



Independent Watchdog Committee Meeting Agenda Monday, November 18, 2019, 5:30 p.m.

Chair: Steve Jones
Vice Chair: Murphy McCalley

Staff Liaison: [Patricia Reavey](#)
Public Meeting Coordinator: [Angie Ayers](#)

1. Call to Order		
2. Roll Call		
3. Public Comment		
4. Meeting Minutes		
4.1. Approve July 8, 2019 IWC Meeting Minutes	1	A
5. Independent Auditor Financial Report		
5.1. Presentation of Alameda CTC Draft Audited Comprehensive Annual Financial Report for the Year Ended June 30, 2019 (Hyperlinked to website)		
6. Measure BB Implementing Guidelines Discussion		
6.1. Discussion of Measure BB Implementing Guidelines and Performance Measures (IWC Members Discussion)		
7. IWC Annual Report Outreach Summary		
7.1. IWC Annual Report Outreach Summary and Publication Cost Update	9	
8. IWC Member Reports/Issues Identification		
8.1. Chairs Report		
8.2. IWC Issues Identification Process and Form	29	
8.3. Issues Discussion		
8.3.1. City of Oakland Local Streets and Roads Performance		
9. Staff Reports		
9.1. Staff Responses to IWC Members Requests for Information		
9.2. IWC Calendar	33	
9.3. IWC Roster	35	
10. Adjournment		

Next Meeting: Monday, January 13, 2020

Notes:

- All items on the agenda are subject to action and/or change by the committee.
- To comment on an item not on the agenda (3-minute limit), submit a speaker card to the clerk.
- Call 510.208.7450 (Voice) or 1.800.855.7100 (TTY) five days in advance to request a sign-language interpreter.
- If information is needed in another language, contact 510.208.7400. Hard copies available only by request.
- Call 510.208.7400 48 hours in advance to request accommodation or assistance at this meeting.
- Meeting agendas and staff reports are available on the [website calendar](#).
- Alameda CTC is located near 12th St. Oakland City Center BART station and AC Transit bus lines. [Directions and parking information](#) are available online.



Alameda CTC Schedule of Upcoming Meetings for November 2019 through January 2020

Commission Chair

Supervisor Richard Valle, District 2

Commission Vice Chair

Mayor Pauline Cutter,
City of San Leandro

AC Transit

Board Vice President Elsa Ortiz

Alameda County

Supervisor Scott Haggerty, District 1
Supervisor Wilma Chan, District 3
Supervisor Nate Miley, District 4
Supervisor Keith Carson, District 5

BART

Vice President Rebecca Saltzman

City of Alameda

Mayor Marilyn Ezzy Ashcraft

City of Albany

Mayor Rochelle Nason

City of Berkeley

Mayor Jesse Arreguin

City of Dublin

Mayor David Haubert

City of Emeryville

Councilmember John Bauters

City of Fremont

Mayor Lily Mei

City of Hayward

Mayor Barbara Halliday

City of Livermore

Mayor John Marchand

City of Newark

Councilmember Luis Freitas

City of Oakland

Councilmember At-Large
Rebecca Kaplan
Councilmember Sheng Thao

City of Piedmont

Mayor Robert McBain

City of Pleasanton

Mayor Jerry Thorne

City of Union City

Mayor Carol Dutra-Vernaci

Executive Director

Arthur L. Dao

Commission and Committee Meetings

Time	Description	Date
2:00 p.m.	Alameda CTC Commission Meeting	December 5, 2019 January 23, 2020
9:00 a.m.	Finance and Administration Committee (FAC)	January 13, 2020
9:30 a.m.	I-680 Sunol Smart Carpool Lane Joint Powers Authority (I-680 JPA)	
10:00 a.m.	I-580 Express Lane Policy Committee (I-580 PC)	
10:30 a.m.	Planning, Policy and Legislation Committee (PPLC)	
12:00 p.m.	Programs and Projects Committee (PPC)	

Advisory Committee Meetings

5:30 p.m.	Bicycle and Pedestrian Advisory Committee (BPAC)	November 21, 2019
1:30 p.m.	Alameda County Technical Advisory Committee (ACTAC)	January 9, 2020
5:30 p.m.	Independent Watchdog Committee (IWC)	January 13, 2020
9:30 a.m.	Paratransit Technical Advisory Committee (ParaTAC)	January 14, 2020

All meetings are held at Alameda CTC offices located at 1111 Broadway, Suite 800, Oakland, CA 94607. Meeting materials, directions and parking information are all available on the [Alameda CTC website](http://www.AlamedaCTC.org).

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Independent Watchdog Committee Meeting Minutes Monday, July 8, 2019, 5:30 p.m.

4.1

1111 Broadway, Suite 800, Oakland, CA 94607 • 510.208.7400 • www.AlamedaCTC.org

1. Call to Order

Independent Watchdog Committee (IWC) Chair Steve Jones called the meeting to order. Chair Jones welcomed new members Carmen Rivera-Hendrickson and Karina Ryan. Ms. Rivera-Hendrickson and Ms. Ryan gave a brief self-introduction.

2. Roll Call

A roll call was conducted and all members were present with the exception of Keith Brown, Curtis Buckley, Oscar Dominguez, Glenn Nate and Harriette Saunders.

3. Public Comment

There were no public comments.

4. IWC Photo for Annual Report

The IWC had photos taken for the *17th Annual Report to the Public*.

5. Presentation of IWC Annual Report

Pat Piras stated that going forward, it should be made clear that this is a public hearing instead of a presentation on the agenda. She suggested the agenda item should read: Presentation and Public Hearing of the Draft IWC Annual Report.

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

Steve Jones opened the public hearing for review of the *17th Annual Report to the Public*. There were no public comments.

5.2. Close Public Hearing on IWC Annual Report

Steve Jones closed the public hearing.

6. Meeting Minutes

6.1. Approval of March 11, 2019 IWC Meeting Minutes

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

Yes: McCalley, Piras, Rubin, Tilchen, Zukas
No: None
Abstain: Jones, Ryan, Rivera-Hendrickson
Absent: Brown, Buckley, Dominguez, Nate, Saunders

7. Election of Officers

7.1. Approve the Election of the IWC Chair and Vice Chair for FY2019-20

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

Yes: Jones, McCalley, Piras, Rubin, Ryan, Tilchen, Zukas

No: None

Abstain: Rivera-Hendrickson

Absent: Brown, Buckley, Dominguez, Nate, Saunders

8. Direct Local Distribution Program Compliance Summary

8.1 Measure B and Measure BB Program Compliance Report Summary

John Nguyen presented this item to provide the IWC with an update on the Measure B and Measure BB Program Compliance for the Fiscal Year 2017-18 (FY17-18) reporting period. He reviewed the compliance requirements and review process, Direct Local Distribution (DLD) expenditure history, accomplishments and highlights, and performance measures. Mr. Nguyen stated that all DLD recipients are in compliance with the TEP requirements, with the exception of the City of Albany. Alameda CTC is working with the City of Albany to address the compliance issues, and as of June 1, 2019 Alameda CTC is withholding the City of Albany's funds. He informed the committee that the Alameda CTC will be holding an Annual Program Compliance Workshop in September and will notify IWC members of when the workshop is going to be held.

Murphy McCalley asked how the 196 lane miles for street rehabilitation compare to the previous year. Mr. Nguyen responded that he doesn't have the number with him; however, jurisdictions are generally expending DLD funds on recurring programmatic activities.

Carl Tilchen asked, now that the public are paying 12 cents a gallon more for gas, should the cities spend that money on local streets and roads repair. Mr. Nguyen said there is more money with the passage of Senate Bill (SB) 1, and these recipients are required to expend these funds on local street and road repairs.

Carl Tilchen then asked what the IWC can do to make the 12 cents be more effective. The chair said that the 12 cents are coming from SB 1 funds, and the IWC role is to watch Measure B and Measure BB funds and expenditures.

Murphy McCalley asked if the 62,000 paratransit trips is the total paratransit trips or the Measure B and Measure BB funded trips. Mr. Nguyen stated that it is total same day paratransit trips.

Hale Zukas asked why the Pavement Condition Index (PCI) for the City of Berkeley is so low. Mr. Nguyen said that he doesn't know, and stated that the PCI for Albany, Berkeley and Oakland has ranged between 50 and 57 for the last four years.

Hale Zukas asked if the City of Oakland submitted a plan of action for improvements. Mr. Nguyen stated that a plan was submitted as part of the Compliance Report.

Hale Zukas requested that staff provide him with the link to the City of Berkeley's Compliance Report.

Carmen Rivera-Hendrickson commented that it appears it would be easier to track Measure B and Measure BB costs separately. Mr. Nguyen stated that the separate Measure B and Measure BB expenditures are found on the recipient's compliance reports, and does not include other fund sources. Patricia Reavey confirmed that staff has the total cost per trip; however, only for paratransit.

Pat Piras asked why AC Transit and BART costs are different per trip when they provide the same service. Mr. Nguyen noted administration costs between the two agencies may contribute to the variance.

Murphy McCalley said that staff should include the total costs per trip for transit to provide the IWC with context. Mr. Nguyen noted total costs per trip will be included in future reports.

Steve Jones asked if Alameda CTC can take Albany's DLD funds away. Ms. Reavey stated that the agreement allows Alameda CTC to withhold the DLD funds until they are compliant.

This item is for information only.

9. IWC Annual Report, Publication Methods and Costs, and Press Release

9.1. Approve the IWC Annual Report

Murphy McCalley thanked the Subcommittee and staff for producing the Draft 17th IWC Annual Report. He pointed out that on page 12, IWC findings for FY2017-18 exceptions are identified for public awareness (e.g. City of Albany compliance issue and that some performance measures were not met).

Karina Ryan asked if it is worthwhile to call out who did not meet the performance measures. The committee stated that in previous years we've called out cities.

Currently we're watching to see if a recipient of funds continues to have exceptions for multiple years. If so, the IWC will call that out in the report.

Pat Piras asked where the public hearing notice was published and she requested staff to include the content and where the public hearing notice was published in the minutes.

“PUBLIC HEARING NOTICE

The **Independent Watchdog Committee** reviews Alameda County Transportation Commission 2000 Measure B expenditures and 2014 Measure BB expenditures and performance measures. The IWC invites the public to comment on its **Draft 17th Annual Report to the Public** at a public hearing on **Monday, July 8, 2019 at 5:30 p.m.** at Alameda CTC, 1111 Broadway, Suite 800, Oakland, CA. The draft report is available on the Alameda CTC website at <https://www.alamedactc.org/events/iwc-meeting-2/> or by request at the Alameda CTC office. For more information, please call 510.208.7400.”

The public hearing notice was published in the following publications:

- | | |
|--------------------------------|---------------------------------------|
| Bay Area News Group | Sing Tao |
| • East Bay Times | Telegraph Media (East Bay Express) |
| • Fremont Argus | The Independent (Livermore) |
| • Hayward Daily Review | What's Happening Now (Tri-City Voice) |
| • Oakland Tribune | Vision Hispana |
| Post Newspaper Group including | Tri-City Voice |
| El Mundo | |

Pat Piras made a motion to approve the IWC annual report. Murphy McCalley seconded the motion. The motion passed with the following votes:

- Yes: Jones, McCalley, Piras, Rivera-Hendrickson, Rubin, Ryan, Tilchen, Zukas
No: None
Abstain: None
Absent: Brown, Buckley, Dominguez, Nate, Saunders

9.2. Approve the Proposed Publication Costs and Distribution

Patricia Reavey presented the summary of publication costs for the IWC annual report and noted that it's similar to last year's. Ms. Reavey stated that the business cards are not included this year and items in orange are estimates based on actual costs for 2018 plus 10%. Ms. Reavey stated that the committee needs to make a decision on the BART stations in Alameda County in which to display the IWC annual report ads. The Committee requested that staff determine which

stations in Alameda County are available and provide a list to the Chair and Vice Chair to make a decision.

Thomas Rubin made a motion to have staff provide a list of available stations to the Chair and Vice Chair to make a decision regarding the stations in which to display the BART ads. Murphy McCalley seconded the motion. The motion passed with the following votes:

Yes: Jones, McCalley, Piras, Rivera-Hendrickson, Rubin, Ryan, Zukas
No: Tilchen
Abstain: None
Absent: Brown, Buckley, Dominguez, Nate, Saunders

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

Yes: Jones, McCalley, Piras, Rivera-Hendrickson Rubin, Ryan, Tilchen, Zukas
No: None
Abstain: None
Absent: Brown, Buckley, Dominguez, Nate, Saunders

9.3. Draft IWC Annual Report Press Release Review

The committee reviewed the draft IWC annual report press release and noted that the press release is modeled after last year's press release. The committee requested minor changes to the press release.

This item is for information only.

10. IWC Calendar/Work Plan

10.1. Approve the IWC Calendar/Work Plan for FY2019-20

Patricia Reavey noted that the IWC Calendar has been updated for the Committee's review.

Thomas Rubin made a motion to approve this item. Murphy McCalley seconded the motion. The motion passed with the following votes:

Yes: Jones, McCalley, Piras, Rivera-Hendrickson Rubin, Ryan, Tilchen, Zukas
No: None
Abstain: None
Absent: Brown, Buckley, Dominguez, Nate, Saunders

11. Independent Auditor Work Plan

11.1. Overview of Independent Auditor's Work Plan

Whitney Crockett with Maze and Associates discussed the audit scope for the upcoming FY2018-19 audit. Ms. Crockett stated that the interim phase of the audit was scheduled for the week of June 24, 2019 and the final phase is scheduled for the week of September 3, 2019 and September 9, 2019. She stated that the draft Comprehensive Annual Financial Report (CAFR) will be presented at the Audit Committee meeting on October 24, 2019, at the Finance and Administration Committee (FAC) and IWC on November 18, 2019 and the Alameda CTC Commission meeting on December 5, 2019. Ms. Crockett reviewed the audit scope and what it will include. She concluded by stating that Maze & Associates will request from management that data and assertions provided are complete and accurate.

Murphy McCalley asked what accounting software Alameda CTC uses. Lily Balinton stated AccuFund Accounting.

Pat Piras asked if this item was presented at the FAC. Ms. Reavey stated that this item went before the Audit Committee on June 17, 2019. Pat Piras asked if the Audit Committee agenda and handout is on the website. Ms. Reavey stated that she believed that it was on the website. Pat Piras asked that, if it is not there, can staff make sure that she receive a copy of the handout that went to the Audit Committee.

Thomas Rubin asked if Alameda CTC has federal funds that are passed through to other agencies. Ms. Reavey said yes, the agency receives federal funds from Caltrans. We have a single audit each year related to federal funds received. She noted that the agency does have pass through responsibilities for pass through funds.

This item is for information only.

12. IWC Member Reports/Issues Identification

12.1. Chair's Report

Chair Steve Jones stated that he did not have new items to report.

12.2. IWC Issues Identification Process and Form

Murphy McCalley informed the committee that the Issues Identification Process and Form is a standing item on the IWC agenda which keeps members informed of the process required to submit issues/concerns that they want to have come before the committee. The Committee requested the Issues Identification Form become a fillable pdf for ease of use. Ms. Reavey stated that she will look into making the form a fillable pdf.

12.3. Issues form received – Potential Request for “Re-Allocation” of Measure BB Funds – Bart to Livermore

Pat Piras submitted this issue for review by the IWC and stated that it is an informational item. She explained that the Measure BB Transportation Expenditure Plan (TEP) included \$400 million for BART to Livermore. In 2018, the BART Board decided that they will not pursue this project. Tri-Valley San Joaquin Valley Regional Rail Authority aka Valley Link was created to find a solution. She noted that Valley Link plans to consult with Alameda CTC to request reallocation of the \$400 million. Ms. Piras noted that to reallocate Measure BB funds, an amendment to the TEP would be required. Ms. Piras requested that staff let the IWC know if this matter is agendized for the Commission or relevant Committees.

This item is for information only.

12.4. Issues form received – City of Oakland Local Streets and Roads Performance

Murphy McCalley stated while reviewing Oakland's compliance reports he's dissatisfied with how they have been implementing their local streets and roads program. Oakland's PCI has not improved and last year the City of Oakland spent \$2.1 million on staff planning and scoping work. Mr. McCalley suggested that the IWC have the City of Oakland come before the IWC to explain how they plan to implement their plan to get the work done.

Pat Piras made a motion to have the City of Oakland appear before the IWC. Carl Tilchen seconded the motion. The motion passed with the following votes:

Yes: Jones, McCalley, Piras, Rivera-Hendrickson Rubin, Ryan, Tilchen, Zukas

No: None

Abstain: None

Absent: Brown, Buckley, Dominguez, Nate, Saunders

12.5. Issues form received – Performance Measure Information for the Public

Thomas Rubin submitted this issue requesting that the Committee consider whether or not Alameda CTC should include updated information on projects previously presented to the voters in transportation sales tax authorization ballot measures. He gave a PowerPoint presentation providing an approach as to how to provide performance measure information to voters, taxpayers, transportation system users, and residents that he considers more inclusive than Alameda CTC's current performance measures.

Thomas Rubin made a motion to create a subcommittee to make a recommendation to the Commission to update Alameda CTC's performance

measures. Carl Tilchen seconded the motion. The motion failed with the following votes:

Yes: Rubin, Tilchen
No: Jones, McCalley, Piras, Rivera-Hendrickson, Ryan, Zukas
Abstain: None
Absent: Brown, Buckley, Dominguez, Nate, Saunders

13. Staff Reports

13.1. FY2019-20 IWC Budget

Patricia Reavey reviewed the IWC budget for FY2019-20 with the committee. She stated that there were no changes from prior year as there were no issues with staying within the prior year's budget. Operating budgets expire at the end of the fiscal year, and leftover funding does not roll over to the next fiscal year.

This item is for information only.

13.2. Staff Response to Request for Information

Patricia Reavey noted that this item was included to show responses to questions from IWC members following the previous committee meeting.

This item is for information only.

13.3. IWC Projects and Programs Watchlist Next Steps

Patricia Reavey provided an update on the IWC Projects and Programs Watchlist Next Steps. A letter will be prepared on behalf of the Chair and sent to each city and agency sponsor to request notification of all public meetings for Measure B and Measure BB –funded projects and programs to IWC members who have signed up to “watch” the particular project and/or program.

This item is for information only.

13.4. IWC Roster

The committee roster was provided in the agenda packet for review purposes.

14. Adjournment

The meeting adjourned at 8:07 p.m. The next meeting is scheduled for November 18, 2019 at the Alameda CTC offices.



DATE: November 12, 2019

TO: Independent Watchdog Committee (IWC)

FROM: Patricia Reavey, Deputy Executive Director of Finance and Administration

SUBJECT: IWC Annual Report Outreach Update and Costs

Recommendation

This item is to provide the committee with an update on outreach activities and costs for the *17th Annual IWC Report to the Public* for informational purposes only.

Summary

The Independent Watchdog Committee (IWC) released its 17th Annual Report to the Public in August 2019. Multiple activities including publication distribution, advertisement placement, and targeted outreach were completed to make the public aware of the report.

Background

A key responsibility of the IWC is to keep the public informed about the progress of transportation programs and projects funded by Measure B and Measure BB sales tax dollars and if the use of these funds is compliant with requirements in the voter-approved Transportation Expenditure Plans.

Annually, the committee generates a report for the public to report its findings on the use of sales tax dollars and other activities. At the March 2019 IWC meeting, some committee members volunteered to participate in the IWC Annual Report Subcommittee. The subcommittee met twice to develop the *17th Annual IWC Report to the Public* and discuss outreach strategies. The development and outreach approach of the annual report included:

- Meetings to discuss report content and work with staff to write, design, print, and distribute the report.
- Hold a public hearing to get input from the public before finalizing the report.
- Obtain input and approval from the full committee on the report before finalizing the report.

- Email a message about the annual report to Alameda CTC's full Constant Contact mailing list, once the report was published.
- Notify the media of the report through a press release and place print and online advertisements in the media (see "Media Placement" section below).
- Design and place a bus interior card advertisement on AC Transit buses.
- Set up Google Alerts to track when the annual report and the IWC were in the news.
- Design and place bus exterior cards on Livermore Amador Valley Transit Authority (LAVTA) buses.
- Design and place advertisement in San Francisco Bay Area Rapid Transit District (BART) stations in Alameda County.
- Create a two-page executive summary of the annual report in English, hyperlink it to additional information about Measure B and Measure BB projects and programs, and translate it into Chinese and Spanish.
- Have the annual report and two-page executive summary printed in English, and print the translated executive summaries in-house.
- Translate two advertisements from English to Spanish and place them in two publications.

Media Placement

The IWC approved the media placement plan and budget (see Attachment 7.1A). Staff placed online ads in various media with a link directing traffic to the IWC Annual Report page of the Alameda CTC website (<https://www.alamedactc.org/wp-content/uploads/2019/08/IWC2019Report.pdf>) and placed print advertisements that summarize the full report in 19 Bay Area publications (see Attachment 7.1A for a complete list). In addition, staff placed online banner advertisements that included a link to the IWC 17th Annual Report to the Public <https://www.alamedactc.org/IWC2019Report>.

AC Transit Bus Interior Cards; LAVTA Bus Exterior Cards

Staff worked with Lamar Advertising to place 225 posters on AC Transit buses that operate in Alameda County and five (5) Queen posters on the side of LAVTA buses.

BART In-Station Posters

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

- | | |
|-------------------|------------------|
| Ashby | Oakland Coliseum |
| Bay Fair | Rockridge |
| Downtown Berkeley | Union City |
| Lake Merritt | West Dublin |
| MacArthur | West Oakland |

Print Publications

A printer, certified in Alameda CTC's LBCE program, printed 500 copies of the full 12-page annual report and 500 copies of the English-version executive summary with notification of the report and the short URL. Alameda CTC printed the Chinese and Spanish versions of the executive summary in house. (Refer to Attachment 7.1A for design and print costs.)

Constant Contact E-Blasts

- **Press release** was sent to 272 media contacts for newspapers, blogs, ethnic media, radio, and television on August 15, 2019. The press release email was opened by 56 recipients.
- **E-newsletter** was sent to 3,125 addresses on July 26, 2019 and opened by 583 recipients. The IWC Annual Report was also mentioned in the July and September Executive Director's Monthly Reports.

Social Media

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

- **Twitter:** Staff tweeted information and provided a link to the IWC Annual Report on the dates listed below, which reached 1,123 followers. Note that the number of followers does not capture anyone who may have seen the tweets via a search or by looking at Alameda CTC's Twitter feed, which is public.
 - September 10, 2019 – 403 impressions, 2 likes, and 1 retweet
 - September 12, 2019 – 360 impressions
 - September 17, 2019 – 349 impressions, 2 likes, and 1 retweet
 - September 19, 2019 – 534 impressions, 2 likes, and 2 retweets
 - September 24, 2019 – 270 impressions, 1 like
 - September 26, 2019 – 228 impressions

Twitter definitions:

- **Impressions** are the number of times people saw this Tweet on Twitter
 - **Likes** are the number of times people indicated that they agree with or appreciate this Tweet on Twitter
 - **Retweets** are the number of times people reposted this Tweet to share with their own account followers
- **Facebook:** Staff posted the IWC Annual Report to Alameda CTC's Facebook page on the dates below. The number of *people reached* reflects the people who saw the post in their own Facebook newsfeed and does not capture anyone who may have viewed it directly on the Alameda CTC Facebook homepage, which is accessible to the public.

Alameda CTC Main Facebook Page:

- September 10, 2019 – 78 people reached
- September 12, 2019 – 56 people reached
- September 17, 2019 – 53 people reached
- September 19, 2019 – 37 people reached
- September 24, 2019 – 48 people reached
- September 26, 2019 – 64 people reached

Advertisement Page Views and Website Click-throughs

The estimated number of times readers viewed an online page with an Alameda CTC advertisement about the IWC report was 4,443,012, and the number of times a user clicked through from the advertisement banner to the report on the Alameda CTC website is 3,086.

Alameda CTC Google Analytics

Alameda CTC uses Google Analytics to track website page views and click-throughs to the IWC Annual Report. Attached are analytical reports that show the number of hits the Alameda CTC website received when a user accessed the annual report document, the "Latest News", Committee, and Reports sections on the Alameda CTC website, the annual report summary documents in English, Chinese and Spanish, and the IWC Report page clicked through from other locations. Refer to Attachment 7.1B for the analytical reports. Due to the implementation of the new Alameda CTC website in early 2019, the data provided may not include all website hits as some were unable to be tracked via Google Analytics. Alameda CTC staff is currently working to address this website issue.

Google Alerts

Staff received Google Alerts to track the annual report and the IWC in the news. The service generates an email to Alameda CTC when news regarding these topics occurs. The annual report and the IWC was mentioned in the news via www.PleasantonWeekly.com during the outreach period.

Targeted Outreach

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

- Handed out the full report and executive summaries at scheduled September and October public meetings as follows:
 - Alameda CTC Commission – 43 Commission members including alternates
 - Alameda County Technical Advisory Committee – 51 committee members
 - Bicycle and Pedestrian Advisory Committee – 9 committee members
 - Paratransit Advisory and Planning Committee – 19 committee members
 - Paratransit Technical Advisory Committee – 35 committee members

- Included the full report and executive summaries as handouts for every public meeting hosted in the Alameda CTC committee meeting rooms for the public to take.
- Included a notice of the public hearing with a link to the draft report in the July 2019 Executive Director's Report and an update on IWC activities including approval of the report in the July 2019 Executive Director's Report. Both reports were submitted directly to 43 Commission members including alternates and posted on the Alameda CTC website.
- Included a story about the draft annual report in the July 2019 issue of the e-newsletter and the final annual report will be included in the November e-newsletter with a link back to the full report and the additional language versions (<https://www.alamedactc.org/news-publications/reports/>), and emailed the e-newsletter to Alameda CTC's outreach database that includes 3,125 e-mail addresses.
- Placed "What's New" information on the Alameda CTC website that links directly to the report.
- Mailed the full report and the Spanish and Chinese language executive summaries to:
 - 46 libraries in Alameda County
 - 16 chambers of commerce for the cities of Alameda, Albany, Berkeley, Castro Valley/Eden Area, Dublin, Fremont, Hayward, Livermore, Newark, Oakland, Pleasanton, San Leandro, and Union City; and three ethnic chambers including the Hispanic Chamber of Alameda County, the Oakland African American Chamber of Commerce, and Oakland Chinatown Chamber of Commerce
 - IWC members and organizations – 12 IWC members, Alameda County Mayors' Conference (Districts 1, 2, 3, 4, 5), Alameda County Taxpayers Association, Alameda Labor Council AFL-CIO, Bike East Bay, Board of Supervisors (Districts 1, 2, 3, 4, and 5), East Bay Economic Development Alliance, League of Women Voters, and Sierra Club

Fiscal Impact: The fiscal impact of design and placement of the online and print advertisements, and the printing and mailing of the hard copy 2019 report totals \$45,882.

In 2018, the total costs were \$45,375. The budget in 2019 for the IWC 17th Annual Report to the Public was \$50,000. The actual 2019 costs are \$507 less than the prior year and \$4,118 under budget.

Attachments:

- A. 2019 IWC Annual Report Publication Cost Summary
- B. Google Analytics Results

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2019 IWC Annual Report Final Publications Costs

Affiliation	Newspaper, Website, or Other Advertisement	2018 Print Ad Circulation*	2018 Digital Ad Page Views**	2018 Click-throughs*** from Online Media Banners	2018 Cost (Print)	2018 Cost (Web)	Actual 2018 Costs	2019 Media/Size	2019 Print Ad Circulation*	2019 Digital Ad Page Views**	2019 Click-throughs*** from Online Media Banners	Proposed 2019 Cost (Print)	Proposed 2019 Cost (Web)	Estimated 2019 Costs	Actual 2019 Costs
Alameda CTC	www.AlamedaCTC.org	--	1,752	1,656	--	--	--	--	--	766	1,099	--	--	\$0.00	--
Bay Area NewsGroup	Oakland, Alameda, Berkeley, Fremont, Hayward, Union City, Dublin, Livermore, Pleasanton, and SanLeandro; Hills Newspapers Online: www.eastbaytimes.com and Mobile Banner	590,053	1,847,019	815	\$6,618.00	\$5,000.00	\$11,618.00	Print: 10" x 10.5" 10" x 9.75" Online/Mobile: 300x250 728x90 970x90	570,400	4,211,904	1,712	\$7,240.00	\$6,000.00	\$13,240.00	\$13,240.00
Eastbay Publishing Inc./San Leandro Times	Castro Valley Forum San Leandro Times	61,000	--	--	\$1,728.00	--	\$1,728.00	Print: 10.25" x 8"	61,380	--	--	\$1,728.00	--	\$1,728.00	\$1,728.00
Embarcadero Media	Pleasanton Weekly	14,000	15,807	6	\$1,020.00	\$200.00	\$1,220.00	Print: 10" x 9.75" Online: 300x250 jpeg Med. Rectangle	12,600	9,265	\$5.00	\$1,020.00	\$200.00	\$1,220.00	\$1,120.00
Lamar Advertising	AC Transit Bus Interior Cards	900,000	--	--	\$4,855.00	--	\$4,852.31	Print: 11" x 28" 225 Cards	900,000	--	--	\$4,852.31	--	\$4,852.31	\$4,664.81
Lamar Advertising	LAVTA Bus Exterior Cards	556,980	--	--	\$1,750.00	--	\$1,750.00	Print: 30" x 88" 5 queens/Cards	440,000	--	--	\$1,750.00	--	\$1,750.00	\$1,738.50
Lamar Advertising	Union City Bus Exterior Cards <i>(Unable to display ads on buses at this time)</i>	201,980	--	--	\$750.00	--	\$750.00	Print: 21" x 70" 3 tails/Cards	--	--	--	--	--	--	--
OUTFRONT (previous ads with Intersection)	BART in-station Ads (2-sheet media)	1,428,530	--	--	\$5,430.00	--	\$5,471.67	Print: 46" H x 60" W 10 Ads	2,586,680	--	--	\$5,600.00	--	\$5,600.00	\$5,600.00

2019 IWC Annual Report Final Publications Costs

Affiliation	Newspaper, Website, or Other Advertisement	2018 Print Ad Circulation*	2018 Digital Ad Page Views**	2018 Click-throughs*** from Online Media Banners	2018 Cost (Print)	2018 Cost (Web)	Actual 2018 Costs	2019 Media/Size	2019 Print Ad Circulation*	2019 Digital Ad Page Views**	2019 Click-throughs*** from Online Media Banners	Proposed 2019 Cost (Print)	Proposed 2019 Cost (Web)	Estimated 2019 Costs	Actual 2019 Costs
Patch News/AOL Publications in Alameda County	Alameda	--	5,869	8	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	2,485	2	--	\$125.00	\$125.00	\$125.00
	Albany	--	2,395	1	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	1,456	0	--	\$125.00	\$125.00	\$125.00
	Berkeley	--	3,761	9	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	2,134	4	--	\$125.00	\$125.00	\$125.00
	Castro Valley	--	4,467	4	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	957	2	--	\$125.00	\$125.00	\$125.00
	Dublin	--	8,096	11	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	2,853	3	--	\$125.00	\$125.00	\$125.00
	Fremont	--	9,890	15	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	2,203	4	--	\$125.00	\$125.00	\$125.00
	Livermore	--	16,525	19	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	6,333	9	--	\$125.00	\$125.00	\$125.00

2019 IWC Annual Report Final Publications Costs

Affiliation	Newspaper, Website, or Other Advertisement	2018 Print Ad Circulation*	2018 Digital Ad Page Views**	2018 Click-throughs*** from Online Media Banners	2018 Cost (Print)	2018 Cost (Web)	Actual 2018 Costs	2019 Media/Size	2019 Print Ad Circulation*	2019 Digital Ad Page Views**	2019 Click-throughs*** from Online Media Banners	Proposed 2019 Cost (Print)	Proposed 2019 Cost (Web)	Estimated 2019 Costs	Actual 2019 Costs
Patch News/AOL Publications in Alameda County	Newark	--	4,583	3	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	995	2	--	\$125.00	\$125.00	\$125.00
	Piedmont	--	1,713	3	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	833	1	--	\$125.00	\$125.00	\$125.00
	Pleasanton	--	12,214	17	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	3,819	4	--	\$125.00	\$125.00	\$125.00
	San Leandro	--	3,814	6	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	1,070	2	--	\$125.00	\$125.00	\$125.00
	Union City	--	6,674	11	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	992	1	--	\$125.00	\$125.00	\$125.00
	Newsletter	--	--	--	--	--	--	Online: 300x250 300x600 320x50 970x250	--	53,965	12	--	--	--	--
Post Newsgroup	Oakland Post (San Francisco Post, Berkeley Post, Richmond Post, South County Post and Marin) and El Mundo	34,000		--	\$2,600.00	--	\$2,600.00	Print: 10" x 8"	34,000	6,099	--	\$2,600.00	--	\$2,600.00	\$2,600.00

2019 IWC Annual Report Final Publications Costs

Affiliation	Newspaper, Website, or Other Advertisement	2018 Print Ad Circulation*	2018 Digital Ad Page Views**	2018 Click-throughs*** from Online Media Banners	2018 Cost (Print)	2018 Cost (Web)	Actual 2018 Costs	2019 Media/Size	2019 Print Ad Circulation*	2019 Digital Ad Page Views**	2019 Click-throughs*** from Online Media Banners	Proposed 2019 Cost (Print)	Proposed 2019 Cost (Web)	Estimated 2019 Costs	Actual 2019 Costs
Sing Tao	Sing Tao Daily	--	64,677	13	--	\$380.00	\$380.00	Online: 728 x 90 p	--	59,935	12	--	\$380.00	\$380.00	\$380.00
Telegraph Media	East Bay Express (delivered to Alameda, Albany, Berkeley, Emeryville, Oakland, Piedmont, San Leandro) Online: eastbayexpress.com	35,000	21,504	17	\$2,140.00	\$500.00	\$2,540.00	Print: 10.125" x 10.82" Online: 728 x 90 Leaderboard	35,000	33,205	16	\$2,040.00	\$500.00	\$2,540.00	\$2,540.00
The Independent	The Independent - Livermore, Pleasanton, Dublin, and Sunol	28,000	44,329	Not Tracked	\$761.76	--	\$761.00	Print: 10" x 8"	24,648	30,468	--	\$896.64	--	\$896.64	\$896.64
Vision Hispana	Vision Hispana	15,000	15,510	212	\$653.00	\$320.00	\$973.00	Print: 11.5" x 9.5" Online: 911 x 101 - 75K	15,000	11,275	196	\$653.00	\$320.00	\$973.00	\$973.00
Whats Happening Now/Tri-City Voice	Tri-City Voice - Fremont, Newark, Union City, Hayward, and Sunol	25,000	--	--	\$420.00	--	\$420.00	Print: 9.75" x 8"	--	--	--	\$420.00	--	\$420.00	\$420.00
Other Costs															
	Legal Notice of Public Hearing				\$1,076.84	--	\$1,036.02					\$1,166.74		\$1,166.74	\$941.74
	Publications Design				\$5,376.34	--	\$5,222.32					\$5,744.55		\$5,744.55	\$5,042.24
	Language 411 (translation from English to Chinese and Spanish); added translation for Post Newsgroup and Vision Hispana ads				\$1,515.48	--	\$1,172.03					\$1,289.23		\$1,289.23	\$1,289.21
	Dakota Press printing of 12-page report, and English flyer (500 of each, in color)****				\$1,271.65	--	\$1,268.39					\$1,085.95		\$1,085.95	\$1,085.95
	Outreach mailing				\$110.16	--	\$112.14					\$123.35		\$123.35	\$121.80
TOTALS:*****		3,889,543	2,090,599	2,826	\$ 38,076.23	\$ 7,900.00	\$45,374.88		4,679,708	4,443,012	3,086	\$38,209.77	\$8,900.00	\$47,109.78	\$45,881.89
Difference between 2018 and 2019 Costs =														\$507.01	

*Includes newspaper circulation, bus ad impressions, and BART ad impressions. In previous years, this column was titled "Newspaper Circulation," and was updated to indicate that this column includes impressions for all print ads combined.

**Page Views: The estimated number of times users viewed a page with our ad. In previous years, this column was titled "Alameda CTC Page Views," and was updated to indicate that page views apply to the publication listed, and not only the Alameda CTC website.

***Click-throughs: The number of viewers to click on the Alameda CTC report from the media banner advertisement.

****Costs for 2018 included business cards which were removed for 2019

*****The total publication costs do not include Alameda CTC labor costs.

7.1B

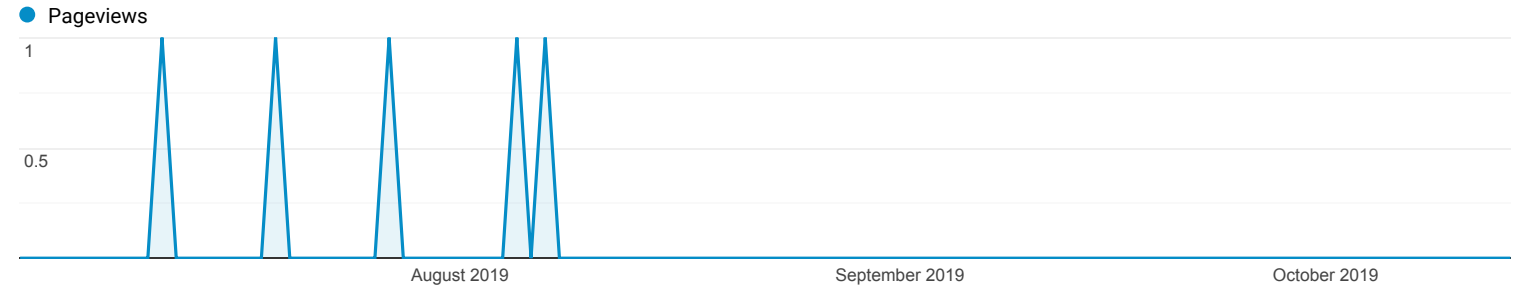
Jul 1, 2019 - Oct 14, 2019

Pages

ALL » PAGE: /IWC2019Report

All Users
0.01% Pageviews

Explorer




Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /IWC2019Report	5 % of Total: 0.01% (71,115)	5 % of Total: 0.01% (54,721)	00:04:31 Avg for View: 00:01:42 (165.31%)	4 % of Total: 0.01% (34,829)	75.00% Avg for View: 66.10% (13.47%)	60.00% Avg for View: 48.98% (22.51%)	\$0.00 % of Total: 0.00% (\$0.00)

Rows 1 - 1 of 1

Pages

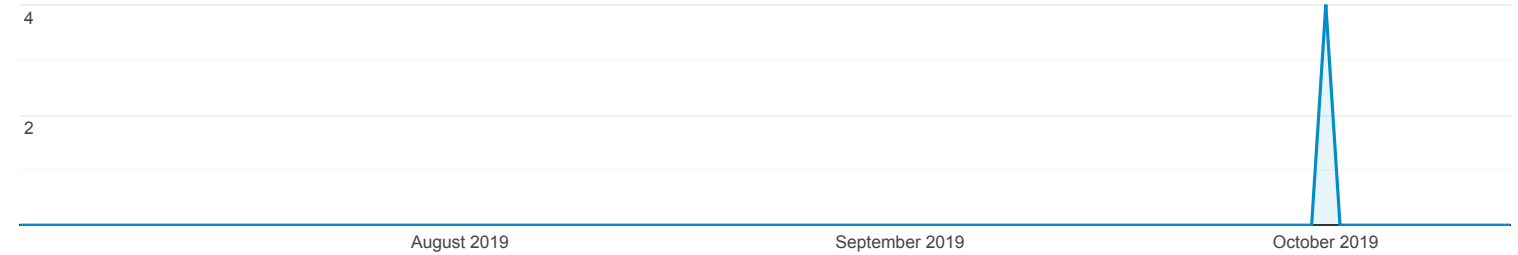
ALL » PAGE: /17th-annual-iwc-report/

Jul 1, 2019 - Oct 14, 2019

 **All Users**
0.01% Pageviews

Explorer

● Pageviews




Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	4 % of Total: 0.01% (71,115)	2 % of Total: 0.00% (54,721)	00:02:12 Avg for View: 00:01:42 (29.71%)	0 % of Total: 0.00% (34,829)	0.00% Avg for View: 66.10% (-100.00%)	0.00% Avg for View: 48.98% (-100.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /17th-annual-iwc-report/	4 (100.00%)	2 (100.00%)	00:02:12	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)

Rows 1 - 1 of 1

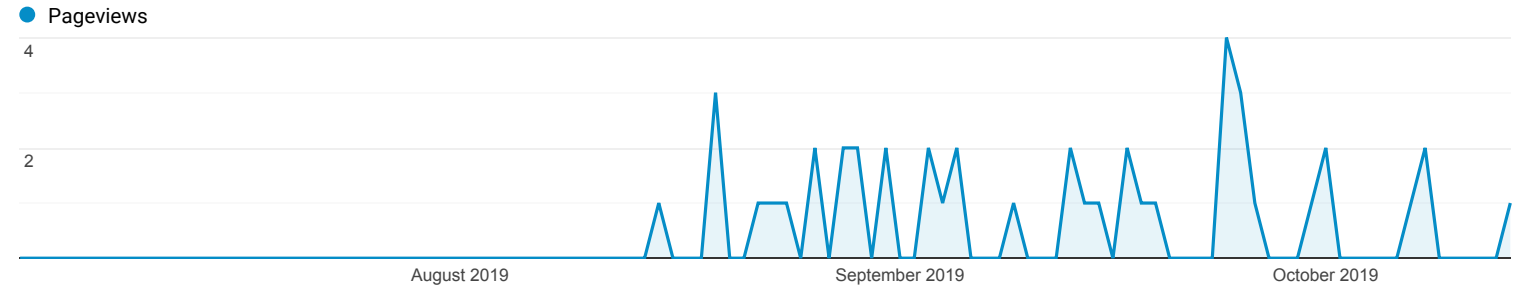
Pages

ALL » PAGE: /independent-watchdog-committee-releases-2019-annual-report-to-the-public/

Jul 1, 2019 - Oct 14, 2019

 All Users
0.06% Pageviews

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /independent-watchdog-committee-releases-2019-annual-report-to-the-public/	44 % of Total: 0.06% (71,157)	35 % of Total: 0.06% (54,751)	00:02:30 Avg for View: 00:01:42 (46.93%)	10 % of Total: 0.03% (34,844)	90.00% Avg for View: 66.09% (36.18%)	45.45% Avg for View: 48.97% (-7.17%)	\$0.00 % of Total: 0.00% (\$0.00)

Rows 1 - 1 of 1

Pages

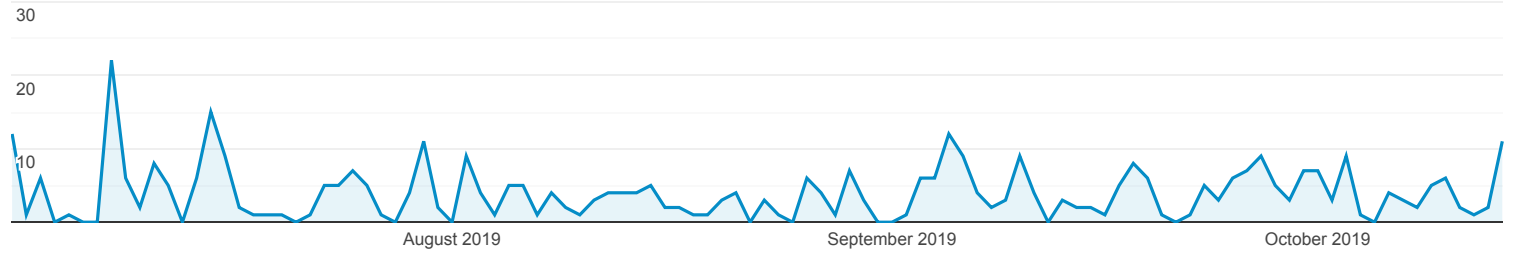
ALL » PAGE: /about-us/committees/

Jul 1, 2019 - Oct 14, 2019

All Users
0.58% Pageviews

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	415 % of Total: 0.58% (71,131)	303 % of Total: 0.55% (54,732)	00:01:06 Avg for View: 00:01:42 (-35.39%)	89 % of Total: 0.26% (34,834)	56.18% Avg for View: 66.10% (-15.00%)	25.30% Avg for View: 48.97% (-48.33%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /about-us/committees/	415 (100.00%)	303 (100.00%)	00:01:06	89 (100.00%)	56.18%	25.30%	\$0.00 (0.00%)

Rows 1 - 1 of 1

Pages

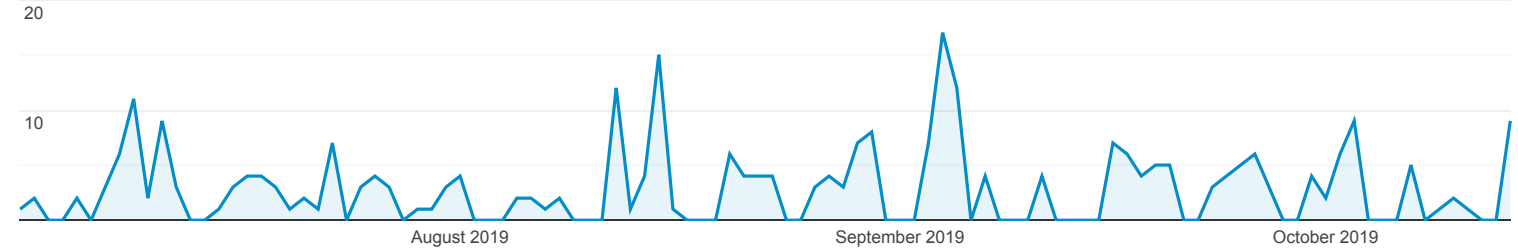
ALL » PAGE: /news-publications/reports/

Jul 1, 2019 - Oct 14, 2019

All Users
0.42% Pageviews

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	298 % of Total: 0.42% (71,131)	185 % of Total: 0.34% (54,732)	00:01:36 Avg for View: 00:01:42 (-5.42%)	26 % of Total: 0.07% (34,834)	38.46% Avg for View: 66.10% (-41.81%)	28.86% Avg for View: 48.97% (-41.07%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /news-publications/reports/	298 (100.00%)	185 (100.00%)	00:01:36	26 (100.00%)	38.46%	28.86%	\$0.00 (0.00%)

Rows 1 - 1 of 1

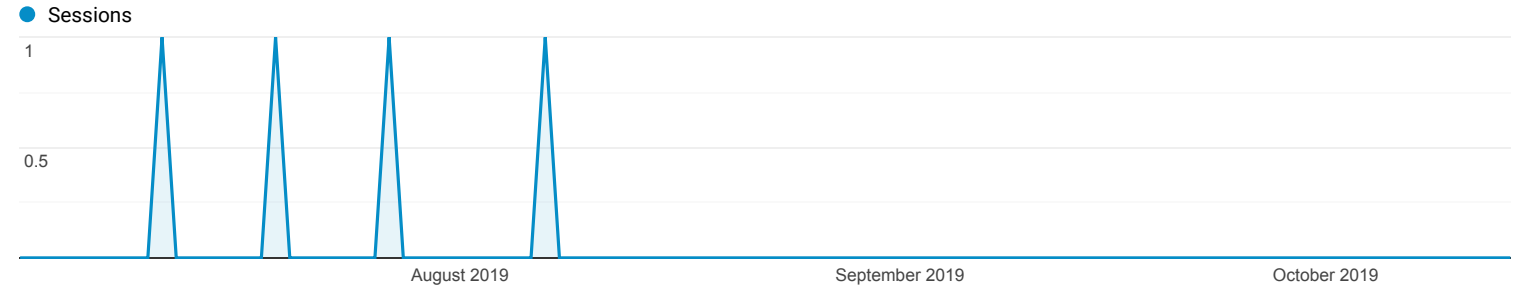
Landing Pages

All Users
100.00% Entrances

Jul 1, 2019 - Oct 14, 2019

Explorer

Summary



This data was filtered with the following filter expression: `/iwc2019report`

Landing Page	Source	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		4 % of Total: 0.01% (34,849)	50.00% Avg for View: 65.44% (-23.59%)	2 % of Total: 0.01% (22,805)	75.00% Avg for View: 66.09% (13.49%)	1.25 Avg for View: 2.04 (-38.79%)	00:02:11 Avg for View: 00:01:46 (23.25%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. /IWC2019Report	(direct)	2 (50.00%)	100.00%	2 (100.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /IWC2019Report	google	2 (50.00%)	0.00%	0 (0.00%)	50.00%	1.50	00:04:22	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2

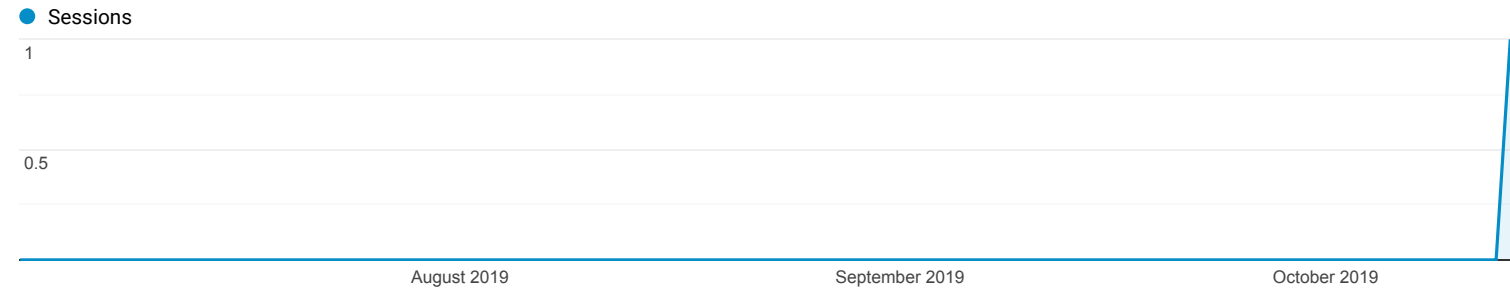
Landing Pages

All Users
100.00% Entrances

Jul 1, 2019 - Oct 14, 2019

Explorer

Summary



This data was filtered using an **advanced filter**.

Landing Page	Source	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		1 % of Total: 0.00% (34,849)	0.00% Avg for View: 65.44% (-100.00%)	0 % of Total: 0.00% (22,805)	0.00% Avg for View: 66.09% (-100.00%)	7.00 Avg for View: 2.04 (242.76%)	00:20:13 Avg for View: 00:01:46 (1,041.20%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. /17th-annual-iwc-repor t/	nextcity.org	1 (100.00%)	0.00%	0 (0.00%)	0.00%	7.00	00:20:13	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 1 of 1

Landing Pages

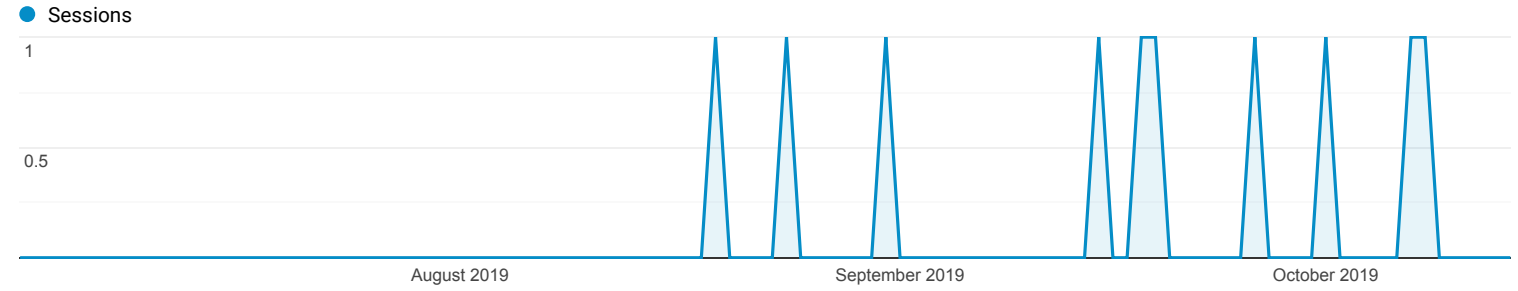
ALL » LANDING PAGE: /independent-watchdog-committee-releases-2019-annual-report-to-the-public/

Jul 1, 2019 - Oct 14, 2019

All Users
0.03% Entrances

Explorer

Summary



Landing Page	Source	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		10 % of Total: 0.03% (34,849)	90.00% Avg for View: 65.44% (37.53%)	9 % of Total: 0.04% (22,805)	90.00% Avg for View: 66.09% (36.18%)	1.10 Avg for View: 2.04 (-46.14%)	00:00:59 Avg for View: 00:01:46 (-44.49%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. /independent-watchdog-committee-releases-2019-annual-report-to-the-public/	google	6 (60.00%)	83.33%	5 (55.56%)	83.33%	1.17	00:01:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /independent-watchdog-committee-releases-2019-annual-report-to-the-public/	(direct)	4 (40.00%)	100.00%	4 (44.44%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 2 of 2

Landing Pages

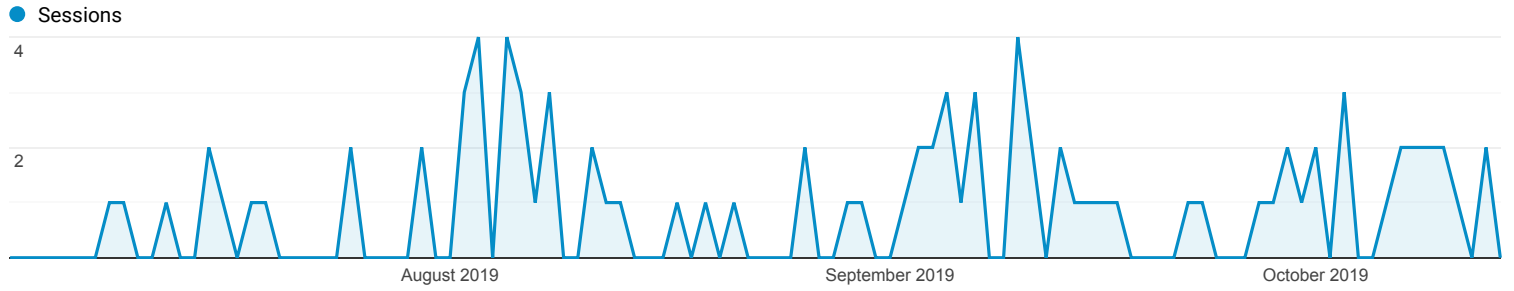
ALL » LANDING PAGE: /about-us/committees/

Jul 1, 2019 - Oct 14, 2019

All Users
0.26% Entrances

Explorer

Summary



Landing Page	Source	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		89 % of Total: 0.26% (34,851)	62.92% Avg for View: 65.44% (-3.85%)	56 % of Total: 0.25% (22,806)	56.18% Avg for View: 66.09% (-14.99%)	2.43 Avg for View: 2.04 (18.84%)	00:00:52 Avg for View: 00:01:46 (-50.64%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (0.00)
1. /about-us/committees/	google	52 (58.43%)	48.08%	25 (44.64%)	42.31%	3.19	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /about-us/committees/	(direct)	28 (31.46%)	92.86%	26 (46.43%)	85.71%	1.21	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. /about-us/committees/	bing	5 (5.62%)	80.00%	4 (7.14%)	40.00%	2.00	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. /about-us/committees/	actransit.org	1 (1.12%)	100.00%	1 (1.79%)	0.00%	2.00	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /about-us/committees/	calopps.org	1 (1.12%)	0.00%	0 (0.00%)	0.00%	2.00	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /about-us/committees/	nextcity.org	1 (1.12%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. /about-us/committees/	t.co	1 (1.12%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 7 of 7

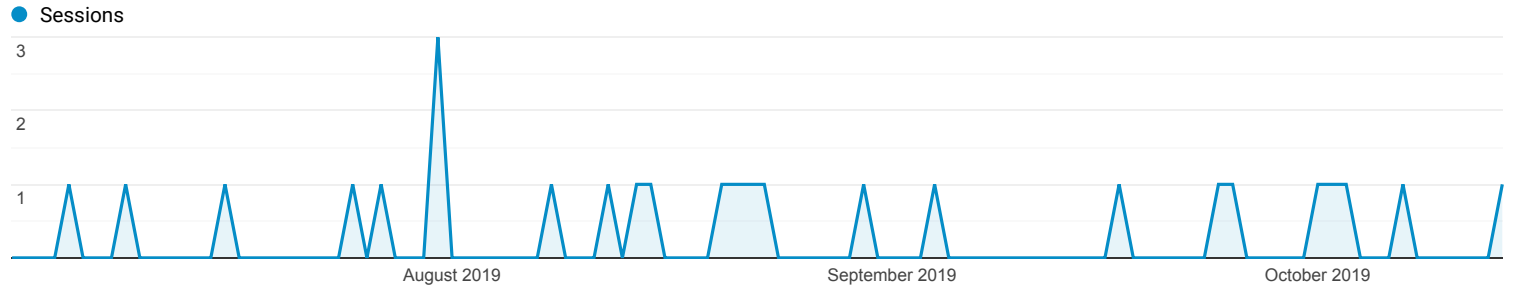
Landing Pages

All Users
100.00% Entrances

Jul 1, 2019 - Oct 14, 2019

Explorer

Summary



This data was filtered using an **advanced filter**.

Landing Page	Source	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		26 % of Total: 0.07% (34,851)	42.31% Avg for View: 65.44% (-35.35%)	11 % of Total: 0.05% (22,806)	38.46% Avg for View: 66.09% (-41.80%)	2.42 Avg for View: 2.04 (18.65%)	00:04:29 Avg for View: 00:01:46 (152.97%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. /news-publications/rep-orts/	google	13 (50.00%)	23.08%	3 (27.27%)	30.77%	3.00	00:07:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /news-publications/rep-orts/	(direct)	9 (34.62%)	77.78%	7 (63.64%)	55.56%	1.89	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. /news-publications/rep-orts/	bing	2 (7.69%)	50.00%	1 (9.09%)	0.00%	2.00	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. /news-publications/rep-orts/	hayward-ca.gov	1 (3.85%)	0.00%	0 (0.00%)	0.00%	2.00	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /news-publications/rep-orts/	staff.imsinfo.com	1 (3.85%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 5 of 5



Independent Watchdog Committee

Issues Identification Process

8.2

Summary

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

IWC Responsibilities

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

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

- Hold public hearings and issue reports, on at least an annual basis, to inform Alameda County residents about how the sales tax funds are being spent. The hearings are open to the public and must be held in compliance with the Brown Act, California's open meeting law, with information announcing the hearings well-publicized and posted in advance.
- Have full access to Alameda CTC's independent auditor and have the authority to request and review specific information regarding use of the sales tax funds and to comment on the auditor's reports.
- Publish an independent annual report, including any concerns the committee has about audits it reviews. The report will be published in local newspapers and will be made available to the public in a variety of forums to ensure access to this information.
- Provide a balance of viewpoints, geography, age, gender, ethnicity and income status, to represent the different perspectives of the residents of the county.

Review Process

The purpose for the review of projects and programs by the IWC is to report to the public on findings. To this end, the tasks on which the IWC should focus during review include:

1. Proper expenditure of Measure B and Measure BB funds;
2. The timely delivery of projects per contract agreements; and
3. Compliance with the projects or programs as defined in the voter-approved 2000 and 2014 Transportation Expenditure Plans.

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

1. Issues raised on an IWC Issues Form regarding Measure B or Measure BB expenditures and/or contract compliance on a project or program may be eligible to be pursued through a request for the project or program sponsor to appear before the IWC. Issues raised by members of the public regarding Measure B and/or Measure BB expenditures must be submitted in writing either to the IWC chair, vice-chair or to the committee at an IWC meeting.
2. Before requesting that staff respond to an issue or calling on a project or program sponsor to appear before the IWC, an IWC member must submit an IWC Issues Form to the IWC chair or vice-chair for placement on the agenda at the next IWC meeting. Issues submitted by a member of the public must be handled in the same manner.

(continued on next page)

Review Process *(continued)*

3. The IWC must approve, by an affirmative vote, the method taken to address an issue identified on an IWC Issues Form, whether originally presented by an IWC member or a member of the public.
4. The IWC may establish a subcommittee, when necessary, to address the issue, question, or concern raised on an IWC Issues Form.
5. The IWC or subcommittee should consider the resources listed below when addressing an issue raised on an IWC Issues Form.
6. If requested, staff shall respond in writing to the issue.

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

Resources for IWC (not all inclusive)

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



Independent Watchdog Committee

Issues Identification Form

8.2A

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

Date	
Name	
Email Address	

Governmental Agency of Concern Include name of agency and all individual contacts from list of project/program sponsor contacts.	
Agency/Contact Phone	
Agency/Contact E-mail	
Agency Address Include City and Zip Code.	
Indicate Applicable Measure	Measure B Measure BB
Indicate the type of Measure B and/or Measure BB expenditure to which this concern relates Please check one.	Capital Project Program Program Grant Administration

Complete the following with the name of the project or program, dates, times, and places where the issues of which you have concerns took place.

Project/Program Name	
Date	
Time	
Location	

Please explain in detail the nature of your concern and how it came to your attention.

Project

Program

Action Taken

Please list other parties or agencies you have contacted in an attempt to more fully understand this issue and any actions you have taken.

IWC FY2019-20 Calendar/Work Plan
IWC FY2019-20 Calendar/Work Plan
on the second Monday of the month from 5:30 to 7:30 p.m.
at Alameda CTC Offices

Categories	Monday, July 8, 2019	Monday, November 18, 2019	Monday, January 13, 2020	Monday, March 9, 2020	Monday, July 13, 2020
IWC Annual Report	<ul style="list-style-type: none"> IWC photo for Annual Report Public Hearing on IWC Annual Report (substantially final) Finalize/Approve IWC Annual Report and Publication Costs IWC Annual Report Press Release 	<ul style="list-style-type: none"> IWC Annual Report Outreach Summary and Publication Cost Update 		<ul style="list-style-type: none"> Establish IWC Annual Report Subcommittee to create and finalize IWC Annual Report (Subcommittee meets April through June) 	<ul style="list-style-type: none"> IWC photo for Annual Report Public Hearing on IWC Annual Report (substantially final) Finalize/Approve IWC Annual Report and Publication Costs IWC Annual Report Press Release
Measure B and Measure BB Projects and Programs	<ul style="list-style-type: none"> Issues Identification Process IWC Projects and Programs Watchlist Next Steps 	<ul style="list-style-type: none"> Issues Identification Process 	<ul style="list-style-type: none"> Overview/Update on Measure B and Measure BB Projects and Programs Issues Identification Process 	<ul style="list-style-type: none"> Projects and Programs Watchlist (members sign up for projects and programs) (staff to send letters to jurisdictions in July to keep IWC informed) Issues Identification Process 	<ul style="list-style-type: none"> Issues Identification Process IWC Projects and Programs Watchlist Next Steps
Measure B and Measure BB Compliance and Audited Financial Reports	<ul style="list-style-type: none"> Measure B and Measure BB Program Compliance Report Summary Independent Auditor Work Plan 	<ul style="list-style-type: none"> Presentation of FY2018-19 Comprehensive Annual Financial Report by Independent Auditor Discussion of Measure BB Implementing Guidelines and Performance Measures 	<ul style="list-style-type: none"> Measure B and Measure BB FY2018-19 Compliance and Audit Reports available on Alameda CTC Website (raw data, not yet reviewed by staff) Refined discussion Re: Implementing Guidelines and Performance Measures 	<ul style="list-style-type: none"> Measure B and Measure BB Audit Report and Program Compliance Report Review Orientation/ Workshop Measure B and Measure BB FY2018-19 Compliance and Audit Reports Forwarded to IWC for Review 	<ul style="list-style-type: none"> Measure B and Measure BB Program Compliance Report Summary Independent Auditor Work Plan
Organizational / Standing Reports	<ul style="list-style-type: none"> Election of IWC Officers for FY2019-2020 Approve IWC FY2019-20 Annual Calendar/Work Plan IWC Member Reports Staff Responses to IWC Members Requests for Information IWC FY2019-20 Budget 	<ul style="list-style-type: none"> IWC Member Reports Staff Responses to IWC Members Requests for Information 	<ul style="list-style-type: none"> IWC Member Reports Staff Responses to IWC Members Requests for Information 	<ul style="list-style-type: none"> IWC Member Reports Staff Responses to IWC Members Requests for Information 	<ul style="list-style-type: none"> Election of IWC Officers for FY2020-21 Approve IWC FY2020-21 Annual Calendar/Work Plan IWC Member Reports Staff Responses to IWC Members Requests for Information IWC FY2020-21 Budget

* This date has been adjusted due to an agency holiday or based on a pre-existing scheduling conflict.

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Alameda County Transportation Commission
Independent Watchdog Committee
Roster - Fiscal Year 2019-2020

9.3

	Title	Last	First	City	Appointed By	Term Began	Re-apptmt.	Term Expires
1	Mr.	Jones, Chair	Steven	Dublin	Alameda County Mayors' Conference, D-1	Dec-12	Jan-19	Jan-21
2	Mr.	McCalley, Vice Chair	Murphy	Castro Valley	Alameda County Supervisor Nate Miley, D-4	Feb-15	Mar-17	Mar-19
3	Mr.	Brown	Keith	Oakland	Alameda Labor Council (AFL-CIO)	Apr-17		N/A
4	Mr.	Buckley	Curtis	Berkeley	Bike East Bay	Oct-16		N/A
5	Mr.	Dominguez	Oscar	Oakland	East Bay Economic Development Alliance	Dec-15		N/A
6	Mr.	Naté	Glenn	Union City	Alameda County Supervisor Richard Valle, D-2	Jan-15	Mar-17	Mar-19
7	Ms.	Piras	Pat	San Lorenzo	Sierra Club	Jan-15		N/A
8	Ms.	Rivera-Hendrickson	Carmen	Pleasanton	Paratransit Advisory and Planning Committee	Jul-19		N/A
9	Mr.	Rubin	Thomas	Oakland	Alameda County Taxpayers Association	Jan-19		N/A
10	Ms.	Ryan	Karina	Oakland	League of Women Voters	May-19		N/A
11	Ms.	Saunders	Harriette	Alameda	Alameda County Mayors' Conference, D-3	Jul-09	Jul-16	Jul-18
12	Mr.	Tilchen	Carl	Dublin	Alameda County Supervisor Scott Haggerty, D-1	Oct-18		N/A
13	Mr.	Zukas	Hale	Berkeley	Alameda County Supervisor Keith Carson, D-5	Jun-09	Jun-16	Jun-18
14		Vacancy			Alameda County Mayors' Conference, D-2			
15		Vacancy			Alameda County Mayors' Conference, D-4			

Alameda County Transportation Commission
Independent Watchdog Committee
Roster - Fiscal Year 2019-2020

16		Vacancy			Alameda County Mayors' Conference, D-5			
17		Vacancy			Alameda County Supervisor Wilma Chan, D-3			