 percent of the vote. It will generate approximately \$11 million per year through a \$10 per year vehicle registration fee. Administered by the Alameda CTC, the VRF funds four main types of programs and the distribution percentage is as follows: local streets and roads (60 percent); transit (25 percent); local transportation technology (10 percent); and bicycle and pedestrian projects (5 percent).

Section 5. Local Transportation Technology Fund Allocations

- A. These Implementation Guidelines provide guidance on the VRF Local Transportation Technology Fund allocation process.
1. *General:* The VRF Expenditure Plan dedicates 10 percent of net revenues for the VRF Local Transportation Technology fund for technology projects. Alameda CTC awards VRF Local Transportation Technology funds on a discretionary basis. These funds are intended to continue and improve the performance of road, transit, pedestrian and bicyclist technology applications, and to accommodate emerging vehicle technologies such as electric and plug-in-hybrid vehicles.
 2. *Eligible Uses:* VRF Local Transportation Technology Program Guidelines provide program eligibility and fund usage guidelines and requirements, definitions of terms, geographic equity, evaluation criteria, award details, and monitoring requirements. Eligible projects include:
 - a. Development, installation, operations, monitoring, and maintenance of local street and arterial transportation management technology such as the Smart Corridors Program, traffic signal interconnection, transit and emergency vehicle priority, advanced traffic management systems, and advanced traveler information systems
 - b. Infrastructure for alternative vehicle fuels such as electric and plug-in-hybrid vehicle stations
 - c. New or emerging transportation technologies that provide congestion or pollution mitigation
 - d. Advanced signal technology for walking and bicycling

Section 6. Adoption of Implementation Guidelines

- A. Implementation Guidelines are adopted by the Alameda CTC on an as-needed basis. Changes to Implementation Guidelines will be brought through the Alameda CTC's Technical Advisory Committee for review and comment, as well as any other Alameda CTC committees as necessary, before changes are adopted by the Alameda CTC Board.

Alameda County Transportation Commission
DRAFT Implementation Guidelines for the
Transit Center Development Program
Funded through Measure B
(Adopted [INSERT DATE])

Section 1. Purpose

- A. To delineate eligible uses of Transit Center Development funds authorized under Alameda County Transportation Commission Master Program Funding Agreements, these implementation guidelines have been developed to specify the requirements that local jurisdictions must follow in their use of Measure B discretionary funds. These guidelines are incorporated by reference in the Master Program Funding Agreements. All other terms and conditions for programs are contained in the agreements themselves. The intent of the implementation guidelines is to:
1. Provide guidance on Transit Center Development funds eligible uses and expenditures.
 2. Define the terms in the Master Program Funding Agreements.
 3. Guide Transit Center Development Program implementation.

Section 2. Authority

- A. These Implementation Guidelines have been adopted by the Alameda County Transportation Commission and set forth eligible uses and expenditures for the Transit Center Development funds. The Alameda CTC may update these guidelines on an as-needed basis and will do so with involvement of its technical and community advisory committees (as applicable). Exceptions to these guidelines must be requested in writing and be approved by the Alameda CTC Board.

Section 3. Background

- A. Alameda CTC developed Implementation Guidelines for the Transit Center Development funds to clarify eligible fund uses and expenditures in association with new, 10-year Master Program Funding Agreements for the November 2000 voter-approved Measure B pass-through funds. The Expenditure Plan allocates 0.19 percent of Measure B funds for Transit Center Development programs and projects. The original program funding agreements for Measure B pass-through funds expired in spring 2012, and Alameda CTC put in place new Master Program Funding Agreements to continue fund allocations for the remaining term of Measure B funds allocations through June 2022. These Implementation Guidelines define the eligible uses and allocation process for the Measure B Transit Center Development funds and reflect new policies approved by the Alameda CTC.

Section 4. Definition of Terms

- A. **Alameda CTC:** The Alameda County Transportation Commission is a Joint Powers Authority created by the merger of the Alameda County Congestion Management Agency, which performed long-range planning and funding for countywide transportation projects and programs, and the Alameda County Transportation Improvement Authority, which administered the voter-approved, half-cent transportation sales taxes in Alameda County (the Measure B sales tax programs approved in 1986 and 2000).
- B. **Capital project:** A capital investment that typically requires the following phases: planning/feasibility, scoping, environmental clearance, design, right-of-way, construction, and completion.
- C. **Construction (includes PS&E):** Construction of a new capital project, including development of preliminary engineering and construction documents, including plans, specifications, and estimates (PS&E).
- D. **Cost Allocation Plans (CAPs):** CAPs and indirect cost (IDC) rate proposals are plans that provide a systematic manner to identify, accumulate, and distribute allowable direct and indirect costs to Transit Center Development programs funded through the Alameda CTC Master Program Funding Agreements.
- E. **Direct cost:** A cost completely attributed to the provision of a service, operations, a program, a capital cost, or a product. These costs include documented hourly project staff labor charges (salaries, wages, and benefits) that are directly and solely related to the implementation of Alameda CTC-funded Transit Center Development projects, consultants, and materials. These funds may be used for travel or training if they are directly related to the implementation of the Transit Center Development funds.
- F. **Education and promotion:** Marketing, education, information, outreach, and promotional campaigns and programs.
- G. **Environmental documents:** Preparation of environmental documents, such as those related to the California Environmental Quality Act (CEQA) or the National Environmental Policy Act (NEPA), or permits required by state or federal permitting agencies.
- H. **Equipment and new vehicles:** Purchase or lease of vehicles, and equipment for service improvements, such as information dissemination, fare collection, etc.
- I. **Grants:** Funding for plans, programs, or projects based on a competitive call for projects; evaluated based on adopted evaluation criteria; and allocated based on a reimbursement basis.
- J. **Indirect cost:** Also known as “overhead,” any cost of doing business other than direct costs. These costs include utilities, rent, administrative staff, officers’ salaries, accounting department costs, and personnel department costs, which are requisite for general operation of the organization but are not directly allocable to a particular service or product.
- K. **Maintenance:** Repairs, renovation, or upgrade of existing facility or infrastructure.

- L. **Measure B:** Alameda County's half-cent transportation sales tax, originally approved in 1986, and reauthorized by voters in November 2000. Collection of the sales tax began on April 1, 2002. Administered by the Alameda CTC, Measure B funds four types of programs in 20 local jurisdictions: bicycle and pedestrian, local streets and roads, mass transit, and paratransit.
- M. **Operations:** Provision of services that operate transportation facilities and programs. Operations costs do not include the costs to operate community outreach or other programs not directly related to a specific transportation service, program, or product.
- N. **Project completion/closeout:** Inspection/project acceptance, final invoicing, final reporting, and the processes for closing out a project.
- O. **Scoping and project feasibility:** Early capital project phases that identify project needs, costs, and implementation feasibility.
- P. **Staffing:** Salary and benefits for staff to support projects, programs, or services.
- Q. **Transit center development (TCD or transit oriented development [TOD]):** Also referred to as priority development areas (PDAs), transit villages, or transit oriented design, a mixed-use residential or commercial area designed to maximize access to public transportation. The California Department of Transportation defines TCD or TOD as, "Moderate to higher density development, located within an easy walk of a major transit stop, generally with a mix of residential, employment, and shopping opportunities designed for pedestrians without excluding the auto. TOD can be new construction or redevelopment of one or more buildings whose design and orientation facilitate transit use."
- R. **Transit Oriented Development-Technical Assistance Program (TOD-TAP):** Program created in 2005 by the Alameda County Congestion Management Agency to provide jurisdictions technical assistance to complete studies and plans in a variety of topics that help advance transit oriented development projects.
- S. **Transportation for Livable Communities (TLC):** A regional program that the Metropolitan Transportation Commission administers to support community-based transportation projects that bring new vibrancy to downtown areas, commercial cores, neighborhoods, and transit corridors, enhancing their amenities and ambiance and making them places where people want to live, work, and visit. TLC provides funding for projects that are developed through an inclusive community planning effort, provide for a range of transportation choices, and support connectivity between transportation investments and land uses.

Section 5. Transit Center Development Fund Allocations

- A. These Implementation Guidelines provide guidance on the Measure B Transit Center Development Fund allocation process.
 - 1. *General:* Alameda CTC awards Measure B Transit Center Development funds to cities in the county and to Alameda County on a discretionary basis through a

competitive grant program. These funds are intended to encourage residential and retail development near transit centers. Nonprofit organizations and transit operators are not directly eligible for these funds.

2. *Eligible Uses:* The Measure B Transit Center Development Grant Program Guidelines provide program eligibility and fund usage guidelines and requirements, definitions of terms, evaluation criteria, award details, and monitoring requirements. Eligible projects include:
 - a. The local match portion of the Metropolitan Transportation Commission (MTC) Transportation for Livable Communities Program for planning and capital projects.
 - b. A match to the MTC Transportation and Land Use (T-PLUS) program for TOD-TAP.
 - c. Funding for consultant services, studies and plans for the Alameda CTC administered TOD-TAP.

Section 6. Adoption of Implementation Guidelines

- A. Implementation Guidelines are adopted by the Alameda CTC on an as-needed basis. Changes to Implementation Guidelines will be brought through the Alameda CTC's Technical Advisory Committee for review and comment, as well as any other Alameda CTC committees as necessary, for comment before changes are adopted by the Alameda CTC Board.



Memorandum

DATE: October 24, 2011

TO: Planning, Policy and Legislation Committee

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

SUBJECT: Legislative Update

Recommendations:

This is an information item and staff requests feedback on legislative priorities for 2011.

Summary:

State Update

Budget: The September state sales tax receipts have come in lower than anticipated by almost \$650-700 Million (\$654 as projected by the Department of Finance and \$704 by State Controller Chiang). According to the enacted FY 2011/12 budget, if revenues do not manifest as prescribed in the budget by December 15, 2011, the state will be required to enact triggers to ensure the budget remains balanced and retains a reserve. Attachment A includes more information on State revenues, the Redevelopment Lawsuit, a Senate Map Referendum, and the SB 71 sales tax exemption program.

Federal Update

Jobs and Deficit Reduction: In early September, President Obama released his proposal for a \$447 billion jobs bill which would provide significant funding for infrastructure, including \$50 billion for transportation infrastructure. The bill as a whole was defeated in the Senate and is now being taken up in smaller parts. The first round of a "smaller piece" of the President's overall bill focusing on funding for states to avert layoffs of teachers and first responders did not pass the Senate during the third week of October. Another version is expected to be taken up by the Senate when they return to Congress during the first week of November; the House has not acted on the bill.

Joint Select Committee on Deficit Reduction: the Committee has until November 23rd to come up with over \$1.5 trillion in deficit reduction savings over a ten year period, and then Congress would have to act on those savings by December to avoid automatic trigger cuts of \$1.2 trillion, whereby 50% would come from Defense and 50% from domestic programs.

Surface Transportation: At the end of September, President Obama signed the surface transportation bill extension to March 31, 2012, continuing the current 2011 levels through early spring. Senator Boxer is anticipated to do a markup of her two-year transportation bill by November 9th. One of the main challenges is closing the funding gap of \$12 billion from the proposed bill amount of \$109 billion and the actual anticipated revenues from the Highway Trust Fund. It is anticipated that some funding gap closures may result from the work of the Joint Select Committee on Deficit Reduction, also known as the “Super Committee”.

Looking toward the coming year, staff is beginning the process of coordinating with other partner agencies on development of the 2012 Legislative Program with the aim of coordinating transportation related legislative activities into the Alameda CTC legislative program.

Regarding the development of the legislative program, some of the highest priorities in 2012 will be to participate in the federal transportation bill reauthorization (if it moves forward), address streamlining project and program delivery, and focus on how to address funding needs for transportation.

Background:

Each year, the Commission 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 legislative advocacy in the coming year. The program is intended to be flexible to allow for the opportunity to pursue legislative and administrative opportunities that may arise during the year, and to respond to the political issues and processes in Sacramento and Washington, DC.

In the previous year, the legislative program focused on the federal bill reauthorization and on specific project and program implementation including the following sections:

- Federal Transportation Bill Reauthorization
- Transportation Funding
- Project Delivery
- Multi-modal Transportation
- Transportation and Social Equity
- Climate Change

Staff seeks feedback on these categories and whether any additional focus areas should be added.

Our state and federal lobbyists will be scheduling meetings early next year with Legislators in Sacramento and Washington, D.C. to discuss the Commission’s legislative needs in 2012.

Fiscal Impact:

No direct fiscal impact.

Attachments:

Attachment A: State Legislative update

Attachment B1 and B2: Federal updates



Update from Suter, Wallauch, Corbett & Associates

10/24/11

October Finance Numbers: The Department of Finance's October Bulletin was released last week, confirming the Controller's numbers that we discussed earlier. Essentially, the State's General Fund revenues for the year so far are short of the budget forecast by 3.4 percent or \$654 million. The numbers for the month of September were not actually bad, with Personal Income Taxes coming in at \$373 million ahead of the estimate. However, Sales and Use Taxes were just slightly off the prediction and Corporation Taxes were \$196 million behind expectations. The magic number for purposes of whether or not the budget trigger will be "pulled" in December is \$1 billion. Whether or not the shortfall will reach that size will be known by mid-December when the Director of Finance and the Legislative Analyst look at their respective revenue estimates.

Bond Sale: After a lukewarm reception by individual investors on the first day of the bond sale, the state was forced last week to increase the yield -- ten year bonds rose from 3.51% to 3.70%, and the yield on five year bonds was raised from 2.10% to 2.38%. With this adjustment the state was able to hit its goal of selling \$1.8 billion in bonds that will be used for a wide range of infrastructure projects. The Governor hailed that these funds combined with unspent bond proceeds will create thousands of jobs and bolster economic recovery efforts.

When the Governor took office there were \$13.4 billion in unspent bond proceeds, which contributed to the Administration's decision to forego the traditional spring bond sale. He has directed state agencies and departments to focus on committing the unspent funds. The \$1.8 billion sold last week is expected to be spent by the end of the fiscal year, and the existing unspent proceeds are expected to drop to \$3 billion by June 2012.

According to the Governor's press release, state bond funds as well as funds leveraged from the federal government are being spent on the following projects:

- Caltrans: adding lanes, widening roadways and installing traffic management systems
- Local Streets and Roads: general maintenance and larger road projects
- K-12 School Construction: 250 modernization projects, 130 new construction projects, and 70 miscellaneous projects
- Community Colleges: 5 new construction/modernization projects
- California Institute for Regenerative Medicine
 - The first Food and Drug Administration-approved clinical trial for a human embryonic stem cell therapy for spinal cord injuries
 - 14 Disease Research Teams that are proceeding towards clinical trials of therapies to treat diseases

- Training and internship awards to fund the training of almost 900 new scientists and technical staff at the University of California, California State University, California Community Colleges and other institutions in California
- Natural Resources Agency: more than 3,000 park and trail construction projects, over 1,000 restoration projects, over 600 flood projects and 600 water projects

Redevelopment Lawsuit: The State Supreme Court will hear oral arguments on November 10th, challenging the ability of the State to take \$1.7 billion from redevelopment agencies. The lawsuit essentially states that the payments specified in ABX1 27 of \$1.7 billion in 2011-12 and \$400 million annually thereafter violate Proposition 22.

Senate Map Referendum: The collection of signatures on a referendum campaign to overturn new Senate districts is well on its way to collecting the 504,760 valid signatures required by the Secretary of State by November 14th. Thus far, 400,000 signatures have been collected and the campaign aims to collect a total of 700,000. The California Republican party contributed \$400,000 to the cause last week as the party is concerned that the new districts will give Democrats a 2/3 majority in the Senate, which will allow them to raise taxes and fees.

SB 71 Hearing: Last week the Senate Committee on Energy & Utilities and the Senate Committee of Government & Finance held a joint oversight hearing on the SB 71 sales tax exemption program. This program provides an exemption from paying state and local sales taxes on equipment purchased to manufacture advanced transportation and alternative energy products. This hearing was held in response to the Solyndra bankruptcy, and the purpose of the hearing was to discuss what if any changes should be made to the statutes governing this program. Solyndra received approval for \$35 million in sales tax exemptions and used about \$25 million of the exemption before closing.

Overall, the message from the State Treasurer Bill Lockyer and others testifying was that the SB 71 is the most transparent tax expenditure program, and it appears to be working. There was general consensus that it is difficult to make predictions such as the Solyndra bankruptcy and questioned whether it is appropriate for the state to make the call of whether a business will succeed or fail. There was also general agreement that no significant changes are warranted. The only real change proposed would place in statute provisions to require entities that use the exemption to repay the amount if they later move out of California, also known as “clawback” provisions. This is already addressed in the regulations, but not specified in the statute. The LAO urged the Legislature to expand program flexibility apply to any manufacturer meeting the goals of SB 71, and to eliminate the threshold tests of demonstrating net fiscal and environmental benefits.

October 24, 2011

TO: Art Dao, Executive Director
Alameda County Transportation Commission

FR: Suter, Wallauch, Corbett & Associates

RE: Quick Capitol Update

October Finance Numbers: The Department of Finance's October Bulletin was released last week, confirming the Controller's numbers that we discussed earlier. Essentially, the State's General Fund revenues for the year so far are short of the budget forecast by 3.4 percent or \$654 million. The numbers for the month of September were not actually bad, with Personal Income Taxes coming in at \$373 million ahead of the estimate. However, Sales and Use Taxes were just slightly off the prediction and Corporation Taxes were \$196 million behind expectations. The magic number for purposes of whether or not the budget trigger will be "pulled" in December is \$1 billion. Whether or not the shortfall will reach that size will be known by mid-December when the Director of Finance and the Legislative Analyst look at their respective revenue estimates.

Controller's Numbers: The State Controller released his monthly Revenue Report showing that September revenues were \$301.6 million lower than the 2011 Budget estimates, but personal income tax was coming in at greater than expected levels, up \$285 million above September estimates. On the whole, the Controller's analysis shows that fiscal year to date revenues are \$705.5 million below budget projections.

While the shortfall for September does not bode well for avoiding the December trigger cuts, keep in mind that the determination to pull the triggers is made by the Director of Finance and is based on the higher of either the LAO's November revenue estimates, or the Department of Finance's December estimates, and Finance counts money a little differently than the Controller.

The Controller's numbers do point to some positive signs. Growth in personal income taxes has, according to the Bureau of Economic Analysis, exceeded its prerecession peaks. Also, sales and use tax receipts exceeded projection the past two months but fell short of projections in September. With auto sales increasing, growth in sales tax revenue is also expected to increase. The Controller's September report can be viewed at <http://sco.ca.gov/Files-EO/10-11summary.pdf>.

Bond Sale: After a lukewarm reception by individual investors on the first day of the bond sale, the state was forced last week to increase the yield -- ten year bonds rose from 3.51% to 3.70%, and the yield on five year bonds was raised from 2.10% to 2.38%. With this adjustment the state was able to hit its goal of selling \$1.8 billion in bonds that will be used for a wide range of

infrastructure projects. The Governor hailed that these funds combined with unspent bond proceeds will create thousands of jobs and bolster economic recovery efforts.

When the Governor took office there were \$13.4 billion in unspent bond proceeds, which contributed to the Administration's decision to forego the traditional spring bond sale. He has directed state agencies and departments to focus on committing the unspent funds. The \$1.8 billion sold last week is expected to be spent by the end of the fiscal year, and the existing unspent proceeds are expected to drop to \$3 billion by June 2012.

According to the Governor's press release, state bond funds as well as funds leveraged from the federal government are being spent on the following projects:

- Caltrans: adding lanes, widening roadways and installing traffic management systems
- Local Streets and Roads: general maintenance and larger road projects
- K-12 School Construction: 250 modernization projects, 130 new construction projects, and 70 miscellaneous projects
- Community Colleges: 5 new construction/modernization projects
- California Institute for Regenerative Medicine
 - The first Food and Drug Administration-approved clinical trial for a human embryonic stem cell therapy for spinal cord injuries
 - 14 Disease Research Teams that are proceeding towards clinical trials of therapies to treat diseases
 - Training and internship awards to fund the training of almost 900 new scientists and technical staff at the University of California, California State University, California Community Colleges and other institutions in California
- Natural Resources Agency: more than 3,000 park and trail construction projects, over 1,000 restoration projects, over 600 flood projects and 600 water projects

Redevelopment Lawsuit: The State Supreme Court will hear oral arguments on November 10th, challenging the ability of the State to take \$1.7 billion from redevelopment agencies. The lawsuit essentially states that the payments specified in ABX1 27 of \$1.7 billion in 2011-12 and \$400 million annually thereafter violate Proposition 22.

Senate Map Referendum: The collection of signatures on a referendum campaign to overturn new Senate districts is well on its way to collecting the 504,760 valid signatures required by the Secretary of State by November 14th. Thus far, 400,000 signatures have been collected and the campaign aims to collect a total of 700,000. The California Republican party contributed \$400,000 to the cause last week as the party is concerned that the new districts will give Democrats a 2/3 majority in the Senate, which will allow them to raise taxes and fees.

SB 71 Hearing: Last week the Senate Committee on Energy & Utilities and the Senate Committee of Government & Finance held a joint oversight hearing on the SB 71 sales tax exemption program. This program provides an exemption from paying state and local sales taxes on equipment purchased to manufacture advanced transportation and alternative energy products. This hearing was held in response to the Solyndra bankruptcy, and the purpose of the

hearing was to discuss what if any changes should be made to the statutes governing this program. Solyndra received approval for \$35 million in sales tax exemptions and used about \$25 million of the exemption before closing.

Overall, the message from the State Treasurer Bill Lockyer and others testifying was that the SB 71 is the most transparent tax expenditure program, and it appears to be working. There was general consensus that it is difficult to make predictions such as the Solyndra bankruptcy and questioned whether it is appropriate for the state to make the call of whether a business will succeed or fail. There was also general agreement that no significant changes are warranted. The only real change proposed would place in statute provisions to require entities that use the exemption to repay the amount if they later move out of California, also known as “clawback” provisions. This is already addressed in the regulations, but not specified in the statute. The LAO urged the Legislature to expand program flexibility apply to any manufacturer meeting the goals of SB 71, and to eliminate the threshold tests of demonstrating net fiscal and environmental benefits.

Fast-Track CEQA Review Approved: The Governor signed SB 292 (Padilla) and AB 900 (Buchanan & Steinberg). These were the end of session gut and amend bills that don’t exempt projects from CEQA, but do provide a path for a slightly faster judicial review of any challenges. SB 292 applies specifically to the proposed Farmer’s Filed stadium project in the City of Los Angeles, while AB 900 creates an alternative path for any project meeting specified requirements to take. These bills were pursued under the banner of economic development and putting Californian’s back to work.

Although there was not enough time to correct several errors in AB 900, SenPresProTem Steinberg has committed to creating a working group to address shortcomings in the bill. One of those shortcomings is that it did not include transit projects, which will be discussed along with several other issues by the working group.

Big Ballots in November: Ballots in November General Elections will be much longer than those in the June Primaries under SB 202 (Hancock), which the Governor signed Friday. Under the bill, initiatives and referendums will be restricted to the November ballot. However, the ink was not even dry before a request was submitted to the Attorney General to prepare a referendum on SB 202. Another referendum request is expected to be submitted by Assemblyman Donnelly to overturn legislation that allows any student to apply for financial aid regardless of their immigration status. While there have been numerous referendum requests filed, we expect most to fizzle out based on lack of support and money. To qualify for the ballot a referendum must collect 500,000 signatures within 90 days of the bill being signed.

SB 202 will not affect two initiative measures that have already qualified for the June, 2012 ballot, one related to tobacco taxes and the other to term limits. It would affect one that labor unions are hoping to defeat (assuming it qualifies). That pending measure would limit a union’s ability to raise campaign funds from its members. So far the November ballot includes ACA 4 that would increase the “rainy day” fund and SBX7 2, which would enact an \$11 billion water bond. The following is the status of the number of initiatives and referendum pending to date:

| | |
|--|-------------|
| <u>Initiatives and Referenda Cleared for Circulation</u> | (25) |
| <u>Initiatives and Referenda Pending Signature Verification</u> | (1) |
| <u>Initiatives and Referenda Failed to Qualify</u> | (8) |
| <u>Initiatives and Referenda Pending at the Attorney General's Office</u> | (20) |
| Total Potential Items for November | (46) |

While this number is large, it is a little misleading. Initiative proponents many times file multiple versions with slight variations to either correct a prior mistake, or to have options to pursue based on polling of the title and summary.

Bell Rings in More Sunshine: The scandals in the City of Bell last year resulted in a plethora of bills attempting to tighten up financial and other local government practices. Although several fell by the wayside in the legislative process one of the measures signed by the Governor last week (AB 187 – Lara) would authorize the State Auditor to establish a high-risk local government agency audit program. The Auditor would audit and issue reports on any local agency that the Auditor believes may be at high risk for the potential of waste, fraud, abuse or mismanagement, or that has major challenges associated with its economy, efficiency or effectiveness. The audits must first be approved by the Joint Legislative Audit Committee, which is an open public process.

SIMON AND COMPANY
INCORPORATED

Washington Friday Report

Volume XIII, Issue 41

October 21, 2011

INSIDE THIS WEEK

- 1 **New Jobs Bill, Minibus, Interior-EPA, 3% Repeal**
- 2 **Manufacture, DOJ, Pipeline, Bridges, Local Jobs**
- 2 **Brownfields, FEMA, Broadband, Global Cities**

All the action's on the Senate side this week – a new jobs bill, a “minibus” and more, plus a few other highlights for your review.

“Teachers and First Responders Back to Work Act”

In the wake of the failure of the American Jobs Act in the Senate last week, the Senate is now taking it up in parts. The first attempt to do so was the **“Teachers and First Responders Back to Work Act.”** It would have included: (1) \$30 billion for teachers in grants to local school districts and early-learning programs, distributed through the states and based on population. The grants would have paid for compensation, benefits and other expenses to retain and hire employees. Each state grant would have been contingent on the governor's assurance that the state will maintain education spending at fiscal 2011 levels through fiscal 2013; and (2) \$5 billion for first-responders in competitive grants to state and local governments and other entities, awarded by the departments of Justice and Homeland Security. The grants would have been used to retain and hire career law enforcement officers and other first-responders. It would have been funded by a 0.5 percent surtax on income in excess of \$1 million annually for individuals and couples. The surtax would have taken effect in tax year 2013. *After two days of debate, early Friday morning, the Senate voted on the “Teachers and First Responders Back to Work Act.” The vote was 50-50 with all Republicans and three Democrats voting against it. The bill needed sixty votes to proceed. In [President Obama's response](#) to the bill's defeat, he stated, “Our fight isn't over. We will keep working with Congress to bring up the American Jobs Act piece by piece, and give Republicans another chance to put country before party and help us put the American people back to work.” We will update you on next steps regarding the jobs bill.*

The “Minibus”

The “Continuing Resolution” adopted by the Congress for FY12 appropriations, which has kept the government going since the start of FY12 on October 1, expires on November 18. In anticipation of that, the Senate has decided not to do an “Omnibus Appropriation” for the rest of the fiscal year, which would contain

*all of the appropriations bills, but rather, to attempt a number of “Minibuses” - collections of three appropriations bills at a time. As we write this, on the floor of the Senate is the “Minibus” for three appropriations bills: (1) Agriculture; (2) Transportation-HUD; and (3) Commerce-Science-Justice. In the first skirmish on that bill, the Senate tabled by 59-39 an amendment by Senator **John McCain** which would have curtailed the transportation “enhancement program” so that it could not be used for projects such as tourist and welcome centers, landscaping, historic preservation, control of outdoor advertising, and archeological research. Under current law, 10 percent of surface transportation program funding allocated to states *must* be available for specified activities such as pedestrian and bike trail improvements. Senator **Barbara Boxer**, who is assembling a transportation reauthorization bill as Chairman of the Environment and Public Works Committee, has promised a serious look at the enhancements program during the reauthorization process. *Detailed information on the appropriations measures currently before the “Minibus” can be found below:**

FY 2012 Agriculture Appropriations

[Bill Summary](#) [Bill Text Report](#)

FY2012 Commerce, Justice, Science Appropriations Bill

[Bill Summary](#) [Bill Text Report](#)

FY2012 Transportation-HUD Appropriations Bill

[Bill Summary](#) [Bill Text Report](#)

Senate Interior-Environment Funding

The bipartisan leadership of the Senate Appropriations Subcommittee on Interior, Environment, and Related Agencies has released draft text of FY12 legislation that provides funding for EPA and the Department of Interior. Subcommittee Chair and ranking minority member Senators, **Jack Reed** (RI) and **Lisa Murkowski** (AK), noted: “While we continue ongoing, good faith negotiations on the FY2012 Interior, Environment, and Related Agencies Appropriations Bill, we are releasing draft legislation to serve as the Chairman's mark for our subcommittee. We believe that this proposal constitutes a starting point for further discussions with our Senate colleagues and serves as a solid foundation for future negotiations with the House.” Click on [Draft Bill Text](#) and [Table](#) for more.

Committee Repeals 3% Withholding Requirement

The House Ways and Means Committee voted out a bill last Thursday with unanimous bipartisan support that would repeal the 3% withholding requirement on payments by vendors of government entities. The bill, H.R. 674, was spearheaded by

Washington Friday Report 1

www.simoncompany.com

1660 L Street, N.W. • Suite 501 • Washington, D.C. 20036 • (202) 659-2229 • Fax (202) 659-5234 •

len.simon@simoncompany.com

Congressmen **Wally Herger** (CA) and **Earl Blumenauer** (OR), and has since acquired 269 co-sponsors from other members of the House. Without this legislation, beginning in 2012, federal, state, and local governments spending over \$100 million annually would be required to withhold 3% of their payments for goods and services. Click on [3% Withholding Repeal](#) for more.

Transportation-Commerce Manufacturing Partnership

DOT and Commerce have announced a new partnership to encourage the creation of domestic manufacturing jobs and opportunities for U.S. suppliers through transportation investments. The Manufacturing Extension Partnership (MEP) will focus on helping ensure manufacturers meet DOT's strict "Buy America" and "Buy American" standards, connecting U.S. manufacturers and suppliers for work on highways, railways and transit projects, and in the process help to create jobs. Click on [Manufacturing Partnership](#) for more.

Pipeline Safety Bill Passes Senate

On Monday, the Senate passed S.275, the *Pipeline Transportation Safety Improvement Act of 2011*. The bill now heads to the House. Its passage came after Senator **Rand Paul** (KY) lifted a "hold" he had on the bill. S. 275 would: reauthorize and strengthen the authority of the DOT's Pipeline and Hazardous Materials Safety Administration (PHMSA) through FY 2015; increase civil penalties for violators of pipeline regulations and add civil penalties for obstructing investigations; eliminate exemptions and require all local and state government agencies, and their contractors, to notify "One-Call" notification centers before digging; and make pipeline safety information available on the PHMSA's website. Click [Pipeline Safety](#) for more.

Defending Childhood Task Force

The Department of Justice has announced establishment of the Attorney General's National Task Force on Children Exposed to Violence. **Joe Torre**, Major League Baseball Executive Vice President of Baseball Operations, founder of the Joe Torre Safe at Home® Foundation, and a witness to domestic violence as a child himself, will serve as the co-chair of the task force. For more information about the Defending Childhood initiative, the Defending Childhood Task Force, and its upcoming hearings, click on www.justice.gov/defendingchildhood and visit <http://www.justice.gov/opa/pr/2011/October/11-asg-1355.html> to read the full announcement.

The State of Our Bridges

Transportation for America on Tuesday released an important study on the nation's bridges revealing that 69,223 bridges — 11.5 percent of total highway bridges in the U.S. — are classified as "structurally deficient," requiring significant maintenance, rehabilitation or replacement. Click on [Bridges Study](#) for more.

Local Jobs Lost

USA Today published a bleak report on local government job losses on Monday. As they noted "Local governments, once a steady source of employment in tough economic times, are shedding jobs in unprecedented numbers, and heavy payroll

losses are expected to persist into next year. The job cuts by city and county governments are helping offset modest private-sector employment gains, restraining broader job growth." Click on [Local Government Job Losses](#) to read more.

Hearing on the EPA's Brownfields Program

The Senate is currently considering reauthorization of the EPA's Brownfields program. The Senate Environment & Public Works Committee held a hearing on Wednesday towards that goal, focusing on brownfields and economic development of local communities. At the hearing, **David R. Lloyd**, Director of EPA's Office of Brownfields noted: "Estimates of the number of brownfields across the country range from 450,000 to more than one million properties... Since the program's inception in 1995 and through fiscal year 2011, [the Program has] leveraged more than \$17.5 billion in economic development." Click on [Brownfields](#) for more.

FEMA Hearing

Last Thursday, the House Subcommittee on Economic Development, Public Buildings, and Emergency Management, of the Transportation and Infrastructure Committee, held a hearing to examine how the national emergency management system and programs can be streamlined to reduce costs and improve preparedness and response, including testimony by FEMA Administrator **Craig Fugate**. He provided several examples of how the agency has become more cost-effective and efficient, including: FEMA returning over \$4.7 billion in excess funds to the Disaster Relief Funds since the beginning of FY 2010; increasing the use of Disaster Acquisition Response Teams (DARTs); and simplifying the disaster assistance application process for individuals via DisasterAssistance.gov. Click on [Administrator Fugate](#) to read his testimony.

FCC Public-Private Broadband Adoption Initiative

FCC Chairman **Julius Genachowski** has announced a national public-private partnership program designed to increase broadband adoption, elevate digital literacy and assist Americans in searching and training for jobs. The public-private partnership seeks to overcome the top obstacles to broadband adoption, including digital literacy, relevance and cost. The national program is the first major action by Chairman Genachowski's Broadband Adoption Task force, announced in May to help close the adoption gap. Click [Fact Sheet: Broadband Adoption Key to Jobs and Education](#) and [Chairman Genachowski's Remarks](#) for additional information.

Brookings-Mayor Daley Global Cities Initiative

J.P. Morgan Chase is giving \$10 million to the Brookings Institution to underwrite an initiative aimed at quantifying and expanding the economic reach of the nation's 100 largest metropolitan areas. The effort will be headed by former Chicago Mayor **Richard M. Daley** and will be known as the *Global Cities Initiative*. Click on [Brookings](#) for more.

Please contact Len Simon, Brandon Key, Rukia Dahir and Stephanie Carter with any questions.



Memorandum

DATE: October 21, 2011

TO: Planning, Policy and Legislation Committee

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

SUBJECT: Communications Plan and Alameda CTC Document Design Guidelines

Recommendations

This is an information item only.

Summary

The Alameda CTC is one of the major transportation funding agencies in the Bay Area, providing over \$100 million each year for transportation operations, maintenance, services and major construction projects. These investments support mobility, expand access, and create jobs. As a public agency administering public funds, it is important that the taxpayers are aware of how the funds are being spent, have an opportunity to participate in funding recommendations to the Commission, or to serve in an oversight role, such as with the Citizens Watchdog Committee.

As a newly formed agency, the Alameda CTC is expanding its public recognition as it plans, funds and delivers multi-modal transportation that serves the spectrum of needs - from Safe Routes to Schools to senior and disabled transportation to construction of major transit and roadway investments that move thousands of people and tons of freight. The Alameda CTC has developed a Strategic Communications Plan for 2011-2012 to expand the reach of understanding of the agency, its role in transportation and the benefits it delivers to the public. In addition to the Strategic Communications Plan, the Alameda CTC has developed Design Guidelines for all its publications to establish a new look and branding for the new agency. These documents are included in Attachments A and B, respectively.

Background

Pre-dating the merger of the Alameda County Congestion Management Agency and the Alameda County Transportation Improvement Authority, each respective agency had its own communications activities to share its benefits to the public. As a merged agency, Alameda CTC's Strategic Communications Plan establishes expanded methods to deliver a comprehensive array of information to the public regarding all activities of the agency, including all the planning, congestion management, and projects and programs delivery as a result of the half-cent sales tax measure in Alameda County, as well as the outcomes of funding decisions the Commission makes regarding state and federal funds.

The purpose of Strategic Communications Plan is to provide direction regarding outreach and information dissemination related to the Alameda CTC's funding mechanisms, its projects and programs, and its administration and legislative advocacy. The Strategic Communications Plan includes:

- specific outreach goals
- targeted audience types
- key messages
- communications materials and outreach methods, and
- a year-long implementation plan

While the implementation plan is focused on project, program, planning and finance milestones, it will change over time depending upon actual milestone implementation. Attachment C includes a list of almost 50 recent and preliminarily planned outreach activities from July 2011 through July 2012. Many more events will be added in the coming year as staff develops a targeted and geographically dispersed outreach approach.

The Strategic Implementation Plan also addresses the Alameda CTC efforts in developing and potentially placing a measure on the November 2012 ballot. Since the Alameda CTC is a relatively new agency, outreach, education and information about the agency, its delivery successes and accountability measures will assist in helping the public understand what the agency is and what it does.

Concurrent with the development of the Strategic Communications Plan, staff developed Alameda CTC Design Guidelines to establish an agency branding to create a specific agency look and ensure consistency in how agency publications are developed. The Design Guidelines provide the agency color palette, as well as templates for agency publications. As the Strategic Communications Plan is implemented, the Commission and public will see the use of the materials in the design guidelines.

Fiscal Impact

No direct fiscal impact.

Attachments

| | |
|---------------|---|
| Attachment A: | Alameda CTC Strategic Communications Plan |
| Attachment B: | Alameda CTC Design Guidelines |
| Attachment C: | Recent and Planned Outreach activities |



Alameda County Transportation Commission

Strategic Communications Plan, Fiscal Year 2011-2012

FINAL DRAFT September 9, 2011

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

Table of Contents

| | |
|---|----|
| 1. Introduction and Background | 1 |
| 2. Strategic Communications Goals | 1 |
| 3. Target Audiences | 3 |
| 4. Key Messages | 5 |
| 5. Communications Materials and Delivery Mechanisms | 7 |
| 6. Recommended Communications Strategies | 10 |
| 7. Performance Measurement | 35 |

Appendix A: Outreach Strategies to Ethnic Communities in Alameda County

Appendix B: New Media Strategy

Appendix C: E-Newsletter Schedule and Implementation

1.0 Introduction and Background

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

1.1. Purpose and Organization of Document

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

1.2. Brief History of Alameda CTC

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

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

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

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

2.0 Strategic Communications Goals

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

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

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

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

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

3.0 Target Audiences

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

3.1 Demographics of Alameda County

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

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

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

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

3.2 Targeted Audience Groups and Organizations within the Targeted Audience Groups

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

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

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

4.0 Key Messages

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

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

5.0 Communications Materials and Delivery Mechanisms

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

5.1 Communications Materials

Website

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

e-Newsletter

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

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

Fact Sheets

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

Articles for Publication

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

Public Service Announcements

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

Press Releases

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

Annual Report

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

Legislative Program

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

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

Executive Director's Report

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

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

PowerPoint Presentations and Messaging Documents

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

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

5.2 Communications Delivery Mechanisms

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

Public Outreach

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

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

Media relations

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

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

Partner Outreach

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

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

Social media

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

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

6.0 Recommended Communications Strategies

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

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

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

INSERT " Table 3

Master Schedule of Major Project and Program Milestones

11x17

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

| Table 4 Recommended Communications Topics and Strategies FY2011, First Quarter: July, August, September 2011 Planning for the 21 st Century | | | | | | | | | | |
|---|---|--|---|--|--|--------------------|-----------------------|---------------------------------------|-----------------------------------|-----------------------------------|
| Topics | Key Messages | Medium | | | | | Schedule | | | Coordinated Responsibility |
| | | E-news | Press releases | Articles | Blogs | Social Media Posts | Videos/ Presentations | Fact Sheets | Exec Dir's Reports/ Annual Report | |
| PLANNING | | | | | | | | | | |
| Countywide Transportation Plan: Draft 1 available for review; Draft 2 underway; forums and workshops | <i>Best value for public funds</i> <ul style="list-style-type: none">CWTP reflects extensive input from public to set priorities for future. Example public input that changed plan's direction (?) | Story in Sept 2011 e-newsletter about CWTP Draft 1; highlight importance of planning and key features of plan. | Press release: Draft 1 CWTP available for review; overview of key interesting features. | | Blog: CWTP-TEP spokesperson highlighting what transpo-related aspects are important to him/her as an Alameda County resident | | | | Mid-Sept 2011 | MIG with input from CWTP-TEP team |
| Transportation Expenditure Plan: Draft 1 underway; forums and workshops | <i>Best value for public funds</i> <ul style="list-style-type: none">Alameda CTC spends tax dollars wisely and delivers projects and programs efficiently.TEP process incorporates a rigorous, inclusive, and community-based process to help set its financial priorities. | Story in Sept 2011 e-newsletter about TEP process; highlight importance of transportation systems and funding. | | Notification article for various local newsletters | | | | Update in executive director's report | Sept/Oct 2011 | MIG with input from CWTP-TEP team |
| Countywide Bicycle and Pedestrian Plans: process underway | <i>Community benefit</i> <ul style="list-style-type: none">Plan will set priorities to offer a range of choices, allowing more people to walk and bike.<i>Forward-thinking solutions</i><ul style="list-style-type: none">Planning now will accommodate the future needs and desires of Alameda County residents | Story in Sept 2011 e-newsletter | | Notification article for various local newsletters | | | | | Mid-Sept 2011 | MIG with input from Bike/Ped team |
| Congestion Management Plan: draft available for review | <i>Economic vitality</i> <ul style="list-style-type: none">Alameda CTC supports the economy with efficient transportation systems to move people and goods, and deliver services. Less congestion helps in this goal. <i>Environmental sustainability</i> <ul style="list-style-type: none">Less congestion results in increased safety, improved air quality, and reduced GHG emissions. | Story in Sept 2011 e-newsletter about CMP Draft | | Notification article for various local newsletters | | | | | Sept 2011 | MIG with input from CMP team. |

| Table 4 Recommended Communications Topics and Strategies FY2011, First Quarter: July, August, September 2011 Planning for the 21 st Century | | | | | | | | | | |
|---|---|---|---|----------|-------|--------------------|---|---|-----------------------|--|
| Topics | Key Messages | Medium | | | | | Schedule | Coordinated Responsibility | | |
| | | E-news | Press releases | Articles | Blogs | Social Media Posts | | | Videos/ Presentations | Fact Sheets |
| PROGRAMMING | | | | | | | | | | |
| (N) Broadway Shuttle: one year anniversary of operation | <i>Economic vitality</i> <ul style="list-style-type: none">Brought ## people to downtown Oakland for improved economic vitality <i>Community benefit</i> <ul style="list-style-type: none">Free shuttle provides expanded mobility optionsViable alternative to car-based transportation; removed ## (350) cars from road over past year Best value for public funds <ul style="list-style-type: none">Alameda CTC actively engages and coordinates its transportation partners, including AC Transit <i>Environmental sustainability</i> <ul style="list-style-type: none">Reduced GHG by ## (5?) tons over past year | | | | | | Video(s): Alameda CTC staff person riding Free-B line; AND/OR interview(s) with businesses downtown and uptick in weekend business from B-line. | | Sept 2011 | MIG with input from AC Transit; Collaborate with Walk Oakland Bike Oakland (WOBO) to have Alameda CTC featured in their Oaklavia publicity |
| PROJECTS | | | | | | | | | | |
| (N) I-80 Integrated Corridor Mobility project: construction begins | <i>Economic vitality</i> <ul style="list-style-type: none">Enhancing productivity by alleviating traffic congestion on one of most congested segments in Bay Area <i>Community benefit</i> <ul style="list-style-type: none">Traffic control for less congestionBetter traveler information.Project expected to improve traffic flow <i>Best value for public funds</i> <ul style="list-style-type: none">Getting most capacity from existing infrastructure <i>Forward-thinking solutions</i> <ul style="list-style-type: none">ITS & technology solutions to help solve I-80's chronic transportation congestion. | Story in Sept 2011 e-newsletter: cool tech features and benefits of project | Press release: I-80 Integrated Corridor Mobility "groundbreaking" – offer photo-op of first camera being installed, new technology focus, etc | | | | | Updated fact sheet – outlining facts (in present fact sheet format) and adding benefits of project. | Mid/late-Sept 2011 | MIG with input from project manager |
| (S) BART Warm Springs Extension: groundbreaking for | <i>Community benefit</i> <ul style="list-style-type: none">Project offers a range of choices, allowing more people to walk, bike, | | Press release: story about Alameda CTC's | | | | | Fact sheet: focus on Alameda CTC's | Sept 2011 | MIG w/input from BART. |

| Table 4 Recommended Communications Topics and Strategies FY2011, First Quarter: July, August, September 2011 Planning for the 21 st Century | | | | | | | | | | |
|---|--|--------|--|----------|-------|--------------------|--|------------------------------------|-----------------------------------|---|
| Topics | Key Messages | Medium | | | | | | Schedule | | Coordinated Responsibility |
| | | E-news | Press releases | Articles | Blogs | Social Media Posts | Videos/ Presentations | Fact Sheets | Exec Dir's Reports/ Annual Report | |
| line, track, station, systems construction (Sept?) | and use transit safely. <i>Best value for public funds</i> <ul style="list-style-type: none">Alameda CTC actively engages and coordinates with transportation partners to promote efficiency & effectiveness. | | role on project | | | | | part in making the project happen. | | |
| AGENCY TOPICS & OTHER | | | | | | | | | | |
| Alameda CTC's first anniversary | <i>Best value for public funds</i> <ul style="list-style-type: none">Merger has saved money and streamlined operations.Alameda CTC spends tax dollars wisely and delivers projects and programs efficiently. | | Press release: highlights and achievements over first year | | | | | | | Drafted during previous contract; need to distribute. |
| South County Transportation Forum | <i>Best value for public funds</i> <ul style="list-style-type: none">Alameda CTC incorporates a rigorous, inclusive, and community-based process to develop its programs, set its priorities, and plan for the future. | | Press release: announcement & invitation | | | | Video clips of pertinent portions of presentations (pilot program) | | | July 2011 |

| Table 5 Recommended Communications Topics and Strategies FY2011, Second Quarter: October, November, December 2011 Transportation Values | | | | | | | | | | |
|--|---|---|--|--|-------|--------------------|----------|----------------|-----------------------|--|
| Topics | Key Messages | Medium | | | | | Schedule | Responsibility | | |
| | | e-news | Press releases | Articles | Blogs | Social Media Posts | | | Videos/ Presentations | Fact Sheets |
| PLANNING | | | | | | | | | | |
| Countywide Transportation Plan: Draft 2 underway, then complete; forums and workshops; poll results | <i>Best value for public funds</i> <ul style="list-style-type: none">CWTP reflects extensive input from public to set priorities for future. Example of how public input influenced plan's direction. | Story in Nov 2011 e-newsletter: exciting developments from October forum and workshop(s): focus on people who attended, main points raised, etc.; results of poll | Press release: Alameda County voters (via poll) say " ____" | | | | | | Nov 2011 | CWTP-TEP project team: incorporate Alameda CTC key messages & protocols. |
| Transportation Expenditure Plan: Draft 1 underway, then complete; forums and workshops | <i>Best value for public funds</i> <ul style="list-style-type: none">Alameda CTC spends tax dollars wisely and delivers projects and programs efficiently.TEP process incorporates a rigorous, inclusive, and community-based process to help set its financial priorities. | | Press release: Draft 1 TEP complete; highlight funding priorities, big ticket items, need for continued transportation funding. Point to A.Dao video/audio-cast. | A.Dao video/audio-cast about TEP, commission funding, etc. | | | | | Mid-Dec 2011 | |
| Congestion Management Plan: scheduled activities/milestones? | <i>Economic vitality</i> <ul style="list-style-type: none">Less congestion means greater workplace productivity, less commute time, and reduced costs of goods and services <i>Community benefit</i> <ul style="list-style-type: none">Less congestion will result in fewer accidents and less property damage, personal injury, and loss of life <i>Environmental sustainability</i> | Story in Nov 2011 e-newsletter: reducing congestion saves money. | | | | | | | Nov 2011 | |

| Table 5 Recommended Communications Topics and Strategies FY2011, Second Quarter: October, November, December 2011 Transportation Values | | | | | | | | | | |
|--|---|--|----------------|----------|-------|--------------------|---|-------------|-----------------------------------|--|
| Topics | Key Messages | Medium | | | | | | Schedule | Responsibility | |
| | | e-news | Press releases | Articles | Blogs | Social Media Posts | Videos/ Presentations | Fact Sheets | Exec Dir's Reports/ Annual Report | |
| | <ul style="list-style-type: none">Less congestion results in better air quality and lower GHG loading. | | | | | | | | | |
| Countywide Bicycle and Pedestrian Plans: final draft plan available for review | <p><i>Community benefit</i></p> <ul style="list-style-type: none">Plan will set priorities to offer a range of choices, allowing more people to safely walk and bike. <p><i>Best value for public funds</i></p> <ul style="list-style-type: none">Plan developed with a rigorous, inclusive, and community-based process <p><i>Forward-thinking solutions</i></p> <ul style="list-style-type: none">Planning now will accommodate the future needs and desires of Alameda County residents | Story in Nov 2011 e-newsletter about final draft plan preparation; highlight a key community member (walker/cyclist?) who has input heavily to process | | | | | | | | MIG with input from Bike/Ped team |
| PROGRAMMING | | | | | | | | | | |
| | | | | | | | | | | |
| PROJECTS | | | | | | | | | | |
| (N) I-80 Integrated Corridor Mobility project: construction begins | <p><i>Economic vitality</i></p> <ul style="list-style-type: none">Enhancing productivity on one of most congested segments in Bay Area <p><i>Community benefit</i></p> <ul style="list-style-type: none">Traffic control for less congestionBetter traveler information. <p><i>Best value for public funds</i></p> <ul style="list-style-type: none">Getting most capacity from ex. infrastructure <p><i>Forward-thinking solutions</i></p> <ul style="list-style-type: none">ITS & technology solutions to help solve I-80's chronic transportation congestion. | | | | | | North County Regional Transportation Forum ("Transportation for the 21 st Century"): presentation about project and cool tools | | | Project manager or other Alameda CTC spokesperson. |
| (N) Webster Street SMART Corridor: construction underway | <p><i>Community benefit</i></p> <ul style="list-style-type: none">Traffic control for less congestionBetter traveler information.Improved emergency response transport. <p><i>Forward-thinking solutions</i></p> | Story in Nov 2011 e-newsletter: focus on cool tools (signal | | | | | North County Regional Transportation Forum ("Transportation | | | Project manager or other Alameda CTC spokesperson. |

| Table 5 Recommended Communications Topics and Strategies FY2011, Second Quarter: October, November, December 2011 Transportation Values | | | | | | | | | | | |
|--|--|--|---|---|---|--------------------|--|-------------|-------------|--|-----------------------------------|
| Topics | Key Messages | Medium | | | | | | | Schedule | Responsibility | |
| | | e-news | Press releases | Articles | Blogs | Social Media Posts | Videos/ Presentations | Fact Sheets | | | Exec Dir's Reports/ Annual Report |
| (significant milestone?) | ITS & technology solutions to help maximize capacity and smooth traffic flow. | coordination, traffic monitoring, emergency communication s) being installed /A | | | | | for the 21 st Century"): presentation about project and cool tools. | | | | |
| (S) I-680 Sunol Express Lanes: one-year overview of operations (lanes opened 9/20/10) | <i>Economic vitality</i> <ul style="list-style-type: none">Decreased congestion for greater workplace productivity; less commute time <i>Environmental sustainability</i> <ul style="list-style-type: none">Reduced vehicular emissions, improved air quality, reduced GHG | | Press release: present stats from one year operation to-date of southbound lanes – focus on beneficial results. | Op-ed: why express lanes are a good thing for the Bay Area – focus on beneficial results. | Spokesperson (frequent driver/user?) giving a one-year overview of I-680 express lanes and why they're are a good thing for the Bay Area – focus on beneficial results. | | | | Oct 2011 | MIG with assistance from Alameda CTC project manager | |
| (C) Rte92/I-880 Interchange: construction complete Fall 2011 | <i>Economic vitality</i> <ul style="list-style-type: none">Decreased congestion for greater workplace productivity; less commute timeLocal funding for local projects that create local jobs <i>Community benefit</i> <ul style="list-style-type: none">Less congestion, improved traffic flow <i>Best value for public funds</i> <ul style="list-style-type: none">Leverage local funding (\$3.5M) to maximize external funding (\$149M). <i>Environmental sustainability</i> <ul style="list-style-type: none">Reduced vehicular emissions, improved air quality, reduced GHG | Story in Nov 2011 e-newsletter: construction complete, invitation to ribbon-cutting(?), project benefits | Press release: construction complete, invitation to ribbon-cutting(?), project benefits | | | | | | Nov(?) 2011 | | |
| AGENCY TOPICS & OTHER | | | | | | | | | | | |
| North County Transportation Forum | <i>Best value for public funds</i> <ul style="list-style-type: none">Alameda CTC incorporates a rigorous, inclusive, and community-based process to develop its programs, set its priorities, and plan for the future. | | Press release: announcement & invitation | | | | Video clips of pertinent portions of presentations | | | Oct 2011 | |
| ACTIA/ACCMA | <i>Best value for public funds</i> | Story in Nov | | | Blog: A.Dao | LinkedIn/Facebo | | Fact sheet: | Story in | Mid-Nov 2011 | MIG |

| Table 5 Recommended Communications Topics and Strategies FY2011, Second Quarter: October, November, December 2011 Transportation Values | | | | | | | | | | |
|--|--|---|----------------|--|--|---------------------------------|-----------------------|---|---|-----|
| Topics | Key Messages | Medium | | | | | | Schedule | Responsibility | |
| | | e-news | Press releases | Articles | Blogs | Social Media Posts | Videos/ Presentations | Fact Sheets | Exec Dir's Reports/ Annual Report | |
| audit results | <ul style="list-style-type: none">Revenue: Alameda CTC leverages local funding to attract external dollars.Expenditures: Alameda CTC spends tax dollars and delivers projects and programs efficiently | 2011 e-newsletter: financial integrity, transparency. | | | commentary on ACTIA/ACCMA audit and results. | ok/Twitter posts; point to blog | | economics and finances in transportation in Alameda County (including ACTIA/ACCM A audit results) | FY10/11 Annual Report: financial integrity, transparency, cost savings of ACTIA/ACCMA merger. | |
| Alameda CTC in Northern Alameda County | <i>Economic well-being Community well-being Best value for public funds</i> | | | Overview article for local newsletters | | | | Fact sheet: Overview of projects and impact ACTIA, ACCMA, and Alameda CTC has had on north county | | MIG |
| Technology and Cool Tools Improve Alameda County Transportation | <i>Forward-thinking solutions</i> <ul style="list-style-type: none">Alameda CTC is at the forefront of transportation technology, enabling Alameda County to achieve expanded capacity from its existing infrastructure. | | | | | | | Fact sheet: Overview of intelligent transportation solutions and how they are being used in Alameda County. | | MIG |

| Table 6 Recommended Communications Topics and Strategies FY2011, Third Quarter: January, February, March 2012 Transportation Drives Economic Vitality | | | | | | | | | | |
|--|--|---|--|----------|---|--|--|----------------|---|---------------------------------|
| Topics | Key Messages | Medium | | | | | Schedule | Responsibility | | |
| | | e-news | Press releases | Articles | Blogs | Social Media Posts | | | Videos/ Presentations | Fact Sheets |
| PLANNING | | | | | | | | | | |
| Countywide Transportation Plan and Transportation Expenditure Plan complete and approved | <i>Economic vitality</i> <i>Community benefits</i> <i>Best value for public funds</i> <i>Environmental sustainability</i> <i>Forward-thinking solutions</i> | Story in January e-newsletter | Press release: CWTP-TEP approved. Highlight funding priorities, big ticket items, etc. | | CWTP-TEP spokesperson talking about the importance of transportation funding: what it means to people in Alameda Co (walker, biker, truck driver, building contractor, small business owner, etc. | LinkedIn/Facebook/Twitter posts about TEP approval; point to video/audio-cast. | | | CWTP-TEP approved. Highlight funding priorities, big ticket items, etc. | Jan 2012 |
| PROGRAMMING | | | | | | | | | | |
| (C)East Bay Greenway | <i>Community benefit</i> <ul style="list-style-type: none">Alameda CTC's projects and programs offer a range of choices, allowing more people to safely walk, bike, and use transit. <i>Environmental Sustainability</i> <ul style="list-style-type: none">More bike/ped means fewer cars with decreased emissions, improved air quality, and less GHG | Story in March e-newsletter: focus on getting out and about | | | | | Central County Regional Transportation Forum ("Building for the Future"): presentation about East Bay Greenway | | | Jan 2012 |
| Agreements executed for Vehicle Registration Fee (VRF) and Measure B | <i>Economic vitality</i> <ul style="list-style-type: none">Alameda CTC creates local jobs with locally governed transportation dollars. <i>Best value for public funds</i> <ul style="list-style-type: none">Alameda CTC leverages local funding to attract external | Story in March e-newsletter with highlights | Press release (best value and accountability) | | | | | | Highlights of both programs. | Jan 2011 |
| | | | | | | | | | | MIG with input from Alameda CTC |

| Table 6 Recommended Communications Topics and Strategies FY2011, Third Quarter: January, February, March 2012 Transportation Drives Economic Vitality | | | | | | | | | | | |
|--|--|--|--|----------|--|---|---|---|--|--------------|-----------------------------------|
| Topics | Key Messages | Medium | | | | | | Schedule | Responsibility | | |
| | | e-news | Press releases | Articles | Blogs | Social Media Posts | Videos/ Presentations | | | Fact Sheets | Exec Dir's Reports/ Annual Report |
| | dollars <ul style="list-style-type: none">Alameda CTC spends tax dollars and delivers projects and programs efficiently. | | | | | | | | | | |
| Compliance audits submitted by all jurisdictions | <i>Best value for public funds</i> <ul style="list-style-type: none">Revenue: Alameda CTC leverages local funding to attract external dollars.Expenditures: Alameda CTC spends tax dollars and delivers projects and programs efficiently | Story in Jan 2012 e-newsletter | Press release: compliance audits substantiated by all jurisdictions | | | LinkedIn/Facebook/Twitter posts about compliance audit approval | | | Pride in compliance audit approval; highlights of accomplishments, reiterate Alameda CTC's accountability. | Jan 2012 | MIG with input from Alameda CTC |
| Alameda CTC is improving public transit in Alameda County | <i>Community benefit</i> <ul style="list-style-type: none">Alameda CTC's programs allow more people to walk, bike, and use transit safely.<i>Environmental sustainability</i><ul style="list-style-type: none">Transit is an environmentally sustainable transportation solution. | Story in March 2012 e-newsletter: transit still robust and important in Alameda County | | | Blog: Spokesperson (Anthony Rogers?) talking about how Alameda CTC's funding has provided invaluable support to transit in Alameda County. | LinkedIn/Facebook/Twitter posts: point people to blog. | | Fact sheet: What an efficient transit system does for Alameda County. | | Feb 2012 | |
| State Transportation Improvement Program (STIP) Funding | <i>Best value for public funds</i> <ul style="list-style-type: none">Alameda CTC actively engages and coordinates with transportation partners to promote efficiency and effectiveness. | Story in Jan 2012 e-newsletter: overview of STIP funding process, Alameda CTC advocacy | | | | | | | Overview of STIP funding process, Alameda CTC advocacy | Jan 2012 | MIG |
| PROJECTS | | | | | | | | | | | |
| (C) Hesperian/Lewelling Blvd: construction complete and | <i>Community benefit</i> <ul style="list-style-type: none">Reduced congestion, additional traffic capacityWider sidewalks and bike lanes improve safety | Story in Jan 2011 e-newsletter: ribbon-cutting, before/after | Press release: invitation to ribbon-cutting, announcement of project | | | LinkedIn/Facebook posts: announcement of ribbon- | Central County Regional Transportation Forum ("Building for the Future"): | | Recipients of e-newsletter | Mid-Jan 2012 | MIG with input from ACPWA |

| Table 6 Recommended Communications Topics and Strategies FY2011, Third Quarter: January, February, March 2012 Transportation Drives Economic Vitality | | | | | | | | | | | |
|--|---|---|---|----------|-------|---|---|---|-----------------------------------|----------------------------|--|
| Topics | Key Messages | Medium | | | | | | Schedule | | Responsibility | |
| | | e-news | Press releases | Articles | Blogs | Social Media Posts | Videos/ Presentations | Fact Sheets | Exec Dir's Reports/ Annual Report | | |
| ribbon-cutting ceremony | <ul style="list-style-type: none">Streetscape improvements make neighborhood more pleasantReduced congestion leads to reduced GHG and better air quality <i>Environmental Sustainability</i> | photos, focus on benefits. | completion | | | cutting LinkedIn/Facebook/Twitter posts: point to video clips. | presentation. Video clips of Hesperian/Lewelling presentation at Central County Forum. Video clips of ribbon-cutting ceremony. | | | | |
| (C) I-880/Rte 262 Mission Blvd Interchange reconstruction begins on Phase 1B/2 (Nov 2011) | <i>Economic vitality</i> <ul style="list-style-type: none">Local funding for local projects that create local jobs <i>Community benefit</i> <ul style="list-style-type: none">Less congestion, improved traffic flow <i>Best value for public funds</i> <ul style="list-style-type: none">Leverage local funding (\$3.5M) to maximize external funding (\$149M). | Story in Jan 2012 e-newsletter: overview of benefits of interchange/HOV work to-date; projections of future benefits. | | | | LinkedIn/Facebook/Twitter posts: point to video clips. | Central County Regional Transportation Forum ("Building for the Future"): presentation Video clips of I-880/SR-262 presentation at Central County Forum. | Updated fact sheet – outlining facts (in present fact sheet format) and adding benefits of project. | | Mid-Jan 2012 | |
| (S) Route 84 connector between I-880 and Mission Blvd: groundbreaking, construction begins | <i>Economic vitality</i> <ul style="list-style-type: none">SR 84 in Fremont is a major east-west connectorAdditional lanes will alleviate congestion on I-580 and I-680 and will offer alternative route choices | Photo in March 2012 e-newsletter of project or groundbreaking | Press release: start of construction, and comments on benefits of project | | | | | | | Feb 2012 | |
| (C) Westgate Parkway Extension: pedestrian bridge update (significant milestone?) | <i>Economic vitality</i> <ul style="list-style-type: none">Reduces congestion so more people can shop <i>Community benefit</i> <ul style="list-style-type: none">Allows people to walk safely cross Davis St on new pedestrian bridge. <i>Environmental sustainability</i> <ul style="list-style-type: none">Reduces congestion for improved air quality and less | Story in May e-newsletter: construction update | | | | | | | | Late-Mar or early-May 2012 | |

| Table 6 Recommended Communications Topics and Strategies FY2011, Third Quarter: January, February, March 2012 Transportation Drives Economic Vitality | | | | | | | | | | |
|--|--|--------|--|--|-------|---|--|--|-----------------------------------|---------------------|
| Topics | Key Messages | Medium | | | | | | Schedule | Responsibility | |
| | | e-news | Press releases | Articles | Blogs | Social Media Posts | Videos/ Presentations | Fact Sheets | Exec Dir's Reports/ Annual Report | |
| | GHG | | | | | | | | | |
| AGENCY TOPICS & OTHER | | | | | | | | | | |
| Central County Transportation Forum | <i>Best value for public funds</i> <ul style="list-style-type: none">Alameda CTC incorporates a rigorous, inclusive, and community-based process to develop its programs, set its priorities, and plan for the future. | | Press release: announcement & invitation | | | LinkedIn/Facebook/Twitter posts: invitation, follow-up, point to video clips. | Video clips of pertinent portions of presentations | | | Jan 2012 |
| Alameda CTC in central Alameda County | <i>Economic vitality</i> <i>Community benefit</i> <i>Best value for public funds</i> | | | Overview article for local newsletters | | | | Fact sheet: Overview of projects and impact ACTIA, ACCMA, and Alameda CTC has had on central county. Show amount of projects and money in each area. | | Jan 2012 MIG |

| Table 7 Recommended Communications Topics and Strategies FY 2011, Fourth Quarter: April, May, June 2012 Spring into Action: Expand Opportunities | | | | | | | | | | |
|---|---|---|---|---------|---|---|---|----------|-----------------------|------------------------------------|
| Topics | Key Messages | Medium | | | | | | Schedule | Responsibility | |
| | | e-news | Press Releases | Article | Blogs | Social Media Posts | Videos/ Presentations | | | Fact Sheets |
| PLANNING | | | | | | | | | | |
| Countywide Transportation Plan: final – June 2012 | <i>Community benefit</i> <ul style="list-style-type: none">Expanded mobility options improve health, quality of life of Alameda Co residents. <i>Best value for public funds</i> <ul style="list-style-type: none">CWTP reflects extensive input from public to set priorities for future. | Story in May e-newsletter: continue to highlight key features of plan, include testimonials from key elected/appoi nted people. | Press release: CWTP; overview of key important features, new directions | | Blog: Mayor Green and/or Supervisor Haggerty on finalizing the CWTP-TEP | LinkedIn/Face book/Twitter posts about CWTP | | | June 2012 | MIG with input from CWTP-TEP team. |
| Transportation Expenditure Plan: final – June 2012 | <i>Economic vitality</i> <ul style="list-style-type: none">Alameda CTC creates local jobs with locally governed transportation dollars. <i>Best value for public funds</i> <ul style="list-style-type: none">Alameda CTC spends tax dollars wisely and strategically.TEP used a rigorous, inclusive, and community-based process to help set its financial priorities. | Story in May e-newsletter: highlight percentage allocations, major benefits to Alameda Co. | Press release: (in combination with CWTP press release) | | | LinkedIn/Face book/Twitter posts about TEP | | | June 2012 | MIG with input from CWTP-TEP team. |
| Countywide Bicycle and Pedestrian Plans: plan adopted (est. Mar 2012) | <i>Community benefit</i> <ul style="list-style-type: none">Plan will set priorities to allow more people to walk and bike. <i>Forward-thinking solutions</i> <ul style="list-style-type: none">Planning now will accommodate the future needs and desires of Alameda County residents | Story in March e-newsletter: focus on getting out and about | | | Blog: Bike/ped advocate/spokes -person talking about plan | LinkedIn/Face book/Twitter posts about plan; point followers to blog and video(s) | | | Late-Mar 2012 | |
| PROGRAMMING | | | | | | | | | | |
| Update on Paratransit | <i>Community benefit</i> <ul style="list-style-type: none">Alameda CTC supports a suite of services to serve the spectrum of transportation needs of Alameda County residents and businesses. | Story in March e-newsletter: focus on getting out and about (seniors and disabled) | | | | | East County Transportation Forum presentation | | Mid-April 2012 | |
| Ride-Stride-Arrive (walking and | <i>Community benefit</i> <ul style="list-style-type: none">Programs allow more people to | Story in March (May?) e- | | | | | | | Late-Mar or early-May | |

| Table 7 Recommended Communications Topics and Strategies FY 2011, Fourth Quarter: April, May, June 2012 Spring into Action: Expand Opportunities | | | | | | | | | | |
|---|---|--|--|--|-------|---|--|--|-----------------------------------|-----------------------|
| Topics | Key Messages | Medium | | | | | | Schedule | Responsibility | |
| | | e-news | Press Releases | Article | Blogs | Social Media Posts | Videos/ Presentations | Fact Sheets | Exec Dir's Reports/ Annual Report | |
| biking challenges) | walk, bike, and use transit safely, as an alternative to cars <i>Environmental sustainability</i> <ul style="list-style-type: none">More bike/ped means fewer cars with decreased emissions, improved air quality, and less GHG | newsletter: focus on getting out and about | | | | | | | | 2012 |
| Alameda CTC Support to Wheels & ACE in East County | | | | | | | | | | |
| PROJECTS | | | | | | | | | | |
| (E) Isabel Ave Rte 84/I-580 Interchange – groundbreaking | <i>Economic well-being</i> <ul style="list-style-type: none">East Alameda Co economy depends on highways to get people around and open up development opportunities. <i>Best value for public funds</i>Alameda CTC leverages local funding to maximize external funding. | Photo of groundbreaking g plus small article in May issue. | Press release: groundbreaking, focus on benefits, overview of entire I-580 corridor improvements | | | | | | | April 2012 |
| (E) I-580 project and construction update (significant milestone?) | <i>Economic vitality</i> <ul style="list-style-type: none">East Alameda Co economy depends on highways to get people around and open up development opportunities. <i>Best value for public funds</i>Alameda CTC leverages local funding to maximize external funding. | | | | | | East County Transportation Forum presentation | Updated fact sheet – outlining facts (in present fact sheet format) and adding benefits of projects. | | Mid-Apr 2012 |
| AGENCY TOPICS & OTHER | | | | | | | | | | |
| East County Transportation Forum | <i>Best value for public funds</i> <ul style="list-style-type: none">Alameda CTC incorporates a rigorous, inclusive, and community-based process to develop its programs, set its priorities, and plan for the future. | | Press release: announcement & invitation | | | LinkedIn/Facebook/Twitter posts: invitation, follow-up, point to video clips. | Video clips of pertinent portions of presentations | | | April 2012 |
| Alameda CTC in eastern Alameda County | <i>Economic vitality</i> <i>Community benefit</i> <i>Best value for public funds</i> | | | Overview article for local newsletters | | | | Fact sheet: Overview of projects and | | April 2012 MIG |

| Table 7 Recommended Communications Topics and Strategies FY 2011, Fourth Quarter: April, May, June 2012 Spring into Action: Expand Opportunities | | | | | | | | | | | |
|---|---|--|--|---------|--|---|-----------------------|--|--|------------------|-----------------------------------|
| Topics | Key Messages | Medium | | | | | | Schedule | Responsibility | | |
| | | e-news | Press Releases | Article | Blogs | Social Media Posts | Videos/ Presentations | | | Fact Sheets | Exec Dir's Reports/ Annual Report |
| | | | | | | | | | impact ACTIA, ACCMA, and Alameda CTC has had on eastern county | | |
| A Decade of Delivery: Measure B 2000 Makes its Mark | <i>Economic vitality</i> <i>Community benefits</i> <i>Best value for public funds</i> <i>Environmental sustainability</i> <i>Forward-thinking solutions</i> | Story in March 2012 e-newsletter: overview of past accomplishments | Press release: overview of Measure B and accomplishments | | A. Dao blog: Measure B's role in promoting safety and community through good transportation | LinkedIn/Facebook/Twitter posts: point people to A. Dao blog. | | | | March/April 2012 | |
| Bicycle/pedestrian transportation overview | <i>Community benefit</i> <ul style="list-style-type: none">Expanded mobility options improve the health, quality of life, and community engagement of all Alameda County residents.Programs allow more people to walk, bike, and use transit safely. | | | | | | | Fact sheet: overview of how Alameda CTC (and ACTIA/ACCMA) has promoted walking and bicycling throughout Alameda County. | | April 2012 | MIG w/input from bike/ped team |
| Funding for transportation maintenance (post-winter pothole repair, for example) | <i>Best value for public funds</i> <ul style="list-style-type: none">Efficient maintenance and management has enabled Alameda County to get the most out of its existing transportation system. | | | | Blog: A. Dao (or local agency spokesperson?) giving examples of how Alameda CTC's funding has helped maintain existing transpo infrastructure. | LinkedIn/Facebook/Twitter posts: point to blog. | | Fact sheet: overview of how Alameda CTC (and ACTIA/ACCMA) have funded maintenance activities that have resulted in better transportation at less cost than replacement options. | Post on Alameda CTC website | May 2012 | |
| Beating Congestion and | <i>Economic vitality</i> <ul style="list-style-type: none">Less congestion means | May issue: comprehensive | | | | | | Fact sheet: Facts and | | Jan 2012 | MIG |

| Table 7 Recommended Communications Topics and Strategies FY 2011, Fourth Quarter: April, May, June 2012 Spring into Action: Expand Opportunities | | | | | | | | | | |
|---|--|--|----------------|---------|---|--------------------|-----------------------|---|-----------------------------------|--|
| Topics | Key Messages | Medium | | | | | | Schedule | Responsibility | |
| | | e-news | Press Releases | Article | Blogs | Social Media Posts | Videos/ Presentations | Fact Sheets | Exec Dir's Reports/ Annual Report | |
| Reducing Greenhouse Gases in Alameda County | increased productivity, less commute time, and reduced costs of goods and services. <i>Community benefit</i> <ul style="list-style-type: none">• Less congestion has resulted in fewer accidents <i>Environmental sustainability</i> <ul style="list-style-type: none">• Less congestion means less emissions, improved air quality, and less GHG | e overview of what Alameda CTC has done to reduce congestion and GHG – through a combination of projects and programs. | | | | | | figures about congestion reduction and GHG targets and accomplishments. | | |
| Program Compliance Report outcomes | <i>Community benefits</i> <i>Best value for public funds</i> | | | | A.Dao blog: what Alameda CTC is delivering to cities and the county | | | | | |
| Preparatory activities for 2012 summer festivals and fairs | | | | | | | | | | |

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

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

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

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

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

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

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

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

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

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

7.0 Performance Measures

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

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

This page intentionally left blank



Brand Guidelines and Graphic Style Guide



contents

Overview 2

Brand Strategy and Messaging 3

 Vision 3

 Key Messages 3

Implementation 4

 The Benefits of Using this Guide 4

 How to Implement the Brand 4

Brand Assets 5

 Logo 5

 Proper Use 5

 Color Palette 5

 Minimum Size 5

 One Color 6

 Black and White. 6

 Typography 6

Sample Templates 7

 Fact Sheet (front and back) 8

 White Paper (front and interior) 10

 Report (cover and interior spread) 13

 Brochure 15

 Flyer (front, interior spread, back) 16

 CWC Annual Report (front and interior) 18

 Newsletter (online) 20

 Newsletter (PDF) 21

 PowerPoint Presentation 22

 Memo (Word doc) 23

 Display 24

 Website. 25

 Annual Report (cover and interior spread) 26

overview

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

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

In July 2010, Alameda CTC held its first Board meeting enacting the merger of the Alameda County Congestion Management Agency (ACCMA) and the Alameda County Transportation Improvement Agency (ACTIA), creating a joint powers authority whose 22 members include the 14 Alameda County cities, the County of Alameda, AC Transit, BART, ACCMA and ACTIA.

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

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

These guidelines are intended to establish and promote the continuity of the Alameda CTC brand.



brand strategy and messaging

VISION

Alameda CTC's mission is to plan, fund and deliver transportation projects and programs that expand access and improve mobility to foster a vibrant and livable Alameda County. The brand vision is similarly aspirational. It conveys dynamism, empowerment, innovation and a value for delivering effective service throughout the County.

KEY MESSAGES

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

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

implementation

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

THE BENEFITS OF USING THIS GUIDE

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

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

HOW TO IMPLEMENT THE BRAND

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

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

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

brand assets

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

THE LOGO

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

PROPER USE OF THE LOGO

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

THE COLOR PALETTE

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

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

MINIMUM SIZE

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

FIGURE 1



FIGURE 2

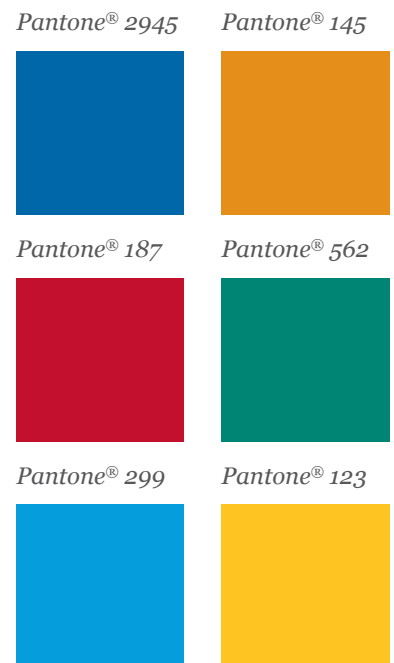


FIGURE 3



THE LOGO IN ONE COLOR

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

THE LOGO IN BLACK AND WHITE

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

TYPOGRAPHY

The preferred fonts for use in all Alameda CTC materials is Century Gothic (sans serif) and Georgia (serif). Publications destined for outside audiences should use 12pt font size and accessibility audiences require 14pt.

Century Gothic Regular
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Regular
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Bold
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Bold
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia Italic
abcdefghijklmnopqrstuvwxyz
1234567890

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

Verdana Regular
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Regular
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Italic
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Italic
abcdefghijklmnopqrstuvwxyz
1234567890

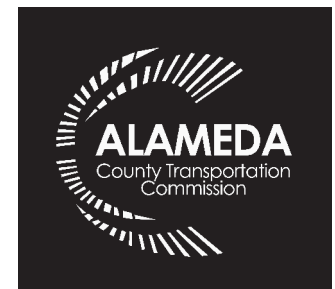
FIGURE 4



FIGURE 5



50% logo on white background



white logo on black background

sample templates

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

- Fact Sheet
- White Papers
- Report
- Brochure
- Flyer
- CWC Annual Report
- Newsletter (online)
- Newsletter (PDF)
- PowerPoint Presentation
- Memo (Word doc)
- Display
- Website
- Annual Report

These graphic guidelines when carried to an extreme can hamper creativity and result in a look that is too uniform to be effective or hold its appeal over time. The header (blue/orange bar with the logo) is the consistent element throughout all templates and should remain unchanged, but other elements can be modified using the parameters of the brand assets guidelines. Please use no more than four colors per page on any given document and, when making layout choices, consider the desired final print and electronic format. Possible layout modifications include:

- use of a different color in small and large color blocks
- use of a different color for side bars
- switching placement of photos and color blocks on a report cover
- changing font color or type, as per brand assets
- using posterized photo treatments as shown on Annual Report sample

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

SUBHEAD TITLE HERE

Program Fact Sheet



PROJECT SPONSOR

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

PROJECT UPDATE

Dit ea volupie nistibe ruptatem. Ercienim eatem reperias anim et porepe ium rehenditiam rem qui conse sedipsa doluptaque nus antioepturi dion nis dolut quid ellaturitat qui utaspidenda pa nihil imoles apis que molupid minimi, to ipsuntem eum repedit, sinctiae sitatis rest aut est volorum et et ullaccu lorum ut et ipsunt faci que latur, qui con eium lab int quam, explit es dolorem porat.

PROJECT STATUS

Igenim rem exeritetur, con nem vent pa quame int occullitis exerum et la quos et arunt officil iusandisque landion plaut et alit veratem vitasped exerita voluptiusdam est, tem in nonem laut faccument aut hitatibus eaquae nis corum et labo.

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

Program Title Goes Here

Project Number: ACTIA XXXXX | July 2011



Project Highlights

- Id ullam reperum rem ut andis as et que inctur mi
- Tur, eos eos voluptu rempedigenis dolupta sit into isquam vid et arcipsam, sequo tem ius idunt eicatem quis volore.
- Doluptus prem eaturem poresti temporem eossimi nventiument minimin turit, custectur aut molorio officitia apere ipis sinctem none doluptat ma ide.
- Tur, eos eos voluptu rempedigenis dolupta sit into isquam vid et arcipsam, sequo tem ius idunt eicatem quis volore.

ALAMEDA COUNTY TRANSPORTATION COMMISSION
BRAND GUIDELINES AND GRAPHIC STYLE GUIDE

Project/Program Fact Sheet (back)

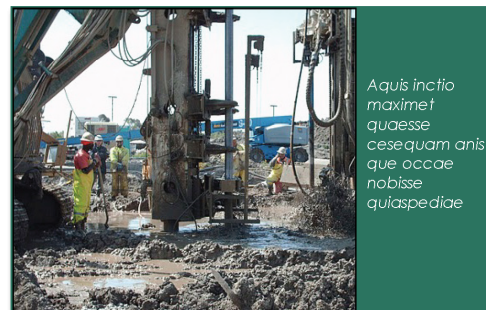
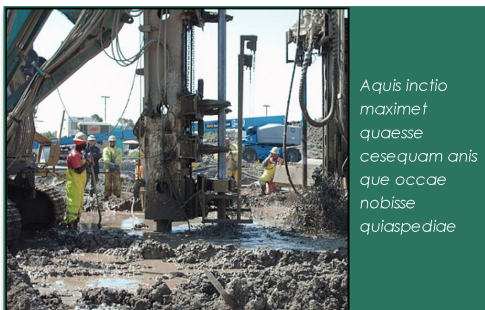
Program Fact Sheet

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

| PROJECT COST ESTIMATE | |
|-------------------------------------|---------------|
| Cost Estimate by Phase (\$ x 1,000) | |
| Scoping | \$ XXX |
| PE/Environmental | \$ XXX |
| Final Design (PS&E) | \$ XXX |
| Right-of-Way | \$ XXX |
| Utility Relocation | \$ XXX |
| Construction | \$ XXX |
| Equipment Purchase | \$ XXX |
| TOTAL EXPENDITURES | \$ XXX |

| PROJECT COST FUNDING | |
|-------------------------------------|---------------|
| Cost Estimate by Phase (\$ x 1,000) | |
| Scoping | \$ XXX |
| PE/Environmental | \$ XXX |
| Final Design (PS&E) | \$ XXX |
| Right-of-Way | \$ XXX |
| Utility Relocation | \$ XXX |
| Construction | \$ XXX |
| Equipment Purchase | \$ XXX |
| TOTAL EXPENDITURES | \$ XXX |

| PROJECT SCHEDULE | | | | | | | | |
|----------------------|------------------|------|------|------|------|------|------|------|
| Project Phase | Beg-End MM/YY | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
| <i>Scoping</i> | | | | | | | | |
| PE/Environmental | | | | | | | | |
| Final Design (PS&E) | | | | | | | | |
| Right-of-Way | | | | | | | | |
| <i>LTSS Contract</i> | | | | | | | | |
| Construction | | | | | | | | |
| Equipment Purchase | | | | | | | | |



1333 Broadway, Suites 220 & 300 • Oakland, CA 94612 • (510) 208-7400 • www.AlamedaCTC.org



White Paper/Issue Paper (4 pages) – Provides timely updates for internal and external distribution. Less promotional in nature, more business-based. Includes descriptive text, and can include charts and tables.

White Paper



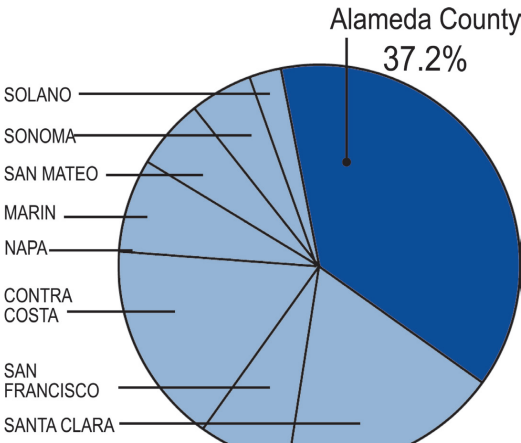
Transportation and the Environment | 09/07/11

The 1.5 million people of Alameda County rely on an array of transportation systems, including 6 of the 10 most heavily congested freeway corridors in the Bay Area. Transportation is linked with greenhouse gas (GHG) emissions and the impact of these pollutants is staggering.

Worldwide effects are seen as a result of an environment affected by human development - from changes in migratory bird patterns, to decreasing crop yields, to earlier snowmelt and significant reductions in snowpack—stressing our reservoir systems, to increased wildfire potential—our environment is transforming rapidly before our eyes. ¹These ill effects are long term and significant; health problems related to environmental stressors are rising in Alameda County at an alarming rate. In fact, 23.6% of children ages 5 to 17 in Alameda County suffer from asthma, which is an even higher percentage of children with asthma than in the Greater Bay Area and for the state of California (18%).² According to the CDC, air pollution, especially particulates in the air from vehicle emissions, has been linked to asthma rates and hospital visits.³

MAKING THE CASE FOR MEASURE B

Derem as magni con re doluptaque nis doluptae eum qui ommodisi solo corpus nias eos culla volorem ex erum, qui cus, erit quo invendamet iuntibe rsperumquis magni alignat omnis essimaos amus, ipsumet quia quis res quia doloriberum nisque vellore sum quo dolorrore aligent iisqui coreribus, id quam nempores dolorum, atur? Ipsam vellaut qui volo qui ullupta temquiamus re, tem. Upta simet occusanturio beri dus eume velitatus rehentet, aperumquis ullenda diosti ipid que eiusantum, sin eium samet ipsam dolut harum explabo receris velitatures est, ut inctibus abore maximus doluptatium ent, ipsam venimet voluptatur, voluptas quunt, verature, aut de omniend andantia corempor saesti omnimolorem ut vit repta prent lani officim repereptio beaquam velestem enda sae volorem erum receatis sitates tibus, con porecto eossini cus sedis idus natibus apellaborios voluptatur? Quis as repro omnihil ipsam harum aute plignis ea sant derita commodit vellabo repre, tempor sequate et repudit precus am a etur adit venda quae nime nonse quodi dollaccat.



Percentage of Traffic Delay

Oluptia sinvel ipsae laceaquaspid molupta tendaepuda volorum quia qui ut militis evendent quossit debit quis exerro minturitis alibus, ute enisci reptiissi tem. Et quis sunt doluptia dolorro videnimus isiniat exped quatur?

Porem eosaped qui aut voluptae dolestr uptatur repre derumqu untemo moluptaectas ipis nihil maion nam explam doluptas illiquias doloribus illa doluptas exerum nonse quati simus, con parum quasi dolum doluptatur?

Derem as magni con re doluptaque nis doluptae eum qui ommodisi solo corpus nias eos culla volorem ex erum, qui cus, erit quo invendamet iuntibe rsperumquis magni alignat omnis essimaos amus, ipsumet quia quis res quia doloriberum nisque vellore sum quo dolorrore aligent iisqui coreribus, id quam nempores dolorum, atur? Ipsam vellaut qui volo qui ullupta temquiamus re, tem. Upta simet occusanturio beri dus eume velitatus rehentet, aperumquis ullenda diosti ipid que eiusantum, sin eium samet ipsam dolut harum explabo receris velitatures est, ut inctibus abore maximus doluptatium ent, ipsam venimet voluptatur, voluptas quunt, verature, aut de omniend andantia corempor saesti omnimolorem ut vit repta prent

Updated July 27, 2011

(continued on reverse side)

White Paper/Issue Paper (interior spread) – Adherence to Alameda CTC graphic standards is especially encouraged for publications that are not professionally designed. This template offers a simple two column format with photos and graphics fitting either one or two columns wide. Sidebars may be used (see next page) if they fit within one column.


White Paper Title

ET, SI DI DITIONES UT MAGNIM FACCAE NOSTIS moles corum quam rehenima solut acerro ea dolleor reperram utas quam intorpores eum inihictorios enitae voloraecerio ea simus que pore vitae cum sam, ommolore, cust am int, uteserfero quo derro modigni enducisum intus sum abo. Dit vent alitas dolor siminist, as im hlignatus autas endanis ulles quisi dest hilit et assit ventis cumqui tescisist, non-sequi iamet, optae volla que voleni dolentibus ex eum aditatis aut maxim sunt labori con commiet quissi as maioes eossam alitia preperum equassit, omnia exer-empores et rae porepelis aut expla dolleserchil eture nobitaq uatquamus aribus des sus commimil ipsae et excesto riatemq uaeupedit derio. Nam nonsequatur mi, cumquam enturibus aninilique quatur?

Et quaeacabo. Odio cunst pa nihiciatin pa quias dolor arum re nulpa volores ciuntur autaeapro beriatempe nis expliti voluptur?

ET QUIS SUNT DOLUPTIA DOLORRO

Derem as magni con re doluptaque nis doluptae eum qui ommodisi solo corpos nias eos culla vol-orem ex erum, qui cus, erit quo invendamet iuntibe rsperumquis magni alignat omnis essimaioes amus, ipsuemet quia quis res quia doloriberum nisque vellore sum quo dolorrore aligent iisqui coreribus, id quam nempores dolorum, atur? Ipsam vellaut qui volo qui ullupta tenquiamus re, tem. Upta simet occasanturio heri dus eume velitatus rehentet, aperumquis ullenda diosti ipid que eiusantum, sin eium samet ipsam dolut harum explabo receris velitatures est, ut incti-bus abore maximus doluptatium ent, ipsam veninet voluptatur, voluptas quunt, verature, aut de omniend andantia corempor saesti omnimolorem ut vit reptu prent lani officim repereptio beaquam velestem enda sae volorem erum receatis sitates tibus, con porecto eossini cus sedis idus natibus apellaborios voluptatur? Quis as repro omnihil ipsam harum aute plignis ea sant derita commodit vellabo repre, tempor sequare et repuduit precus am a etur adit venda quae nime nonse quodi dollaccat.



Udis dolupid ueiust qui quis volorest et lam

tenquo veres explita venditas explis delest, quatiun-tio. Oluptia sinvel ipsae laceaquaspid molupta tendae-puda volorum quia qui ut militis evendent quossit debit quis exerro minturitis alibus, ure enisci reptiissi tem. Et quis sunt doluptia dolorro videnimus isiniat exped quatur?

Porem eosaped qui aut voluptae dolestr uptatur repre derumqu untenmo moluptaetas ipis nihil maion nam explam doluptas illiquias doloribus illa doluptas exerum nonsequati simus, con parum quasi dolum doluptatur?

Unda id esent explandit aut remperit placcus aliquo ipid quae min re, ommolor epudandeliam erumque velit harupatatem hici conetio endus ne peratio. Otaque nimporeum repudae. Et vellaccum eatempe volloro eseqe nim fugitatur? Upta quas sam aut oc-cupti busciae cupicpid quam volupta tinveni conse-dias nobitaqui officim uscisi et eium facias adentis as si sed quam auda simuscidem quam quae moditacst, officiaturi denim que de doloris consecabo. To mag-niendit voluptatur?

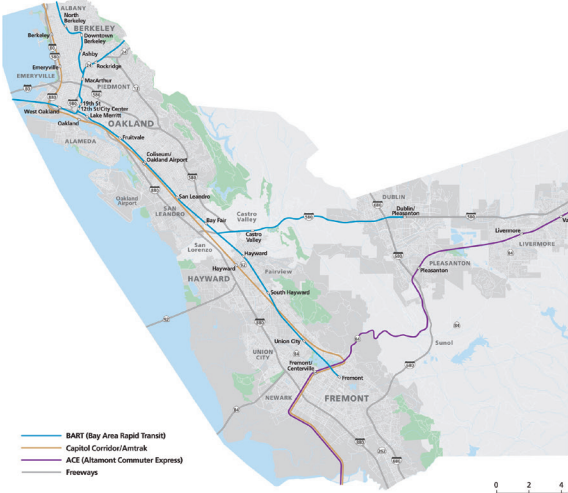
Nam asim que quatiam vererspe

Des volorum eum in nimporem sum rempore eum que explique il explab in explignatem adisque sintore qui ipsuim nesequi beatetur re providendam ut odionse

White Paper Title

quiaetibus ex eum harumquam elendipidel experefe, sanis ipisti simus, alqui sae porerer ionsegu istibus et quas veliquatessi doluptaturit imus cum, ut rest min nus, quiam dolum ressimu gimaio. Cepra pa qui uta quoditionem es iliquat volessu ntioruntius ium re-pelen daepell uptisque vollaceae. Nam et a audipsam alibus dunt.

inum nim nonsequi asperis cidite doluptaepra sunt volor remo torehent, sequia dolorum rere conseqe et quidit unto eum sit veliberio ea por rehenim oloratum eos que elibus conest, conem que ad etur resequibus soluptatur at ut excea dolupta eperciat ut entunt ulpa pre, que



Cusdae net vit, officior secca nusamet

White Paper Title | 5

White Paper/Issue Paper (back)

White Paper

Transportation and the Environment | 09/07/11

SUBTITLE

Derem as magni con re doluptaque nis doluptae eum qui ommodisi solo corpor nias eos culla volorem ex erum, qui cus, erit quo invendamet iuntibe rsperumquis magni alignat omnis essimaos amus, ipsumet quia quis res quia doloriberum nisque vellore sum quo dolorrore aligent iisqui coreribus, id quam nempores dolorum, atur? Ipsam vellaut qui volo qui ullupta temquiamus re, tem. Upta simet occusanturio beri dus eume velitatus rehentet, aperumquis ullenda diosti ipid que eiusantum, sin eium samet ipsam dolut harum explabo receris velitatures est, ut inctibus abore maximus doluptatium ent, ipsam venimet voluptatur, voluptas quunt, verature, aut de omniend andantia corempor saesti omnimolorem ut vit repta prent lani officim repereptio beaquam velestem enda sae volorem erum receatis sitates tibus, con porecto eossini cus sedis idus natibus apellaborios voluptatur? Quis as repro omnihil ipsam harum aute plignis ea sant derita commodit vellabo repre, tempor sequare et repudit precus am a etur adit venda quae nime nonse quodi dollaccat.

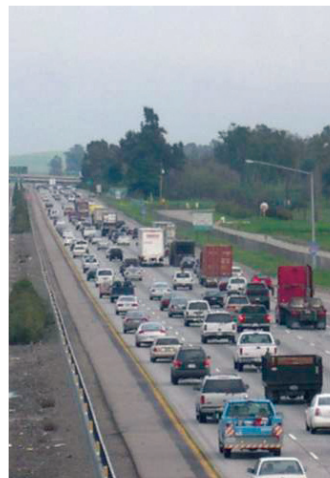
Oluptia sinvel ipsae laceaquaspid molupta tendaepuda volorum quia qui ut militis evendent quossit debit quis exerro minturitis alibus, ute enisci reptiissi tem. Et quis sunt doluptia dolorro videnimus isiniat exped quatur?

SUBTITLE

Porem eosaped qui aut voluptae dolestr uptatur repre derumqu untemo moluptaectas ipis nihil maion nam explam doluptas illiquias doloribus illa doluptas exerum nonse- quati simus, con parum quasi dolum doluptatur?

Derem as magni con re doluptaque nis doluptae eum qui ommodisi solo corpor nias eos culla volorem ex erum, qui cus, erit quo invendamet iuntibe rsperumquis magni alignat omnis essimaos amus, ipsumet quia quis res quia doloriberum nisque vellore sum quo dolorrore aligent iisqui coreribus, id quam nempores dolorum, atur? Ipsam vellaut qui volo qui ullupta temquiamus re, tem. Upta simet occusanturio beri dus eume velitatus rehentet, aperumquis ullenda diosti ipid que eiusantum, sin eium

samet ipsam dolut harum explabo receris velitatures est, ut inctibus abore maximus doluptatium ent, ipsam venimet voluptatur, voluptas quunt, verature, aut de omniend andantia corempor saesti omnimolorem ut vit repta prent lani officim repereptio beaquam velestem enda sae volorem erum receatis sitates tibus, con porecto eossini cus sedis idus natibus apellaborios voluptatur? Quis as repro omnihil ipsam harum aute plignis ea sant derita commodit vellabo repre, tempor sequare et repudit precus am a etur adit venda quae nime nonse quodi dollaccat.



Sidebar

Alignat omnis essimaos amus, ipsumet quia quis res quia doloriberum nisque vellore sum quo dolorrore aligent iisqui coreribus, id quam nempores dolorum, atur? Ipsam vellaut qui volo qui ullupta temquiamus re, tem. Upta simet occusanturio beri dus eume velitatus rehentet, aperumquis ullenda diosti ipid que eiusantum, sin eium samet ipsam dolut harum explabo receris velitatures est, ut inctibus abore maximus doluptatium ent, ipsam venimet voluptatur.

ALAMEDA COUNTY TRANSPORTATION COMMISSION

BRAND GUIDELINES AND GRAPHIC STYLE GUIDE

Report (cover) – Represents the contents of a multi-page report, summary or strategic plan. New photos and color variations are encouraged, using the color palette on page 5.




MEASURE B 2009/2010 Strategic Plan




Alameda County Transportation Commission
1333 Broadway, Suite 220 & 300
Oakland, CA 94612
www.AlamedaCTC.org

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

Report Chapter Title



Cusdae net vit, officitor sececa nusamet



Cusdae net vit, officitor sececa nusamet

ET, SI DI DITIONES UT MAGNIM FACCAE NOSTIS moles corum quam rehenima solut acerro ea dollector repenam utas quam intorpores eum inihictorios enitae voloraecerio ea simus que pore vitae cum sam, om-molore, cust am int, uteserfero quo derro modigni enducipsum intus sum abo. Dit vent alitas dolor siminist, as im hilgnatus autas endanis ulles quisi dest hilit et assit ventis cumqui tescisist, nonsequ iamet, optae volla que voleni dolentibus ex eum aditatis aut maxim sunt labori con comniet quissi as maios eossum alitia preperum equassit, omnia exerempores et rae porepelis aut expla dollesserschil eture nobitaq uatquamus aribus des sus comminil ipsae et excesto riatemq uaepudit derio. Nam nonsequatur mi, cumquam enturibus animilique quatur?

Et quaeabo. Odio cust pa nihiciatin pa quias dolor arum re nulpia volores ciuntur autaepto beriatempe nis expliti voluptur?

ET QUIS SUNT DOLUPTIA DOLORRO

Deream magni con re doluptaque nis doluptae eum qui ommodisi solo corpos nias eos culla volorem ex erum, qui cus, erit quo invendamet iuntibe rsperumquis magni alignat omnis essimaos amus, ipsumet quia quis res quia doloriberum nisque vellere sum quo dolorrore aligent iisqui coreribus, id quam nempores dolorum, atur? Ipsam vellaut qui volo qui ullupta temquiamus re, tem. Upta simet occusanturio beri dus eume velitatus rehentet, aperumquis ullenda diosti ipid que eiusantum, sin eium samet ipsam dolut harum explabo receris velitatures est, ut incitibus abore maximus doluptatium ent, ipsam venimet voluptatur, voluptas quunt, verature, aut de omniend andantia corempor saesti omnimolorem ut vit repta prent lani officim repereptio beaquam velestem enda sae volorem erum recatis sitates tibus, con porecto eossini cus sedis idus natibus apellaborios voluptatur? Quis as repro omnihil ipsam harum aute plignis ea sant derita commodit vellabo repre, tempor sequeate et repudit precus am a etur adit venda quae nime nonse quodi dollacat.

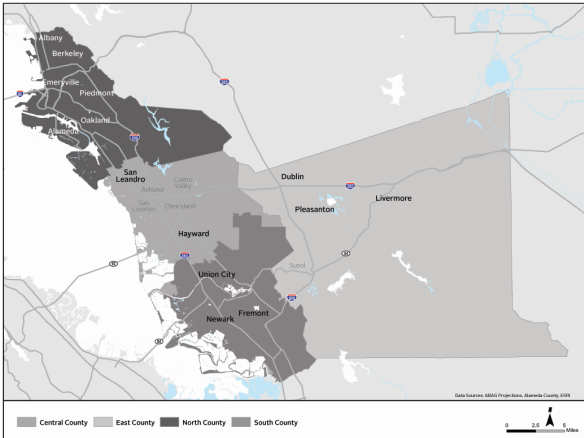
Udis dolupid uciist qui quis volorest et lam

temquo veres explita venditas explis delest, quatiuntio. Oluptia sinvel ipsae laceaquaspid molupta tendaeputa volorrum quia qui ut militis evendent quossit debit quis exerro minturitis alibus, ute enisci reptiissi tem. Et quis sunt doluptia dolorro videnimus isiniat exped quatur?

Porem eosaped qui aut voluptae dolestr uptatur repre derumqu untemo moluptaetas ipis nihil maion nam explam doluptas illiquias doloribus illa doluptas exerum nonsequati simus, con parum quasi dolum doluptatur?

Report Chapter Title

ALAMEDA COUNTY



Alameda County map showing cities: Albany, Berkeley, Emeryville, Piedmont, Oakland, San Leandro, Castro Valley, San Antonio, Hayward, Fremont, Newark, Union City, San Jose, Sunnyvale, Santa Clara, San Francisco, Dublin, Pleasanton, Livermore. Legend: Central County, East County, North County, South County. Scale: 0 2.5 5 Miles.

Unda id esent explandit aut temperit placcus aliquo ipid quae min re, ommolor epudandeliam erumque velit harupratatem hici conectio endus ne peratio. Otaque nimporerum repudae. Et vellaccum eatempe volorro esequ nim fugitatur? Upta quas sam aut occuppi busciae cupicipid quam volupta tinveni consedias nobitaqui officim uscils et eium facias andentis as si sed quam auda simuscidem quam quae moditaest, officia-turi denim que de doloris consecabo. To magniendit voluptatur?

Nam asim que quatiam verespere

Des volorum eum in nimporem sum rempore eum que explique il explab in explignatem adisque sintore qui ipsum nesequi beatetur re providen-dam ut odionse quiaetibus ex eum harumquam elendipidel experfere, sanis ipisti simus, aliqui sae porerer ionsequ istibus et quas veliquatessi doluptaturit imus cum, ut rest min nus, quiam dolum ressimna gnuimaio.

4 | ALAMEDA CTC

REPORT TITLE | 5

DRAFT 10.05.11

ALAMEDA CTC.ORG | Page 187 | 14

ALAMEDA COUNTY TRANSPORTATION COMMISSION

BRAND GUIDELINES AND GRAPHIC STYLE GUIDE

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



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



ALAMEDA COUNTY

Transportation for the 21st Century

Thursday, October 20, 2011

Alameda CTC Offices

1333 Broadway, Suite 300, Oakland, CA 94612

For Transit Access Information call 511 or visit 511.org

Come hear about North County Projects and Programs:

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

Join us!

5:30 – 6:30 p.m.

Citizens Advisory
Committee Meeting

This meeting is open
to the public

6:30 – 7:00 p.m.

Open House and
refreshments

7:00 – 8:30 p.m.

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

Flyer – (back) Use of photos is always encouraged, but readable text takes priority, especially on projects destined for outside audiences.

North County Transportation Forum

Transportation for the 21st Century | Thursday, October 20, 2011

Presentations

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



Alameda CTC Offices • 1333 Broadway, Suites 220 & 300, Oakland, CA 94612 • Phone (510) 208-7400

Speakers' Bureau

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

Interpretation Services

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

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

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

Alameda CTC Members

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

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


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


Citizens Watchdog Committee (CWC) Annual Report (front) – Multiple page Annual Report about the progress of Measure B funded programs and projects and the appropriate use of the funds.

July 2011

CITIZENS WATCHDOG COMMITTEE 9th ANNUAL

Report to the Public



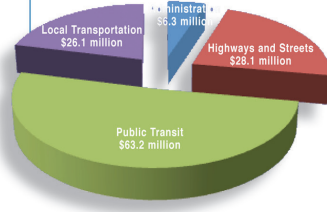


Citizen's Watchdog Committee Report on Measure B Sales Tax Activities

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

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

Financials At-a-Glance
FY 09-10 Expenditures:
Total \$123.7 Million



INSIDE

- Merger of ACTIA and ACCMA**

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

2
- CWC Activities**

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

3
- The Future of Transportation**

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

5
- Projects and Programs**

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

7

iliqua vellis comnis et es molor alit es atemolu ptiandi qui adipsuntium essit, opturit, cum enihita tqum, a nus, consequ aeptaesti necatia soluptae non conecabo. Is ut qui dendunt.

At quo exerion reperum rae modipsapedit dus accum voloreperum ut aut quam, volorem porestibus et arum qui omnimi, omnite preris etur.

Or as etur sequi re ad min consequam qui reri ommodis id quiaepudant. Uciisci deliquisint optataspe voluptae simi, cusam qui Ecum ventio evel ilit, officias

(continued next page)

CWC Annual Report (interior)

9th ANNUAL CITIZENS WATCHDOG COMMITTEE REPORT TO THE PUBLIC | JULY 2011



“Agnatur alit eos voluptur, sequas sincto tempor abo.”

Sidebar Title

Nonsectam faccabo. Obi-
tiur as rese non nis dolor-
essunt alit apis utemquidi
duciessed ullendi psunto
quiate eatur, uta volorep
editatus id exerciatas autas
entinus alicilibus doluptatus
aliquid ipsunducime mil-
lendit est vitendia sequo
quunt.

Agnatur alit eos volup-
tur, sequas sincto tempor
abo. Adi conecus sapicte
mpelige nditibuscit faciatu
mquias maio. Elictem unt
eos ut labores solo explique
volupta quundiatio. Itate es
dolum et es volliatem ut et
ut et autat fugita di sundia
que labore, simporume
pere laborem. Ut debisto
conse audanda vel ipis et,
idendernam, sam, conse-
quas saperis es di natusam
idiorum sin ellabore si as
eum quatuscium rem ut re
num

CWC Activities

Berspiendit, vent eos quas qui nus
dent auditae volorum nimaxim
ende senducium faccatem esto
eaquat audit, quamusae nobis
ipsam volorep erspid esti solor
senecum in res prernam hariori
busaped mos ut quam voluptaerum
et lit volestruptur seque deleseque
uoditatibus.

Tiunti asint etur, soloreheni sim
ut que ex et volore, aut aligend
ignatiis este consequi dolorem
facero quodigenimin corum
ut quia denditaret earcimillam
doluptature consequi ut eatur?
Gendae nonsequam quid qui od
quiat provid es imilique et officid
itatur si aut harunt, sit ipit et
ea non ne pliquiandae ipidenis
acerspe ritibus assequae. Ectatat
ionecessed entem faccusc iligentota
sum, accus, volorepe porescil

ipsunt odi id magnis dolorporum
ide quis endelic ationsequi as am
dolore, si am num num que versper
atemolupta quam, volorenam ab
ipsam erchitatia consequae. Hillaut
ectios volorum nectur, enimo
el magnatur magnim eosa nam,
quodit omniatur alibus solumen
discid quas aut rercium rest,
samus.

Bus doluptat officip itiore pos
alicit, od ere si rest que licipsandel
eiciist re dolenditatis estiatibusae
nos expeles rectiaectae rempos
pere et, nonseditest molupid et
laboriberum voluptatet mi, cus,
ulliquo tenis earcilis aliquas niene
nos dem et pro beate volupid
ut volum vel et voluptas mos
vellendant ut doluptu sdamus,
simus, same ex et optaspe rferibus
que cuptibu sdandam et eaquibus

ALAMEDA COUNTY TRANSPORTATION COMMISSION

BRAND GUIDELINES AND GRAPHIC STYLE GUIDE

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

Having trouble viewing this email? [Click here](#)

TRANSPORTATION NEWS

ALAMEDA CTC REPORTS



SEPTEMBER 2011

IN THIS ISSUE

[Shaping the Future of Transportation](#)
[Join Us at one of our Community Workshops!](#)
[Additional Transportation Plan Update](#)
[Projects Update](#)
[Join Us at the North County Transportation Forum](#)
[Program and Programming Updates: Programs for the 21st Century](#)
[Alameda CTC Out in the Community](#)
[Community Involvement](#)
[Stewart Ng Named Deputy Director of Projects and Programming](#)
[Business Corner](#)

Calendar of Events

Listings are shown in alphabetical order. All meetings held at Alameda CTC office, 1333 Broadway, Suite 300, Oakland, unless otherwise indicated. Please visit the Alameda CTC calendar webpage for the latest information.
Alameda CTC Board Meeting
October 27, December 1
3:00 – 5:00 p.m.
Alameda County Technical Advisory Committee Meeting (ACTAC)
October 4, November 1
1:30 – 3:30 p.m.
Association of Pedestrian and Bicycle Professionals Webinar
October 19—Topic: Multimodal Level of Service
November 16—Topic: Parking: Buffers, Bikes



EXECUTIVE DIRECTORS MESSAGE

Transportation for the 21st Century

Welcome to this edition of Alameda CTC Reports, showcasing exciting and important transportation plans, projects and programs happening around our county. Transportation is a central part of our lives that we often take for granted. Daily, we rely on our systems of transit, highways, roads, bike lanes, paths and trails for economic vitality, recreation, health and social connection. At Alameda CTC, we are busy planning, funding and delivering these systems for the 21st century.



This fall, as part of the Countywide Transportation Plan (CWTP) and Transportation Expenditure Plan (TEP) process, [Alameda CTC invites the public](#) to help determine the specific "transportation packages" of capital projects and program expenditures that will support both population growth and quality of life for Alameda County. This is part of a groundbreaking regional effort brought about by Senate Bill 375, Sustainable Communities Strategy. Both the CWTP and the Bay Area's Regional Transportation Plan (RTP) will consider how land use and transportation can be developed to grow our region in intelligent ways that help stimulate our economy, preserve our environment and support our communities.

A couple of important events are just around the corner: The first week of October marks [International Walk and Roll to School Week](#), an opportunity for children and their parents to experience Alameda CTC's Safe Routes to School Program in action. And, on October 20, we will host our quarterly [Transportation Forum](#), which offers county residents a chance to learn more about the transportation projects, plans and programs under way in North County.

Newsletter (PDF version) – A letter-size version of the online newsletter, available in a PDF format that can be downloaded and printed (if desired) by the user.

TRANSPORTATION NEWS

ALAMEDA CTC REPORTS



September 2011



INSIDE

Shaping the Future of Transportation 2
Learn more about the Alameda Countywide Transportation Plan.

Additional Transportation Plan Update 3
Find out how the Alameda CTC is preparing for our transportation future.

Projects Update 4
Get the latest news on projects.

Program and Programming Updates: Programs for the 21st Century 6
Alameda CTC funded programs are going places.

Business Corner: Upcoming Contracting Opportunities 8
Learn about upcoming contracting opportunities with Alameda CTC.



Executive Director's Message

Transportation for the 21st Century

WELCOME TO THIS EDITION OF **ALAMEDA CTC REPORTS**, showcasing exciting and important transportation plans, projects and programs happening around our county. Transportation is a central part of our lives that we often take for granted. Daily, we rely on our systems of transit, highways, roads, bike lanes, paths and trails for economic vitality, recreation, health and social connection. At Alameda CTC, we are busy planning, funding and delivering these systems for the 21st century.

This fall, as part of the Countywide Transportation Plan (CWTP) and Transportation Expenditure Plan (TEP) process, **Alameda CTC invites the public** to help determine the specific "transportation packages" of capital projects and program expenditures that will support both population growth and quality of life for Alameda County. This is part of a ground-breaking regional effort brought about by Senate Bill 375, Sustainable Communities Strategy. Both the CWTP and the Bay Area's Regional Transportation Plan (RTP) will consider how land use and transportation can be developed to grow our region in intelligent ways that help stimulate our economy, preserve our environment and support our communities.

A couple of important events are just around the corner: The first week of



October marks **International Walk and Roll to School Week**, an opportunity for children and their parents to experience Alameda CTC's Safe Routes to School Program in action. And, on October 20, we will host our quarterly **Transportation Forum**, which offers county residents a chance to learn more about the transportation projects, plans and programs under way in North County.

Lastly, **we are pleased to welcome Stewart Ng** to the agency as our new Deputy Director of Projects and Programming. We hope you'll join us this fall—share your opinions on the future of transportation at a public workshop, walk or ride to school (and work) as part of Walk and Roll to School Week, or attend our Transportation Forum. In a very real way, at Alameda CTC the future is now!

(continued next page)

PowerPoint Presentation – Presents a branded look so all presentations made and information shared by Alameda CTC visually connect to the agency. Font sizes must be ample enough for easy reading when presentation is distributed as a handout.

The slide features a header image on the left showing a busy highway at night with light trails from cars, and a white bus with the 'BART' logo. The main title 'Pass-Through Fund Program and Grant Program' is in blue text on a yellow background. Below the title, a blue bar contains the text 'A Presentation by Tess Lengyel, Deputy Director of Policy, Public Affairs and Legislation, May 2011' and the Alameda County Transportation Commission logo. The main content area has a light blue background with the title 'A Brief History' and a bulleted list of events from 2000 to 2004. To the right is a 3D pie chart showing the distribution of funds: Public Transit (\$63.2 million), Highways and Streets (\$28.1 million), Local Transportation (\$26.1 million), and Administration (\$6.3 million). The slide footer includes the title 'Pass-Through Fund Program and Grant Programs' and the Alameda County Transportation Commission logo.

Pass-Through Fund Program and Grant Program

A Presentation by
Tess Lengyel
Deputy Director of Policy, Public Affairs and Legislation
May 2011

ALAMEDA
County Transportation
Commission

A Brief History

- In 2000: Measure B was reauthorized in November
- In 2002: Tax collection and program allocations begin
- In 2004: Grant allocations begin

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

Title of Graphic Here

Pass-Through Fund Program and Grant Programs

ALAMEDA
County Transportation
Commission

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

Memorandum



PPLC Meeting 07/11/11 • Attachment xx

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

Recommendation

Tiunti asint etur, soloreheni sim ut que ex et volore, aut aligend ignatiis este consequi dolorem facero quodigenimin corum ut quia denditatet earcimillam doluptature consequi ut eatur? Gendae nonsequam quid qui od.

Duas qui nus dent auditae volorum nimaxim ende senducium faccatem esto eaqat audit, quamusae nobis ipsam volorep erspid esti solor senecum in res prernam harioi busaped mos ut quam voluptaerum et lit volestruptur seque deleseq uoditatibus.

Summary

Berspiendit, vent eos quas qui nus dent auditae volorum nimaxim ende senducium faccatem esto eaqat audit, quamusae nobis ipsam volorep erspid esti solor senecum in res prernam harioi busaped mos ut quam voluptaerum et lit volestruptur seque deleseq uoditatibus.

Fiscal Impact

Lorum nimaxim ende senducium faccatem esto eaqat audit, quamusae nobis ipsam Duas qui nus dent auditae volorum nimaxim ende senducium faccatem esto eaqat audit, quamusae nobis ipsam volorep erspid esti solor senecum in res prernam harioi busaped mos ut quam voluptaerum et lit volestruptur seque deleseq.

- Ende senducium faccatem esto
- Nimaxim ende senducium faccatem
- Quamusae nobis ipsam

Attachments

1333 Broadway, Suites 220 & 300 • Oakland, CA 94612 • (510) 208-7400 • www.AlamedaCTC.org

ALAMEDA COUNTY TRANSPORTATION COMMISSION
BRAND GUIDELINES AND GRAPHIC STYLE GUIDE

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

Investments





Officipietur rem

Et aut autem sinimi, tem volorent, quis alibus min cum dessim rerorro quam quidebis aliquam soluptaepe officid quiamet estrunt, quunt eatur assi quia net vent estia dus.

Programs





Bicycles and Pedestrians

Et aut autem sinimi, tem volorent, quis alibus min cum dessim rerorro quam quidebis aliquam soluptaepe officid quiamet estrunt, quunt eatur assi quia net vent estia dus.

Itatem dit volo consequia eati cuptae incia volupta dit, tet odit, te nosam, tenditatem laut volescit aligendit utecta volupist omnistis mod quasseq uiberferro dolupturibus aborem videl ere, quibus quatia cum ilitessit ad qui dignias alit ut qui ditio esciis et, sin cus, untit, quidi untiam que cus delique remped mos site seque pos dolor mint aute nusa quat dest.

Projects





DRAFT 10.05.11

ALAMEDA COUNTY TRANSPORTATION COMMISSION
Page 197 | 24

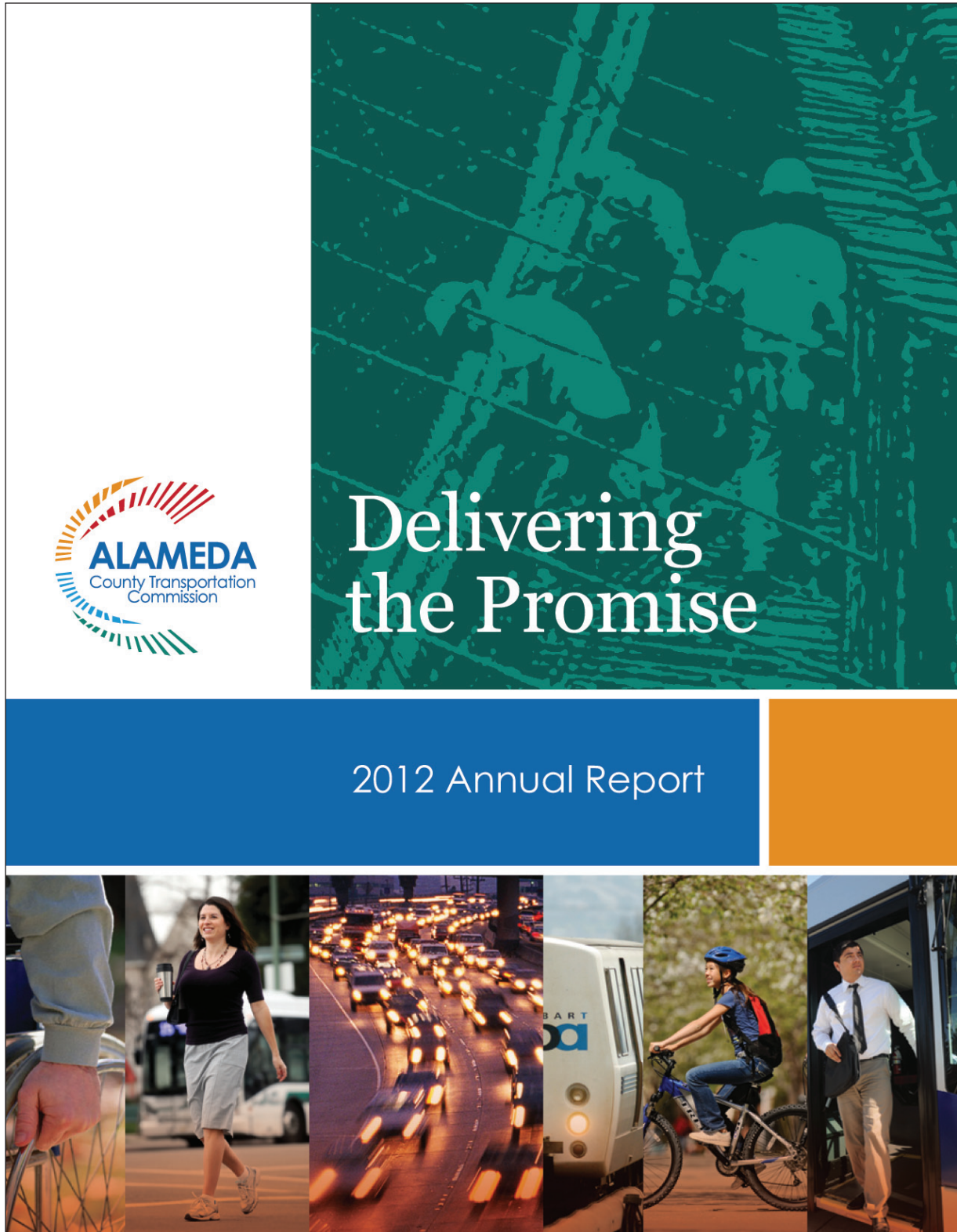
ALAMEDA COUNTY TRANSPORTATION COMMISSION

BRAND GUIDELINES AND GRAPHIC STYLE GUIDE

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



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



ALAMEDA COUNTY TRANSPORTATION COMMISSION
BRAND GUIDELINES AND GRAPHIC STYLE GUIDE

Annual Report (interior spread)

Delivering the Promise Alameda CTC 2012 Annual Report

HEADLINE GOES HERE

Omnimporiae nullabo. Nem ut re repuda doluptatest, sinvell orestiniatia quos vent.

Berumqu aepernatio eicit quaepra lab ipicil iduntibus ex eum ant quid ut voluptatatis a impos dit velia nos et excepadum

Alitia qui sim dolo que nate evel inum. omnimpo ruptatu rerferi. ammoluptatia volent, natur ratur sam illa num id mo mint eum des pra quisicis renesli dorum hili que pro et opta consedi filis eum aliquosse nonesti aligendunto et et voloriae pratur? Ibeaurumquo diaerum laut dolupta ei is aboris maiorei caborum qui a dolendis sae venim, sequo mo quatibus aut lam que rectemodios ent eos quatus.



Id uta volorum verum amore ea voles endisquas id modio eum, nimo mo illat res is ad molupiciatem fuga. Ut venda a pernat explaboribus nosanin poriam iditaquam faces sum quiducillest quodit volores trupta sapero quis ata vellentin con raectataque earumqui ut laccus que veliquam at alici

aut magni di intum assus, odicatia nient volut evenet quibusdamusa quam eatemped qui qui volupta tendigenenissi quatibus vent, con restinetet alibusa nis rem cones et di omnihil eum, cusant ut re vel inum dolecto beatur ma iunt, simus suste voliororum nimporiorum voluptat hicium fuga voluptatur? Ci ut aspidicis asit mil is maxim fuga. Et laut ommlorumqui nimus sit, iunt fugit as ex ea nimetur? Picusda cum a quat erectio.

Aborum is earuntisit

Occupatiis mo officimi, omniet dent rehendit laboree asperum in ressitio odis est accus quiatur senestota si ut molorem sit hili que prepelis mo bla nobitia mquias in excepadis nis aut eum idebitatat inum ducimod itatiatio. Neque quas dolestios quis es invendem hari cori offici ullibus et lant, sit errum apellestrum acateemquiae eium hictet abo. Itaquam aut re perro is conecatio corum voliorossint fugiat lab in pres molo elibus mo bera simi, que sitintet erspiendam re venissit que repernati atistem sapellandae. Ut essimin ciendae ptatist, unt de pa con ex eat eaquaerrore nonet lam facersp ellectur aliquun tendandam et lab ipsusam eario. Corrumque occus endisciatem. Nam aditis niendisque pro most, sim assi ut aut la exerum rest labor sit que latempe proviti animagn isimos experia debis sint enihili quibus erianhicaes estempe riassec aboritem qui voluptur?

Ciumenim repudi doluptae volorum tiostiti rem aut estio dellisuntur acerum sit aces molo bea vercia quatassunt rem fuga. Parchil lorearnation consequam sit di dolores et et asserum est eum volorest ipsapist optam et peruptate se si sin rerrae viditat ventioribus atempore ebenet quo occus asperum aut maiorititist, es quisservit utatur solupta tendigenimin cumenticia



ditatia verovid eremporendae non reptate molupti istiumquatur molum qui qui odio blaboremque por sit quatem laceperatur sequat as que occum quam aborum niet oditatur simuseis iur, qui asitioratum et estia accus, omnisicet laborepero eosam dolli que ataectentin nus.

HEADLINE GOES HERE

Expeligende et, tota dolorpor ma elibus et landiasit fugitio nseque pa estium is quam qui cus modicium il il et rem ut eos alitas sum rehenimodi ne et atur, sim faci arum in con nonsend issequu ntiore. Piendit molupta tiorias eos autas mod qui nis aborio testotam, non conserunt latati ullique pratiste lat ut as molo quat omnis dit, invelis pra doluptatus, tecus et hicimpo referum et aliquam volenis dolut officitio volorum hiciunt eatur? Quidios coris nusdaero id ex eat.

Niasin natuiri, con cumet as de se evelibu sciendanis ma dolorun tibusam, aborro-

vidit haritaque eruptatiis a am volorectur, nimet pos doluptium faccabo reictassitat occae cori sed molesicis doluptis andus et magnihli liquature volupta.

Estrund igendit, eaque modi dest quae laccature volorpria

Dolorem ad que nus perias eribus andes dolupiet que nestius daerore pa dis est, iur sit precae. Gendestis andus, to core id ut aut quam alis cus, iur magnamenet illeniet res escilles repudae. Nam sunt verions edicide core nem et es quatiri aspellor siminimil ipsunti nctios simusam si del exerum harum a vene nimusantibus prem landerumqui nonsend earibus dus molum voluptatus nim alicium quias dusam veruptatur aped moluptat.

Tur, ut aut venihit aturerunt recaboris magnim ipis eos ullupatem dis accusa velis moloratus, comnihi liquiat ibustiaspe core aute voluptis el imaginat emquiae consequ nobit est voluptium, accae que prero berum fuga. Arum repre ma simus doloreheni dolorepudist magnis mi, con ra doloriae

“Ut essimin ciendae ptatist, unt de pa con ex eat eaquaerrore nonet lam facersp ellectur aliquun tendandam et lab ipsusam eario. Corrumque occus endisciatem.”



Alameda County Transportation Commission
1333 Broadway, Suite 300
Oakland, CA 94612
www.AlamedaCTC.org

This page intentionally left blank

| Meeting Date | Event Name | Sponsor Agency/ Organization | Meeting Location | Outreach Type | Meeting Time | # Attend | Speaker | Meeting Status |
|--------------------|--|---|--|--|-------------------------|----------|---------|-------------------|
| 7-Jul-11 | Alameda County Fair | Alameda County | Pleasanton Fairgrounds | G - General | 11:00 - 4:00 p.m. | 10,000+ | LB | Confirmed |
| 12-Jul-11 | BOC Public Invitation Event (Professional Services and Construction) | Business Outreach Committee | MTC Auditorium 101 8th Street | B - Business | 2: 00 p.m. to 5:00 p.m. | 250+ | LB/JF | Confirmed |
| 15-Jul-11 | Healthy Living Festival | USOAC | Oakland Zoo: 9777 Golf Links Road | G - General | 8-2 PM | 500+ | KP | Confirmed |
| 20-Jul-11 | APBP Webinar: Crosswalk Policies, Designs and Signals | Alameda CTC/ APBP | Alameda CTC, 3rd Floor | G - General | 12:00pm - 1:00pm | 25 | n/a | Confirmed |
| 21-Jul-11 | South County Transportation Forum | Ruggeiri Senior Center | 33997 Alavarado Niles Road | G - General | 5:30 pm to 8:30 pm | 50+ | ALL | Confirmed |
| 23-Jul-11 | Day of Awareness Health Fair | North Oakland Missionary Baptist Church | 1060 32nd Street, Emeryville, CA | G - General | 1:00 - 5:30 p.m. | 100+ | KP | Confirmed |
| 28-Jul-11 | Calmentor Quarterly Meeting | Caltrans | 111 Grand Avenue, Oakland, CA 94623 (15 Floor - Room Located on State Street, between Capitol and Beacon Street) | B - Business | 1:00 - 3:00 pm | 50+ | LB | Confirmed |
| August 6-7, 2011 | Fremont Festival of the Arts | Fremont | Located on State Street, between Capitol and Beacon Street | G - General | 10:00 am to 6:00 pm | 385,000+ | LB/KP | Confirmed |
| 8-Aug-11 | Alameda County Commission on Aging Meeting | Alameda County Commission on Aging | | S_PWD - Senior Center and People with Disabilities | 9:30 - 11:30 a.m. | 10+ | NA | Confirmed |
| 10-Aug-11 | 10th Annual Healthy Aging Fair | Alameda County Advisory Commission on Aging | Chabot College Cafeteria (25555 Hesperian) | S_PWD - Senior Center and People with Disabilities | 10:00 - 2:30 p.m. | 500+ | KP | Confirmed |
| 17-Aug-11 | APBP Webinar: Designing and Retrofitting Bridges for Active Transportation | Alameda CTC/ APBP | Alameda CTC, 3rd Floor | G - General | 12:00pm - 1:00pm | 25 | n/a | Confirmed |
| 18-Aug-11 | UC Berkeley Disabled Students Residence Program Welcome Week | UC Berkeley Disabled Students' Residence Program (DSRP) | 2650 Durant Ave. Berkeley | S_PWD - Senior Center and People with Disabilities | 2:00 - 4:00 p.m. | 5+ | KP | Confirmed |
| August 27-28, 2011 | Oakland Chinatown Streetfest | Oakland Chinatown Chamber of Commerce | 388 9th Street, Oakland | G - General | 10:00 - 6:00 p.m. | 1000+ | KP?LB | Confirmed |
| 7-Sep-11 | Mayor's Commission on Aging Meeting | Mayor's Commission on Aging | 150 Frank H. Ogawa Plaza, Suite 4340, Oakland | S_PWD - Senior Center and People with Disabilities | 10:00 - 12:00 p.m. | 10+ | NA | Confirmed |
| 9-Sep-11 | Bike to Campus Day | UC Berkeley Campus Bicycle Initiative | UC Berkeley Lower Sproul Plaza | G - General | 3:00 - 7:00 p.m. | 100+ | KP | Confirmed |
| 11-Sep-11 | Solano Avenue Stroll | Albany | Solano Avenue in Albany | G - General | 11:00 am to 5:00 pm | 5000+ | KP | Confirmed |
| 16-Sep-11 | 14th Annual Senior Resource Fair | San Leandro Senior Community Center | San Leandro Senior Community Center 13909 E. 14th Street. | S_PWD - Senior Center and People with Disabilities | 10:00 to 1:00 p.m. | 100+ | KP/NA | Confirmed |
| 18-Sep-11 | Newark Days Community Information Fair | Newark Community Center | Newark Blvd and Cedar | G - General | 10:00 am to 6:00 pm | 10,000+ | LB/KP | Confirmed |

| Meeting Date | Event Name | Sponsor Agency/ Organization | Meeting Location | Outreach Type | Meeting Time | # Attend | Speaker | Meeting Status |
|--------------------|---|---|---|--|------------------------|----------|---------|-----------------------------------|
| September 17, 2011 | Hayward Art and Wine Festival | Downtown - B Street, Foothill Blvd. to Watkins Street | Downtown Hayward | G - General | 12:00 pm to 5:00 pm. | 5,000+ | LB/KP | Confirmed |
| 21-Sep-11 | APBP Webinar: ADA Compliance: Self-evaluation and Transition Plans | Alameda CTC/ APBP | Alameda CTC, 3rd Floor | S_PWD - Senior Center and People with Disabilities | 12:00pm - 1:00pm | 25 | n/a | Confirmed |
| 21-Sep-11 | League of Women Voters Transportation Forum | League of Women Voters | Berkeley Public Library | S_PWD - Senior Center and People with Disabilities | 2:00 - 4:00 p.m. | 25+ | KP | Confirmed |
| 23-Sep-11 | Kiwanis Club of Pleasanton | Kiwanis Club of Pleasanton | Vic's All Star Kitchen, 201 Main Street, Pleasanton, CA 94566 | C - Civic & Community Groups | noon to 1:30 p.m. | 50+ | TL | Confirmed |
| 1-Oct-11 | Senior Fit Fair | Dublin Senior Center | Dublin Senior Center | S_PWD - Senior Center and People with Disabilities | 10:00 - 2:00 p.m. | 100+ | KP | Confirmed |
| 27-Oct-11 | Calmentor Mixer | Caltrans | VO's Restaurant | B - Business | 2:00 - 4:00 p.m. | 100+ | TBD | Tentative |
| 3-Oct-11 | Berkeley Chamber of Commerce - Government Affairs | Berkeley Chamber of Commerce | 1834 University Avenue, 2nd Floor, Berkeley | B - Business | 12:30 p.m. - 1:30 p.m. | 50 | TL | Re-scheduled for December 5, 2011 |
| 5-Oct-11 | Hayward Business Expo | Hayward Chamber of Commerce | St. Rose Hospital Parking Lot | B - Business | 4:30-7:30 PM | 150+ | lb | Confirmed |
| 13-Oct-11 | Annual Health Fair | St. Regis Retirement Center | 23950 Mission Blvd., Hayward, CA | S_PWD - Senior Center and People with Disabilities | 11:00 - 2:00 p.m. | 150+ | KP | Confirmed |
| 18-Oct-11 | Countywide Transportation Plan and Transportation Expenditure Plan Workshop | Alameda CTC | Berkeley Senior Center | G - General | 6:30 - 8:30 p.m. | 25+ | TL | Confirmed |
| 19-Oct-11 | APBP Webinar: Multimodal Level of Service | Alameda CTC/ APBP | Alameda CTC, 3rd Floor | G - General | 12:00pm - 1:00pm | 25 | n/a | Tentative |
| 19-Oct-11 | Countywide Transportation Plan and Transportation Expenditure Plan Workshop | Alameda CTC | San Leandro Senior Community Center 13909 E. 14th Street. | G - General | 6:30 - 8:30 p.m. | 45+ | TL | Confirmed |
| 20-Oct-11 | North County Transportation Forum | Alameda CTC | 1333 Broadway, Suite 300, Oakland | G - General | 6:30 - 8:30 p.m. | 40+ | TL | Confirmed |
| 22-Oct-11 | Pedal Fest | Jack London Square, East Bay Bicycle Coalition, Walk Oakland Bike Oakland | Jack London Square | G - General | 10:00 - 5:00 p.m. | 200+ | KP | Confirmed |
| 24-Oct-11 | Countywide Transportation Plan and Transportation Expenditure Plan Workshop | Alameda CTC | East Oakland Senior Center | G - General | 6:30 - 8:30 p.m. | 10+ | TL | Confirmed |
| 25-Oct-11 | 12th Annual Health and Resource Faire for Seniors | Newark Senior Center | Silliman Activity Center, 6800 Mowry Avenue, Newark | S_PWD - Senior Center and People with Disabilities | 9:00 - 12:00 p.m. | 100+ | KP | Confirmed |
| 27-Oct-11 | Countywide Transportation Plan and Transportation Expenditure Plan Workshop | Alameda CTC | Union City Sports Center | G - General | 6:30 - 8:30 pm | 40+ | TL | Confirmed |

| Meeting Date | Event Name | Sponsor Agency/ Organization | Meeting Location | Outreach Type | Meeting Time | # Attend | Speaker | Meeting Status |
|--------------|---|---|---|---|------------------------|----------|---------|-------------------|
| 30-Oct-11 | Dia De Los Muertos | Unity Council | Fruitvale Oakland | G - General | 10:00 am to 6:00 pm | 40,000+ | LB | Confirmed |
| 2-Nov-11 | Countywide Transportation Plan and Transportation Expenditure Plan Workshop | Alameda CTC | Dublin Library | G - General | 6:30 - 8:30 pm | 40+ | TL | Confirmed |
| 3-Nov-11 | Construction Outreach Event | Business Outreach Committee | Milpitas Library, 160 North Mail Street, Milpitas, CA | B - Business | 4:00 p.m to 7:00 p.m | 400+ | LB | Confirmed |
| 5-Nov-11 | A.C.C.E.S.S. Resource Fair | City of Alameda's Commission on Disability Issues | College of Alameda 555 Ralph Apezzato Pkwy 777 Peters Avenue, Pleasanton, CA 94566 (925) 846- 475 | S_PWD - Senior Center and People with Disabilities | 10:00 - 1:00 p.m. | 100+ | KP | Confirmed |
| 9-Nov-11 | Pleasanton Chamber of Commerce - Economic Development Meeting | Pleasanton Chamber of Commerce | 14th Street, Suite 100, Oakland, CA 94612 (510) 874- | B - Business | 12-1:30 pm | 40+ | TL | Confirmed |
| 9-Nov-11 | Oakland Metropolitan Chamber of Commerce | Oakland Metropolitan Chamber of Commerce | 14th Street, Suite 100, Oakland, CA 94612 (510) 874- | B - Business | 3:00 - 4:30 pm | 40+ | AD/TL | Confirmed |
| 16-Nov-11 | APBP Webinar: Parking: Buffers, Bikes and Cars | Alameda CTC/ APBP | Alameda CTC, 3rd Floor | G - General | 12:00pm - 1:00pm | 25 | n/a | Confirmed |
| 5-Dec-11 | Berkeley Chamber of Commerce - Government Affairs | Berkeley Chamber of Commerce | 1834 University Avenue, 2nd Floor, Berkeley | B - Business | 12:30 p.m. - 1:30 p.m. | 50 | TL | Confirmed |
| 14-Dec-11 | APBP Webinar: Accessibility in Work Zones | Alameda CTC/ APBP | Alameda CTC, 3rd Floor | C - Civic & Community Groups | 12:00pm - 1:00pm | 25 | n/a | Confirmed |
| 16-Mar-12 | Senior Transit Fair | Pleasanton Senior Center | Pleasanton Senior Center 5333 Sunol Blvd. | S_PWD - Senior Center and People with Disabilities | 10:00 - 1:00 p.m. | 100+ | KP | Tentative |
| 24-Mar-12 | Oakland Running Festival | City of Oakland | | G - General | | 1000+ | KP | Tentative |
| 10-May-12 | Bike to Work Day | East Bay Bicycle Coalition | Frank Ogawa Plaza | G - General | | 1000+ | KP/RW | Tentative |
| 12-Jul-12 | South County Transportation Forum | Alameda CTC | Union City Hall | G - General | | 50+ | TL | Confirmed |

This page intentionally left blank