



Independent Watchdog Committee Meeting Agenda Monday, November 9, 2020, 5:30 p.m.

Due to the statewide stay at home order and the Alameda County Shelter in Place Order, and pursuant to the Executive Order issued by Governor Gavin Newsom (Executive Order N-29-20), the Independent Watchdog Committee will not be convening at its Committee Room but will instead move to a remote meeting.

Members of the public wishing to submit a public comment may do so by emailing Angie Ayers at aayers@alamedactc.org by 5:00 p.m. the day before the scheduled meeting. Submitted comments will be read aloud to the Committee and those listening telephonically or electronically; if the comments are more than three minutes in length the comments will be summarized. Members of the public may also make comments during the meeting by using Zoom's "Raise Hand" feature on their phone, tablet or other device during the relevant agenda item, and waiting to be recognized by the Chair. If calling into the meeting from a telephone, you can use "Star (*) 9" to raise/ lower your hand. Comments will generally be limited to three minutes in length.

Chair:	Steve Jones	Staff Liaison:	Patricia Reavey
Vice Chair:	Murphy McCalley	Clerk:	Angie Ayers

Location Information:

Virtual Meeting Information: <https://zoom.us/j/98708191768?pwd=U3p2RVERV0JOQlpmQM3Y5bIN5MndMZz09>
Webinar ID: 987 0819 1768
Password: 413413

For Public Access **(669) 900-6833**
Dial-in Information: **Webinar ID: 987 0819 1768**
Password: 413413

To request accommodation or assistance to participate in this meeting, please contact Angie Ayers, at least 48 hours prior to the meeting date at: aayers@alamedactc.org

Meeting Agenda

1. Call to Order

2. Roll Call

3. Public Comment

4. Meeting Minutes		Page/Action
4.1.	Approve July 13, 2020 IWC Meeting Minutes	1 A
5. Independent Auditor Financial Report		
5.1.	Presentation of the Alameda CTC Draft Audited Comprehensive Annual Financial Report for the Year Ended June 30, 2020 (Hyperlinked to website)	I
6. IWC Annual Report Outreach Summary and Publication Costs Update		
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7. IWC Member Reports/Issues Identification		
7.1.	Chair's Report	I
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7.3.	Member Reports	I
8. Staff Reports		
8.1.	Staff Response to Request for Information	I
8.2.	IWC Calendar	35 I
8.3.	IWC Roster	37 I
9. Adjournment		

Next Meeting: Monday, January 11, 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 November through December 2020

Commission Chair

Mayor Pauline Russo Cutter
City of San Leandro

Commission Vice Chair

Councilmember John Bauters
City of Emeryville

AC Transit

Board Vice President Elsa Ortiz

Alameda County

Supervisor Scott Haggerty, District 1
Supervisor Richard Valle, District 2
Supervisor Wilma Chan, District 3
Supervisor Nate Miley, District 4
Supervisor Keith Carson, District 5

BART

Director Rebecca Saltzman

City of Alameda

Mayor Marilyn Ezzy Ashcraft

City of Albany

Mayor Nick Pilch

City of Berkeley

Mayor Jesse Arreguin

City of Dublin

Mayor David Haubert

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

Tess Lengyel

Commission and Committee Meetings

Time	Description	Date
2:00 p.m.	Alameda CTC Commission Meeting	November 19, 2020 December 3, 2020

Advisory Committee Meetings

5:30 p.m.	Bicycle and Pedestrian Advisory Committee (BPAC)	November 18, 2020
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Due to the statewide stay at home order and the Alameda County Shelter in Place Order, and pursuant to the Executive Order issued by Governor Gavin Newsom (Executive Order N-29-20), the Commission will not be convening at its Commission Room but will instead move to a remote meeting.

Meeting materials, directions and parking information are all available on the [Alameda CTC website](http://www.AlamedaCTC.org). Meetings subject to change.

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Independent Watchdog Committee Meeting Minutes Monday, July 13, 2020, 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.

2. Roll Call

A roll call was conducted and all members were present with the exception of Curtis Buckley and Oscar Dominguez.

3. Public Comment

There were no public comments.

4. Presentation and Public Hearing of the Draft IWC Annual Report

4.1. Open Public Hearing on the Draft IWC Annual Report

Steve Jones opened the public hearing for review of the *18th Annual Report to the Public*.

4.2. Presentation of the Draft IWC Annual Report

Steve Jones presented the draft *IWC 18th Annual Report to the Public* for review.

4.3. Public Comment on the Draft IWC Annual Report

There were no public comments.

4.4. Close Public Hearing on IWC Annual Report

Steve Jones closed the public hearing.

5. Meeting Minutes

5.1. Approval of March 9, 2020 IWC Meeting Minutes

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

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

6. Election of Officers

6.1 Approve the Election of the IWC Chair and Vice Chair for FY2020-21

Pat Piras made a motion to retain the current officers for the next year. Hale Zukas 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: Brown, Jones, McCalley, Nate, Piras, Rubin, Ryan, Tilchen, Zukas
No: None
Abstain: None
Absent: Buckley, Dominguez

7. Direct Local Distribution Program Compliance Summary

7.1 FY 2018-19 Measure B and Measure BB Program Compliance Summary Report

John Nguyen presented this item to provide the IWC with an update on the Measure B and Measure BB Direct Local Distribution (DLD) Program Compliance for the Fiscal Year 2018-19 (FY18-19) reporting period. He reviewed the compliance requirements, recipients' expenditure, and program performance. Mr. Nguyen stated that 19 of the 20 DLD recipients were in program compliance. The City of Union City remains the only DLD recipient that has not submitted reports to Alameda CTC due a citywide virus hindering Union City's ability to access their required financial reporting data. Union City is currently resolving their data accessibility issues and intends to submit their reports, in the Fall 2020 with their next audit for Fiscal Year 2019-20. Mr. Nguyen stated that as a policy update, the Commission in June approved a one-year extension of the current timely use of funds policy requirements due to the effects of the COVID-19 pandemic. The recommendation also included a modification to the Seniors and People with Disabilities DLD implementation guidelines to allow for the cost eligibility for Meals on Wheel Delivery programs for the FY2020-21 period for transportation purposes.

Pat Piras commented that the IWC observations were not included with the materials reviewed by the Commission at the PPC meeting. Mr. Nguyen stated that going forward, staff will incorporate highlights of the IWC observations on the draft reports.

Pat Piras suggested staff consider showing the equity impacts of the Pavement Condition Index (PCI) over or under 60. She noted that at the Planning, Policy and Legislation Committee meeting, a reference was made regarding PCI shortfalls under the Community-Based Transportation Plans. Mr. Nguyen stated that this is an additional exercise outside the Alameda CTC's program compliance reporting requirements. He noted that there is no specific requirement of the Master Agreements or direction from the Commission to analyze that data on a DLD level. Ms. Piras noted that the metrics and performance measures have changed overtime when the Committee observed anomalies and inconsistencies. She noted that the Committee may want to make a recommendation in the future to the Commission.

Pat Piras asked what has happened to the Meals on Wheels program since the pandemic. John Nguyen stated that the Meals on Wheels program's current Implementation Guidelines for the Seniors and People with Disabilities program

limits eligible use of DLD funds for the Meals on Wheels Program to the Cities of Alameda, Emeryville, Fremont, Hayward, and Newark, whose programs were established prior to 2012 with Measure B funds. In June, the Commission approved a recommendation to relieve the eligibility limitation for fiscal Year 2020-21, and allow all DLD recipients the option to use their DLD funds to support Meals on Wheels Program operations which have become a service priority for seniors within Alameda County during the pandemic.

Murphy McCalley noted that the IWC is in-sync with the report that Mr. Nguyen gave the Commission. Mr. McCalley stated that it a good idea to incorporate highlights of the IWC observations on the draft reports to the Commission.

This item is for information only.

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

8.1. Approve the IWC Annual Report

Patricia Reavey noted that several members had comments on this item and she read Hale Zukas comments:

- On the first page in the far-right column Mr. Zukas suggested changing the word “opine” to “scrutinize” to provide a more familiar word for the public to understand. He also suggested moving the sentence to the end of the first paragraph.

Ms. Piras did not agree with Mr. Zukas' suggested change and maintained “opine” is the correct phrasing. Ms. Piras noted the same language has been used by the Committee in the past several years. The Committee agreed to not change the the word from “opine” to “scrutinize.” The Committee agreed to leave the sentence containing the word “opine” on the first page; however, they switched the below sentences as follows:

“The IWC replaced and assumed responsibility for CWC activities in July 2015. The IWC does not opine on other funds the Alameda CTC manages and/or programs.”

- Mr. Zukas requested to change the word “closed out” to “completed” on page 2 the second paragraph.
- Mr. Zukas suggested to change the last sentence on page 6 “...and agreed to review geographic equity related to Measure BB program direct local distribution formulas as required by the Expenditure Plan” to the following:
“and agreed (as required by the Expenditure Plan) to determine whether or not the Measure BB program direct local distribution formula is geographically equitable.”

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

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

8.2. Approve the Proposed Publication Costs and Distribution

Patricia Reavey presented the summary of publication costs for the IWC Annual Report and noted the overall costs were slightly less than the prior year.

Pat Piras commented that the prices for BART should be cheaper than prior years since people are avoiding transit due to the pandemic. She also suggested pursuing outside signage versus inside signage on the buses. Angie Ayers stated that the advertisements on the Tri-Valley buses will be displayed on the buses' exterior, and the advertisements on AC Transit buses will be on the interior. She noted that the publications costs in the packet reflect this. Ms. Ayers noted that she will go back to AC Transit marketing firm for a new quote regarding exterior advertisements. Regarding BART, Ms. Ayers stated that the advertisements will be displayed at the same stations as last year and the cost is similar to the prior year. She stated that she will reach out to BART's marketing firm to ensure the advertisements are placed close to BART's entrances. Ms. Reavey stated that staff will look for additional exterior advertisement placements within the allowable budget.

Tom Rubin stated that the City of Oakland controls the advertisements on bus shelters.

Carl Tilchen made a motion that the Committee should decrease advertisements on BART and use the money for advertisements on the exterior of buses. There was no second to the motion.

Steve Jones stated that the advertisements as listed in the report should remain as is, and Alameda CTC should reach out to AC Transit's marketing firm to place ads on the buses' exterior if possible.

Pat Piras made a motion to approve this item and recommended staff explore moving the advertisements on the buses' exteriors, and also to explore if BART will lower their prices. Carl Tilchen seconded the motion. The motion passed with the following votes:

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

8.3. 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. Ms. Reavey stated that there are highlighted items that will be completed prior to releasing the press release.

Pat Piras stated that the press release is missing the finding and observations. She suggested adding a new paragraph between the second and third paragraphs on the press release.

This item is for information only.

9. IWC Calendar/Work Plan

9.1 Approve the IWC Calendar/Work Plan for FY2020-21

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

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

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

10. Independent Auditor Work Plan

10.1. Overview of Independent Auditor's Work Plan

David Alvey with Maze and Associates discussed the audit scope for the upcoming FY2019-20 audit. Mr. Alvey stated that the interim phase of the audit was completed on June 8, 2020 and the final phase is scheduled for the weeks of August 31, 2020 and September 7, 2020. He stated that the draft Comprehensive Annual Financial Report (CAFR) will be presented at the Audit Committee meeting on October 22, 2020, and the Finance and Administration Committee (FAC) and IWC on November 9, 2020, and finally at Alameda CTC Commission meeting on December 3, 2020.

Tom Rubin asked if this item is informational or for approval. Staff confirmed that the item is informational. Mr. Rubin noted that the report is compliant with the requirements and it's adequate for him.

Murphy McCalley asked if there are any new Governmental Accounting Standards Board (GASB) pronouncements the Committee should be aware of. Mr. Alvey stated that with the sheltered-in-place GASB issued GASB statement 95 that pushes all the effective dates back one year. The next major statement will be effective for the fiscal year ended June 30, 2022, GASB 87 related to accounting for leases.

Mr. McCalley asked what is the issue with leases. Mr. Alvey stated that the accounting for leases changed for all to look like like capital leases. Ms. Reavey stated that Alameda CTC has very few leases besides the office space.

This item is for information only.

11. IWC Member Reports/Issues Identification

11.1 Chair's Report

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

11.2 IWC Issues Identification Process and Form

Patricia Reavey stated 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.

11.3 Issues form received – Long-Range Surface Transportation Planning in Alameda County

Tom Rubin asked the Committee if they are interested in getting briefed on long-range transportation projects that will come before the Commission and ultimately to the IWC. He noted that if there is any interest, he suggests the Committee utilize the Issues Identification Form.

Murphy McCalley asked who would brief the Committee. Mr. Rubin stated that in some cases it could be Alameda CTC staff or the Project Sponsor staff.

Ms. Reavey asked how the Committee would entice Project Sponsors to give a presentation since Measure B and Measure BB funds are not used in these projects. Mr. Rubin stated that these could be potential projects for Measure B and Measure BB funds in the future.

Pat Piras commented that the IWC does not have purview over long-range projects that are mentioned in Mr. Rubin's Issues Identification Form. Ms. Piras requested this item be dropped from consideration. Mr. Rubin stated that BART is receiving funding from Measure BB, and it is used for a variety of items, which will give the IWC the right to review the funding.

Carl Tilchen commented that it is best to have more information about the future projects. Mr. Tilchen suggested the Project Sponsors provide the IWC with documents to read and the Committee can make an informed decision at that time.

Steve Jones stated that if a member wants information on long-range projects they will need to contact the Project Sponsors on their own. He reiterated that the projects listed in the Issues Identification Form submitted by Mr. Rubin are outside of the IWC purview.

Pat Piras made a motion that this request is outside of IWC's jurisdiction. Steve Jones seconded the motion. The motion passed with the following votes:

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

11.4 Members Report

There were no member reports.

12 Staff Reports

12.1 FY2020-21 IWC Budget

Patricia Reavey reviewed the IWC budget for FY2020-21 with the Committee. She stated that there were no changes from the prior year and 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.

12.2 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. There were no comments from the Committee at the last IWC meeting.

This item is for information only.

12.3 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 a notification to IWC members of all public meetings for Measure B and Measure BB – funded projects and programs. IWC members will receive a notification if they signed up to “watch” the particular project and/or program.

This item is for information only.

12.4 IWC Roster

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

13 Adjournment

The meeting adjourned at 7:30 p.m. The next meeting is scheduled for November 9, 2020 at the Alameda CTC offices.

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Memorandum

6.1

1111 Broadway, Suite 800, Oakland, CA 94607

• 510.208.7400

• www.AlamedaCTC.org

DATE: November 2, 2020

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 an update on outreach activities and costs for the *18th Annual IWC Report to the Public* for informational purposes only.

Summary

The Independent Watchdog Committee (IWC) released its 18th Annual Report to the Public in August 2020. Multiple activities including publication distribution, advertisement placement, and targeted outreach were completed to make the public aware of the report. With the Coronavirus (COVID-19) pandemic, and the resultant shelter-in-place order across the Bay Area Counties, Alameda CTC outreach approach was slightly modified from prior years.

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 2020 IWC meeting, some committee members volunteered to participate in the IWC Annual Report Subcommittee. The subcommittee met twice to develop the *18th 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 bus exterior cards advertisement on AC Transit buses. In prior years, staff placed a bus interior card advertisement on buses; however, since people are avoiding transit due to the pandemic, the Committee suggested placing the advertisements outside versus inside.
- 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. In prior years, advertisements were placed in-station as well as outside of the BART stations. The Committee requested BART advertisements to be placed closer to the entrances of the various stations for more visibility.
- 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 Dakota Press print the annual report and two-page executive summary in English and translate executive summaries. In prior years, staff would print the translated executive summaries in-house; however, this process changed due to the sheltered in place order and the COVID-19 pandemic.
- 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 6.1A). 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/2020/09/IWC2020Report.pdf> and placed print advertisements that summarize the full report in 19 Bay Area publications (see Attachment 6.1A for a complete list). In addition, staff placed online banner advertisements that included a link to the IWC 18th Annual Report to the Public <https://www.alamedactc.org/IWC2020Report>.

AC Transit Bus and LAVTA Bus Exterior Cards

Staff worked with Lamar Advertising to place 40 Queen posters on the side of AC Transit buses and five (5) Queen posters on the side of LAVTA buses that operate in Alameda County.

BART In-Station Posters

Staff worked with Outfront Media to place posters at 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 250 copies of the full 12-page annual report and 250 copies of the English-version executive summary with notification of the report and the short URL. The printer printed 150 copies each of the Chinese and Spanish versions of the executive summary. (Refer to Attachment 6.1A for design and print costs.)

Constant Contact E-Blasts

- **Press release** was sent to 274 media contacts, sent 250 to newspapers, blogs, ethnic media, radio, and television on August 17, 2020. The press release email was opened by 67 recipients. Attached is a report from Constant Contact that documents click-through statistics.
- **E-newsletter** was sent to 3,180 addresses in Alameda CTC's outreach database on August 7, 2020 and opened by 700 recipients.
- The IWC Annual Report was also mentioned in the July and September issues of the Executive Director's Report.

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 1,331 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 14, 2020 – 252 impressions, 1 like, and 1 retweet
 - September 25, 2020 – 218 impressions, 1 like
 - September 28, 2020 – 166 impressions
 - October 2, 2020 – 196 impressions, 1 like, and 1 retweet
 - October 5, 2020 – 354 impressions, 2 likes, and 2 retweets

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, which reached 514 followers. 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 14, 2020 – 26 people reached
- September 25, 2020 – 34 people reached

Advertisement Page Views and Website Click-throughs

The estimated number of times readers viewed an online page with an Alameda CTC advertisement about the IWC report was more than 494,412, and the number of times a user clicked through from the advertisement banner to the report on the Alameda CTC website is 461.

Alameda CTC Google Analytics

Alameda CTC uses Google Analytics to track website page views and click-throughs to the IWC Annual Report. Following are the analytics pertaining to the IWC Annual Report showing:

- **Page views** – the total number of times a piece of content was viewed during a given time period, and
 - **Unique page views** – the number of sessions during which a page was viewed one or more times
- **Executive Director's Report:** 271 page views; 184 unique page views
 - **E-newsletter:** 81 page views; 65 unique page views
 - **Press Release:** 143 page views; 120 unique page views
 - **Latest News:** 53 page views; 50 unique page views
 - **E-newsletter:** 81 page views; 65 unique page views
 - **Committees:** 268 page views; 206 unique page views

Attached are analytical reports reflecting the page views and unique page views when an Alameda CTC website user accessed the annual report document, the "Latest News", E-newsletter, 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 6.1B for the analytical reports.

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 occur. 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:

- Due to the sheltered in place order, all in-person meetings moved to remote meetings. Staff placed the full report on the public meeting pages on the website for meetings scheduled during September and October and it was accessed as follows:
 - Alameda CTC Commission – 165 Commission members including alternates and the public
 - Alameda County Technical Advisory Committee – 109 committee members including the public
 - Bicycle and Pedestrian Advisory Committee – 9 committee members
 - Paratransit Advisory and Planning Committee – 144 committee members including the public
 - Paratransit Technical Advisory Committee – 35 committee members
- Included a notice of the public hearing with a link to the draft report in the July 2020 Executive Director's Report and an update on IWC activities including approval of the report in the September 2020 Executive Director's Report. Both reports were posted on the Alameda CTC website, and an email was distributed to 165 addresses.
- Included a story about the draft annual report in the August 2020 issue of the 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 3,180 e-mail address.
- Placed "What's New" information on the Alameda CTC website that links directly to the report.
- Mailed the full report and the English, 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 total cost of design and placement of the online and print advertisements, and the printing and mailing of the hard copy 2020 report are approximately \$49,669.92.

In 2019, the total costs were \$45,981.89. The budget in 2020 for the IWC 18th Annual Report to the Public was \$50,000. The 2020 approximate costs are \$3,688.03 more than the prior year and \$330.08 under budget. One vendor has not yet submitted an invoice related to 2020

costs due to delays in processing related to the pandemic. The estimated amount is highlighted in yellow in Attachment A.

Attachments:

- A. 2020 IWC Annual Report Publication Cost Summary
- B. Google Analytics Results

2020 IWC Annual Report Final Publications Costs

Affiliation	Newspaper, Website, or Other Advertisement	2019 Print Ad Circulation*	2019 Digital Ad Page Views**	2019 Click-throughs*** from Online Media Banners	2019 Cost (Print)	2019 Cost (Web)	Actual 2019 Costs	2020 Media/Size	2020 Print Ad Circulation*	2020 Digital Ad Page Views**	2020 Click-throughs*** from Online Media Banners	Proposed 2020 Cost (Print)	Proposed 2020 Cost (Web)	Estimated 2020 Costs	Actual 2020 Costs
Alameda CTC	www.AlamedaCTC.org	--	766	1,099	--	--	--	--	--	2,903	--	--	--	\$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	570,400	4,211,904	1,712	\$7,240.00	\$6,000.00	\$13,240.00	Print: 10" x 10.5" 10" x 9.75" Online/Mobile: 300x250 728x90 970x90	254,234	300,012	179	\$7,240.00	\$6,000.00	\$13,240.00	\$13,040.00
Eastbay Publishing Inc./San Leandro Times	Castro Valley Forum San Leandro Times	61,380	--	--	\$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	12,600	9,265	\$5.00	\$1,020.00	\$200.00	\$1,220.00	Print: 10" x 9.75" Online: 300x250 jpeg Med. Rectangle	12,600	100,185		\$1,020.00	\$200.00	\$1,220.00	\$1,220.00
Lamar Advertising	AC Transit Bus Interior Cards	900,000	--	--	\$4,852.31	--	\$4,664.81	Print: 11" x 28" 225 Cards	1,960,00	--	--	\$8,000.00	--	\$8,000.00	\$8,026.04
Lamar Advertising	LAVTA Bus Exterior Cards	440,000	--	--	\$1,750.00	--	\$1,738.50	Print: 30" x 88" 5 queens/Cards	465,000	--	--	\$1,750.00	--	\$1,750.00	\$1,723.96
OUTFRONT (previous ads with Intersection)	BART in-station Ads (2-sheet media)	2,586,680	--	--	\$5,600.00	--	\$5,600.00	Print: 46" H x 60" W 10 Ads	423,697	--	--	\$5,500.00	--	\$5,500.00	\$5,500.00

2020 IWC Annual Report Final Publications Costs

Affiliation	Newspaper, Website, or Other Advertisement	2019 Print Ad Circulation*	2019 Digital Ad Page Views**	2019 Click-throughs*** from Online Media Banners	2019 Cost (Print)	2019 Cost (Web)	Actual 2019 Costs	2020 Media/Size	2020 Print Ad Circulation*	2020 Digital Ad Page Views**	2020 Click-throughs*** from Online Media Banners	Proposed 2020 Cost (Print)	Proposed 2020 Cost (Web)	Estimated 2020 Costs	Actual 2020 Costs
Patch News/AOL Publications in Alameda County	Alameda	--	2,485	2	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	3,943	8	--	\$125.00	\$125.00	\$125.00
	Albany	--	1,456	0	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	797	0	--	\$125.00	\$125.00	\$125.00
	Berkeley	--	2,134	4	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	6,642	3	--	\$125.00	\$125.00	\$125.00
	Castro Valley	--	957	2	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	4,543	12	--	\$125.00	\$125.00	\$1,235.00
	Dublin	--	2,853	3	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	3,023	3	--	\$125.00	\$125.00	\$125.00
	Fremont	--	2,203	4	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	12,613	18	--	\$125.00	\$125.00	\$125.00
	Livermore	--	6,333	9	--	\$125.00	\$125.00	Online: 300x250 300x600 320x50 970x250	--	5,590	5	--	\$125.00	\$125.00	\$125.00

2020 IWC Annual Report Final Publications Costs

Affiliation	Newspaper, Website, or Other Advertisement	2019 Print Ad Circulation*	2019 Digital Ad Page Views**	2019 Click-throughs*** from Online Media Banners	2019 Cost (Print)	2019 Cost (Web)	Actual 2019 Costs	2020 Media/Size	2020 Print Ad Circulation*	2020 Digital Ad Page Views**	2020 Click-throughs*** from Online Media Banners	Proposed 2020 Cost (Print)	Proposed 2020 Cost (Web)	Estimated 2020 Costs	Actual 2020 Costs
Patch News/AOL Publications in Alameda County	Newark	--	995	2	--	\$125.00	<i>\$125.00</i>	Online: 300x250 300x600 320x50 970x250	--	3,643	9	--	\$125.00	\$125.00	<i>\$125.00</i>
	Piedmont	--	833	1	--	\$125.00	<i>\$125.00</i>	Online: 300x250 300x600 320x50 970x250	--	560	0	--	\$125.00	\$125.00	<i>\$125.00</i>
	Pleasanton	--	3,819	4	--	\$125.00	<i>\$125.00</i>	Online: 300x250 300x600 320x50 970x250	--	5,445	13	--	\$125.00	\$125.00	<i>\$125.00</i>
	San Leandro	--	1,070	2	--	\$125.00	<i>\$125.00</i>	Online: 300x250 300x600 320x50 970x250	--	3,749	8	--	\$125.00	\$125.00	<i>\$125.00</i>
	Union City	--	992	1	--	\$125.00	<i>\$125.00</i>	Online: 300x250 300x600 320x50 970x250	--	3,585	7	--	\$125.00	\$125.00	<i>\$125.00</i>
	Newsletter	--	53,965	12	--	--	--	Online: 300x250 300x600 320x50 970x250	--	25,904	0	--	--	--	
Post Newsgroup	Oakland Post (San Francisco Post, Berkeley Post, Richmond Post, South County Post and Marin) and El Mundo	34,000	6,099	--	\$2,600.00	--	<i>\$2,600.00</i>	Print: 10" x 8"			--	\$2,600.00	--	<i>\$2,600.00</i>	<i>\$2,600.00</i>

2020 IWC Annual Report Final Publications Costs

Affiliation	Newspaper, Website, or Other Advertisement	2019 Print Ad Circulation*	2019 Digital Ad Page Views**	2019 Click-throughs*** from Online Media Banners	2019 Cost (Print)	2019 Cost (Web)	Actual 2019 Costs	2020 Media/Size	2020 Print Ad Circulation*	2020 Digital Ad Page Views**	2020 Click-throughs*** from Online Media Banners	Proposed 2020 Cost (Print)	Proposed 2020 Cost (Web)	Estimated 2020 Costs	Actual 2020 Costs
Sing Tao	Sing Tao Daily	--	59,935	12	--	\$380.00	\$380.00	Online: 728 x 90 p	--			--	\$380.00	\$380.00	\$380.00
The Independent	The Independent - Livermore, Pleasanton, Dublin, and Sunol	24,648		--	\$896.64	--	\$896.64	Print: 10" x 8"	26,265		--	\$896.64	--	\$896.64	\$896.54
Vision Hispana	Vision Hispana	15,000	11,275	196	\$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
Weekly's	East Bay Express (delivered to Alameda, Albany, Berkeley, Emeryville, Oakland, Piedmont, San Leandro) Online: eastbayexpress.com	35,000	33,205	16	\$2,040.00	\$500.00	\$2,540.00	Print: 9" x 10" Online: 728 x 90 Leaderboard				\$2,140.00	\$0.00	\$2,140.00	\$2,140.00
Whats Happening Now/Tri-City Voice	Tri-City Voice - Fremont, Newark, Union City, Hayward, and Sunol		--	--	\$420.00	--	\$420.00	Print: 9.75" x 8"		--	--	\$420.00	--	\$420.00	\$420.00
	Other Costs														
	Legal Notice of Public Hearing				\$1,166.74	--	\$941.74	--				\$1,086.06	--	\$1,086.06	\$1,086.06
	Publications Design				\$5,744.55	--	\$5,042.24	--				\$4,961.59	--	\$4,961.59	\$4,961.59
	Language 411 (translation from English to Chinese and Spanish)				\$1,289.23	--	\$1,289.21	--				\$1,048.32	--	\$1,048.32	\$1,048.32
	Dakota Press printing of 12-page report, and English flyer (500 of each, in color)****				\$1,085.95	--	\$1,085.95	--				\$1,053.71	--	\$1,178.80	\$1,316.41
	Outreach mailing*****				\$123.35	--	\$121.80	--				\$133.98		\$133.98	\$0.00
TOTALS:****		4,679,708	4,412,544	3,086	\$38,209.77	\$8,900.00	\$45,981.89		1,258,176	494,412	461	\$40,231.30	\$8,400.00	\$48,756.39	\$49,669.92
Difference between 2019 and 2020 Costs =														\$3,688.03	

*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.

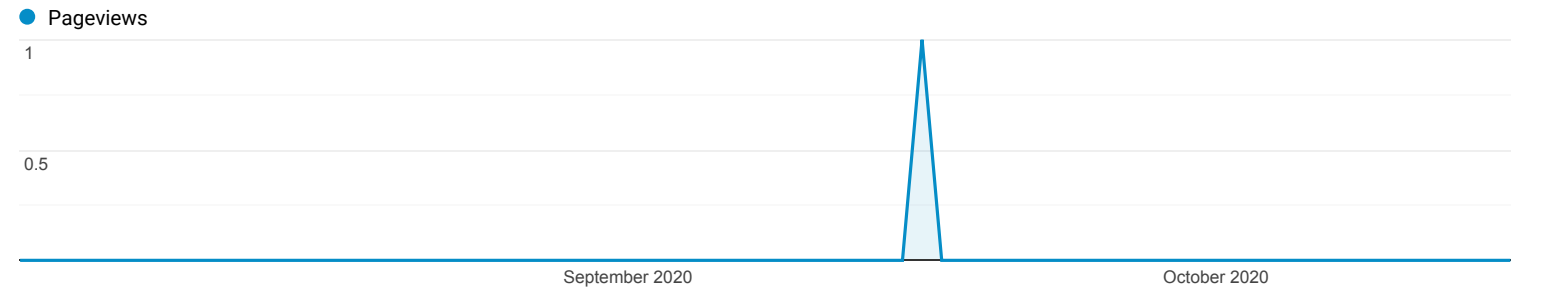
****The total publication costs do not include Alameda CTC labor costs.

Pages

All Users
100.00% Pageviews

Aug 1, 2020 - Oct 16, 2020

Explorer




This data was filtered with the following filter expression: `/wp-content/uploads/2020/09/IWC2020Report.pdf`

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	1 % of Total: 0.00% (62,542)	1 % of Total: 0.00% (52,519)	00:01:47 Avg for View: 00:02:00 (-11.13%)	0 % of Total: 0.00% (40,486)	0.00% Avg for View: 77.91% (-100.00%)	0.00% Avg for View: 64.73% (-100.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /wp-content/uploads/2020/09/IWC2020Report.pdf	1 (100.00%)	1 (100.00%)	00:01:47	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)

Rows 1 - 1 of 1

Pages



All Users

100.00% Pageviews

Aug 1, 2020 - Oct 16, 2020

Explorer

Pageviews



September 2020October 2020


This data was filtered with the following filter expression: /wp-content/uploads/2020/09/IWC_18thAnnualReport_Summary_ENGLISH_Aug2020.pdf

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	0 % of Total: 0.00% (62,542)	0 % of Total: 0.00% (52,519)	00:00:00 Avg for View: 00:02:00 (-100.00%)	0 % of Total: 0.00% (40,486)	0.00% Avg for View: 77.91% (-100.00%)	0.00% Avg for View: 64.73% (-100.00%)	\$0.00 % of Total: 0.00% (\$0.00)

There is no data for this view.

Rows 1 - 0 of 0

Pages



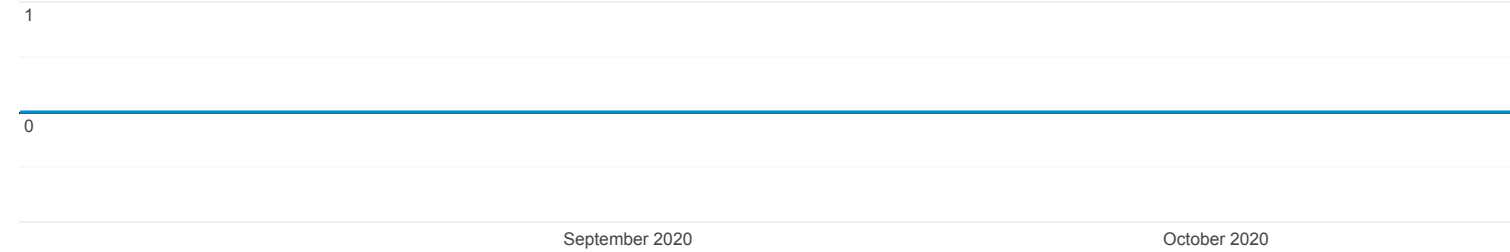
All Users

100.00% Pageviews

Aug 1, 2020 - Oct 16, 2020

Explorer

Pageviews



This data was filtered with the following filter expression: `wp-content/uploads/2020/09/IWC_18thAnnualReport_Summary_CHINESE_Aug2020.pdf`

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	0 % of Total: 0.00% (62,542)	0 % of Total: 0.00% (52,519)	00:00:00 Avg for View: 00:02:00 (-100.00%)	0 % of Total: 0.00% (40,486)	0.00% Avg for View: 77.91% (-100.00%)	0.00% Avg for View: 64.73% (-100.00%)	\$0.00 % of Total: 0.00% (\$0.00)

There is no data for this view.

Rows 1 - 0 of 0

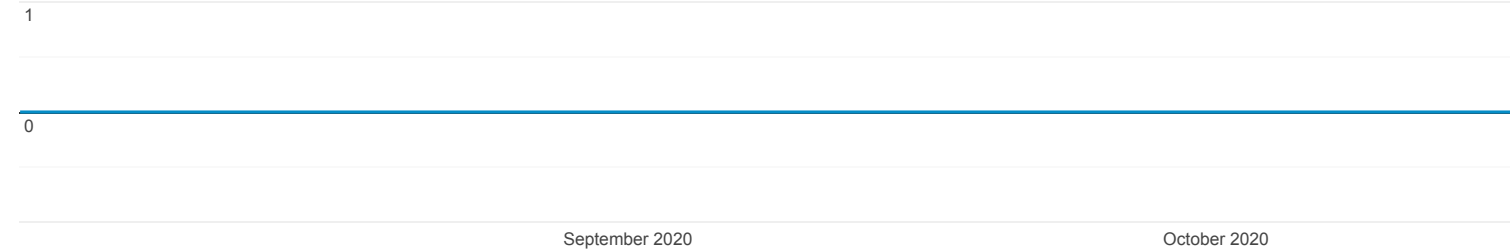
Pages

All Users
100.00% Pageviews

Aug 1, 2020 - Oct 16, 2020

Explorer

Pageviews



This data was filtered with the following filter expression: wp-content/uploads/2020/09/IWC_18thAnnualReport_Summary_SPANISH_Aug2020.pdf

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	0 % of Total: 0.00% (62,542)	0 % of Total: 0.00% (52,519)	00:00:00 Avg for View: 00:02:00 (-100.00%)	0 % of Total: 0.00% (40,486)	0.00% Avg for View: 77.91% (-100.00%)	0.00% Avg for View: 64.73% (-100.00%)	\$0.00 % of Total: 0.00% (\$0.00)

There is no data for this view.

Rows 1 - 0 of 0



Pages

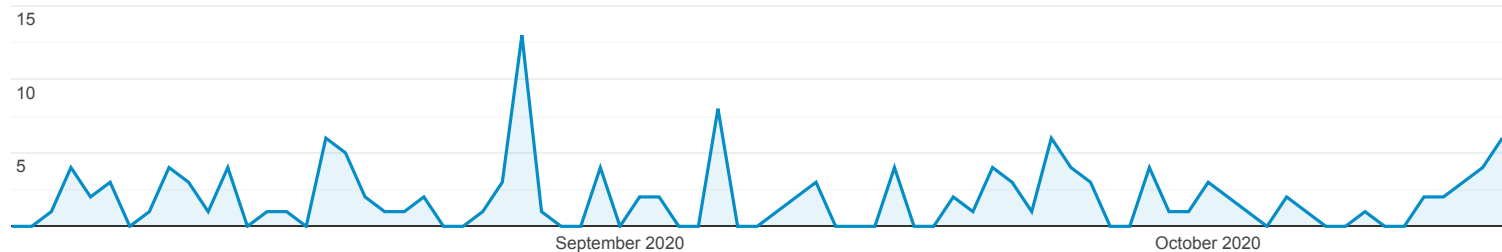


All Users
100.00% Pageviews

Aug 1, 2020 - Oct 16, 2020

Explorer

Pageviews



This data was filtered with the following filter expression: **news-publications/press-releases**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	143 % of Total: 0.23% (62,542)	120 % of Total: 0.23% (52,519)	00:02:32 Avg for View: 00:02:00 (26.65%)	26 % of Total: 0.06% (40,486)	61.54% Avg for View: 77.91% (-21.01%)	37.76% Avg for View: 64.73% (-41.67%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /news-publications/press-releases/	143 (100.00%)	120 (100.00%)	00:02:32	26 (100.00%)	61.54%	37.76%	\$0.00 (0.00%)

Rows 1 - 1 of 1

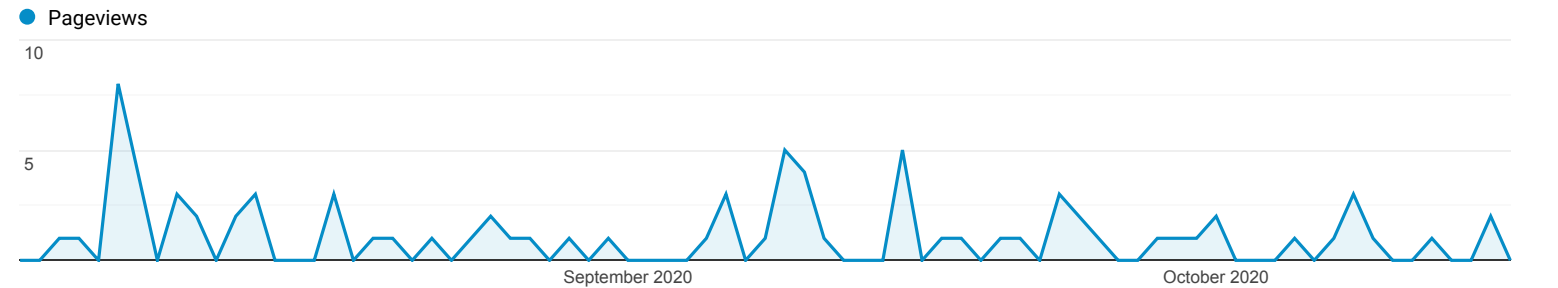


Pages

All Users
100.00% Pageviews

Aug 1, 2020 - Oct 16, 2020

Explorer



This data was filtered with the following filter expression: **news-publications/e-newsletter/**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	81 % of Total: 0.13% (62,542)	65 % of Total: 0.12% (52,519)	00:01:04 Avg for View: 00:02:00 (-46.72%)	12 % of Total: 0.03% (40,486)	75.00% Avg for View: 77.91% (-3.73%)	27.16% Avg for View: 64.73% (-58.04%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /news-publications/e-newsletter/	81 (100.00%)	65 (100.00%)	00:01:04	12 (100.00%)	75.00%	27.16%	\$0.00 (0.00%)

Rows 1 - 1 of 1

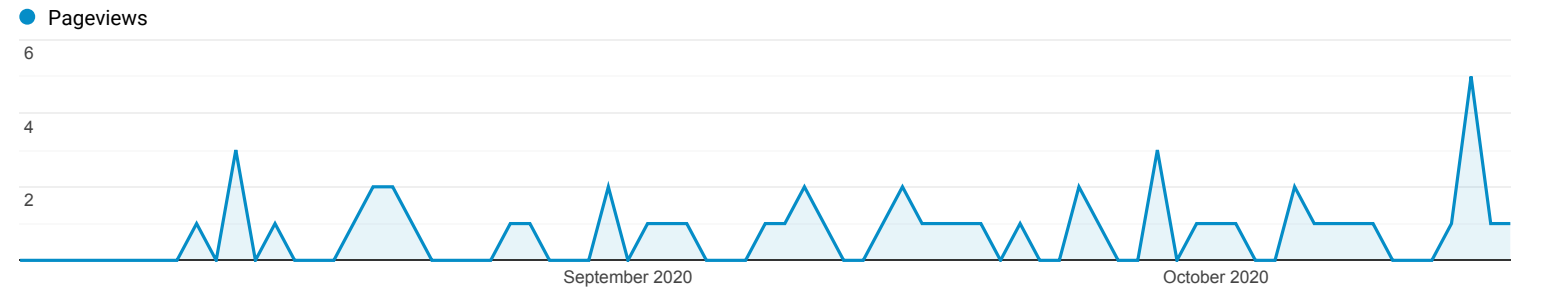
Pages

All Users

100.00% Pageviews

Aug 1, 2020 - Oct 16, 2020

Explorer



This data was filtered with the following filter expression: **category/news/**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	54 % of Total: 0.09% (62,542)	51 % of Total: 0.10% (52,519)	00:00:24 Avg for View: 00:02:00 (-79.89%)	0 % of Total: 0.00% (40,486)	0.00% Avg for View: 77.91% (-100.00%)	64.81% Avg for View: 64.73% (0.12%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /category/news/	53 (98.15%)	50 (98.04%)	00:00:24	0 (0.00%)	0.00%	66.04%	\$0.00 (0.00%)
2. /category/news/page/2/	1 (1.85%)	1 (1.96%)	00:00:21	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)

Rows 1 - 2 of 2



Pages

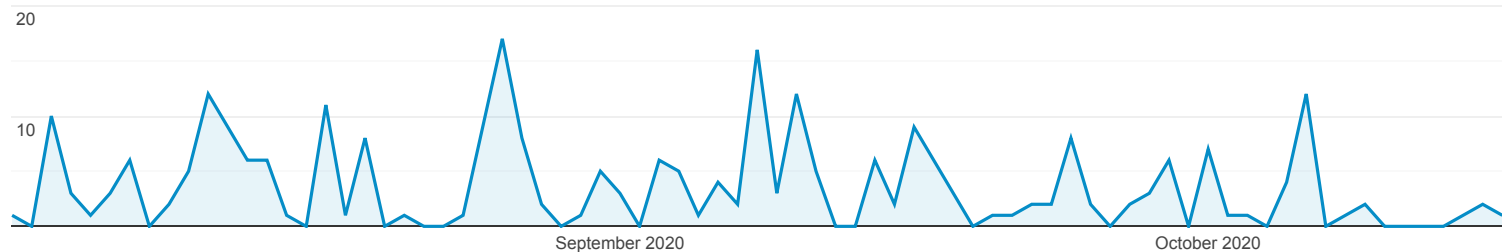


All Users
100.00% Pageviews

Aug 1, 2020 - Oct 16, 2020

Explorer

● Pageviews




⌵ This data was filtered with the following filter expression: **news-publications/reports/**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	271 % of Total: 0.43% (62,542)	184 % of Total: 0.35% (52,519)	00:03:20 Avg for View: 00:02:00 (66.25%)	42 % of Total: 0.10% (40,486)	55.81% Avg for View: 77.91% (-28.36%)	36.16% Avg for View: 64.73% (-44.14%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /news-publications/reports/	271 (100.00%)	184 (100.00%)	00:03:20	42 (100.00%)	55.81%	36.16%	\$0.00 (0.00%)

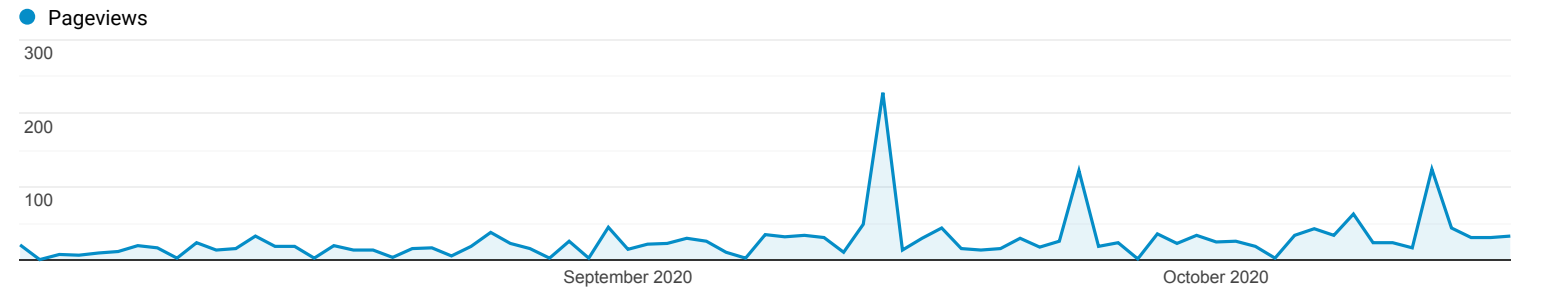
Rows 1 - 1 of 1

Pages

 All Users
100.00% Pageviews

Aug 1, 2020 - Oct 16, 2020

Explorer



This data was filtered with the following filter expression: **all-meetings**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	2,084 % of Total: 3.33% (62,542)	1,446 % of Total: 2.75% (52,519)	00:02:42 Avg for View: 00:02:00 (34.44%)	516 % of Total: 1.27% (40,486)	66.00% Avg for View: 77.91% (-15.29%)	45.97% Avg for View: 64.73% (-28.99%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /all-meetings/	2,082 (99.90%)	1,444 (99.86%)	00:02:42	514 (99.61%)	65.87%	45.92%	\$0.00 (0.00%)
2. ">/all-meetings/>	2 (0.10%)	2 (0.14%)	00:00:00	2 (0.39%)	100.00%	100.00%	\$0.00 (0.00%)

Rows 1 - 2 of 2

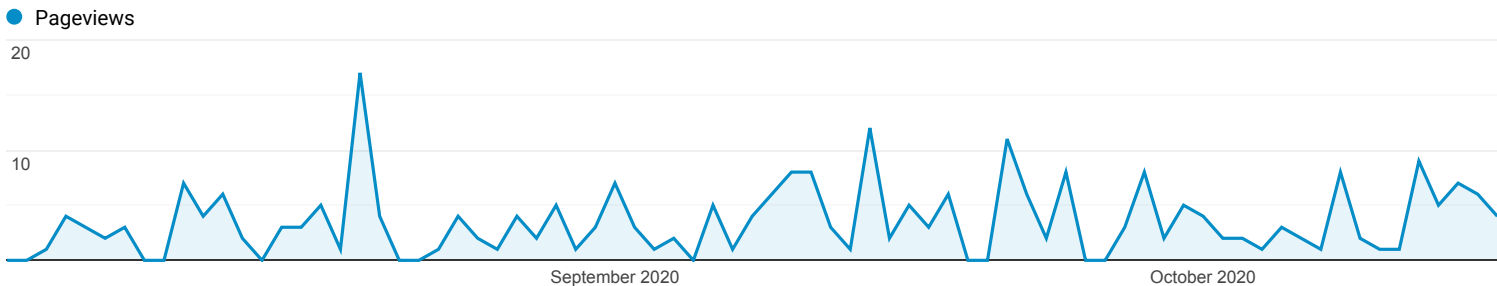


Pages

All Users
100.00% Pageviews

Aug 1, 2020 - Oct 16, 2020

Explorer



This data was filtered with the following filter expression: **about-us/committees/**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	268 % of Total: 0.43% (62,542)	206 % of Total: 0.39% (52,519)	00:00:27 Avg for View: 00:02:00 (-77.48%)	53 % of Total: 0.13% (40,486)	50.94% Avg for View: 77.91% (-34.61%)	20.15% Avg for View: 64.73% (-68.87%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /about-us/committees/	268 (100.00%)	206 (100.00%)	00:00:27	53 (100.00%)	50.94%	20.15%	\$0.00 (0.00%)

Rows 1 - 1 of 1



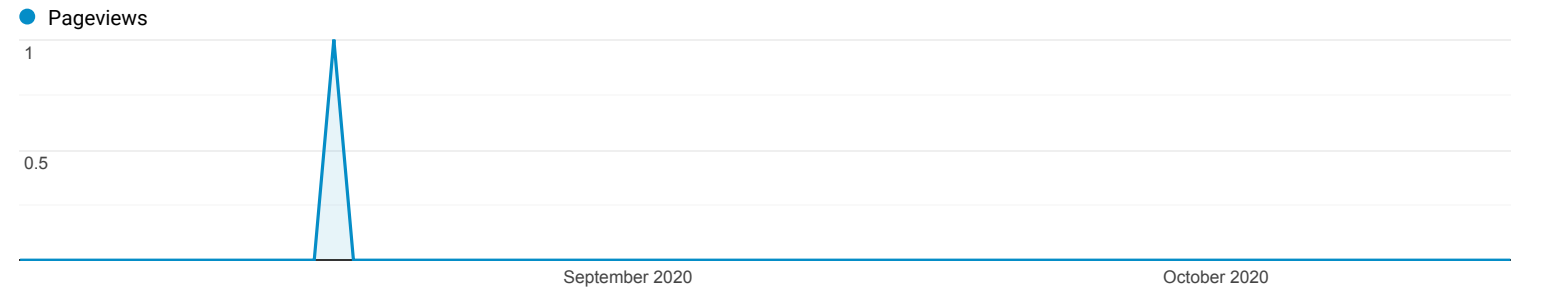
Pages

ALL » PAGE: /iwc2020report/

Aug 1, 2020 - Oct 16, 2020

All Users
0.00% Pageviews

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	1 % of Total: 0.00% (62,542)	1 % of Total: 0.00% (52,519)	00:03:57 Avg for View: 00:02:00 (96.84%)	0 % of Total: 0.00% (40,486)	0.00% Avg for View: 77.91% (-100.00%)	0.00% Avg for View: 64.73% (-100.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /iwc2020report/	1 (100.00%)	1 (100.00%)	00:03:57	0 (0.00%)	0.00%	0.00%	\$0.00 (0.00%)

Rows 1 - 1 of 1

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Independent Watchdog Committee

Issues Identification Process 7.2

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

7.2 A

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 FY2020-21 Calendar/Work Plan
IWC FY2020-21 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 13, 2020	Monday, November 9, 2020	Monday, January 11, 2021	Monday, March 8, 2021	Monday, July 12, 2021
IWC Annual Report	<ul style="list-style-type: none"> 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) IWC photo for Annual Report 	<ul style="list-style-type: none"> 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 required to keep IWC informed in July) 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 FY2019-20 Comprehensive Annual Financial Report by Independent Auditor 	<ul style="list-style-type: none"> Measure B and Measure BB FY2019-20 Compliance and Audit Reports available on Alameda CTC Website (raw data, not yet reviewed by staff) 	<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 FY2019-20 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 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 	<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 FY2021-22 Approve IWC FY2021-22 Annual Calendar/Work Plan IWC Member Reports Staff Responses to IWC Members Requests for Information IWC FY2021-22 Budget

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Alameda County Transportation Commission
Independent Watchdog Committee
Roster - Fiscal Year 2020-2021

8.3

	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	Jan-20	Jan-22
7	Ms.	Piras	Pat	San Lorenzo	Sierra Club	Jan-15		N/A
8	Mr.	Rubin	Thomas	Oakland	Alameda County Taxpayers Association	Jan-19		N/A
9	Ms.	Ryan	Karina	Oakland	League of Women Voters	May-19		N/A
10	Mr.	Tilchen	Carl	Dublin	Alameda County Supervisor Scott Haggerty, D-1	Oct-18		Oct-20
11	Ms.	Walsh	Jean	Oakland	Alameda County Mayors' Conference, D-5	Jul-20		Jul-22
12	Ms.	Waltz	Esther Ann	Livermore	Paratransit Advisory and Planning Committee	Jul-20		N/A
13	Mr.	Zukas	Hale	Berkeley	Alameda County Supervisor Keith Carson, D-5	Jun-09	Jan-20	Jan-22

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