

Emeryville Transportation Management Association

Presented to: Emeryville City Council

Date: May 7, 2013



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

Presentation Overview

The TMA Today & Challenges for Moving Forward

- TMA Governance
- Emery Go-Round: Routes & Ridership Trends
- Operating Budget
- Needs & Challenges



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TMA Governance



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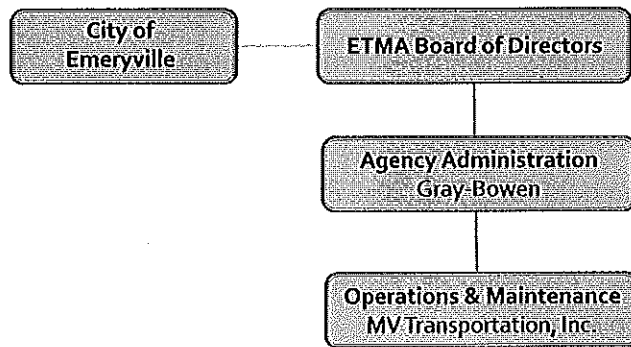
TMA Governance

- ETMA Bylaws
- Compliance with Brown Act & Public Records Act regarding all PBID Matters (as mandated by PBID Statute)



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Current Organization



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

Board of Directors

Directors	Membership Type	Affiliation
Denise Pinkston, Chair	Corporate	TMG Partners
Geoff Sears, Secretary	Corporate	Wareham Development
Alice Rose, Treasurer	Corporate	Madison Marquette/Bay Street
Al De Groot	Corporate	Novartis
Lisa Finnin-Ciccoli	Corporate	IKEA
Emily Warmerdam	Corporate	Hines
Peter Schreiber	Corporate	Pixar
Andrew Allen	Business	At-large Delegate (representing small business)
Vacancy	Residential	At-large Delegate (representing direct-billed residential)
Bob Canter, Vice Chair	Public	Emeryville Chamber of Commerce

Board of Directors

- Appointments & Elections on May 16, 2013
 - 7 Corporate Members - Members who pay largest fees or dues – each designate one Director to Board. This year, TMG Partners will be replaced by LBA.
 - Elections being held for (1) at-large Business Member & (1) at-large Direct-Billed Residential Member Director.
 - Public Member - Chamber of Commerce will designate one Director to Board.



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Emery Go-Round Routes & Ridership Trends



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Services Provided

- Provides "last mile" connections to/from BART and Capital Corridor to Emeryville business & retail centers.
- Allows people who live in Emeryville to have their "first mile" connection made on transit.
- Allows people to move within the City during the day for shopping, meetings, restaurants, etc.
- All buses are wheel chair accessible.
- Shuttle services are provided to riders at no charge.

Upon doing the above, accessibility and mobility is improved & traffic congestion is alleviated.



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Services Provided

- The TMA also partners with the City of Emeryville and the Berkeley Gateway TMA to provide:
 - The 8 to Go Shuttle – A free "door to door" shuttle service within the City of Emeryville and surrounding areas for citizens over 60 years and people who are ADA qualified.
 - West Berkeley Shuttle – A free "last mile" shuttle service from Ashby BART station to the West Berkeley area.



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EMERY GO-ROUND

Map Legend

- Shellmound
- Powell
- Hills
- Water to Express
- Zip Car Locations
- AC Busk
- Connections

Bus Stop & NEXTBUS Info

Hills		Route Code	Shellmound - Powell		Route Code
Stop Number & Location Name	Stop Number		Stop Number & Location Name	Stop Number	
1. Market BART Station	5300		1. Market BART Station	5300	
2. Park at San Pablo Blvd/27th WB	5311		2. 40th at San Pablo Ave WB	5307	
3. Park at Plaza Studios WB	5310		3. 40th at Emery NB	5308	
4. Hills at 65th NB	5309		4. 40th at Holly WB	5309	
5. Hills at 53rd NB	5308		5. 40th at Horton WB	5306	
6. Shellmound at Horton WB	5306		6. DIA Shellmound at Bay Street NB	5340	
7. Amtrak East Station (Front)	5304		7. Shellmound at Christie NB	5305	
8. Hills at 53rd NB	5307		8. Shellmound at Powell Dr/27th NB	5305	
9. Hills at 65th NB	5309		9. 40th at Shellmound WB	5328	
10. Hills at 53rd NB	5308		10. Christie 65th SB	5301	
11. Emery at 65th SB	5306		11. Christie 65th SB	5300	
12. Volvo at 65th SB	5303		12. Christie at Emery Public Market SB	5323	
13. Hills at 65th SB	5307		13. Christie at Kirk's SB	5329	
14. Hills at 65th SB	5309		14. Powell at Helen Gardens Park WB	5344	
15. Emery Station SB	5318		15. Powell at The Towers WB	5329	
16. Hills at 53rd SB	5308		16. Powell at Warington Corridor WB	5330	
17. Hills at 45th SB	5302		17. Powell at Police & Fire Station EB	5324	
18. Park at Plaza Studios EB	5323		18. Powell St Plaza (Elder Jew) EB	5313	
19. Emery at 45th EB	5317		19. Shellmound at Market SB	5349	
			20. 40th at Horton EB	5307	
			21. 40th at Hills EB	5306	
			22. 40th at Emery EB	5305	
			23. 40th at San Pablo EB	5304	

For real-time bus arrival info, call NextBus at 610-740-0469 or visit NextBus.com

Please note your bus stop code listed here in the Bus Stop & NextBus Info table.

Warington Corridor		Route Code
Stop Number & Location Name	Stop Number	
1. Market BART Station	5300	
2. Powell at Helen Gardens Park WB	5344	
3. Powell at The Towers WB	5329	
4. Powell at Warington Corridor WB	5330	
5. Powell at Police & Fire Station WB	5324	

Ridership Satisfaction Survey

- 13 A ridership survey was conducted in Fall 2011.
- 13 The results were shared in our 2011 Annual Report.
- 14 The purpose of the 2011 survey was to:
 - 15 Gain feedback on service.
 - 15 Identify areas needing improvement.
 - 15 Identify how the service is used.
 - 15 Gain information to assist in the performance evaluation of the operation.



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Ridership Satisfaction Survey

Notes:

- Approximately 500 surveys were collected (~10% of daily ridership).
- The survey was not performed in a structured manner as would be expected to support operational or policy decisions.
- This survey information was collected at a time in which ridership was lower than today's level and during the height of an economic down turn.

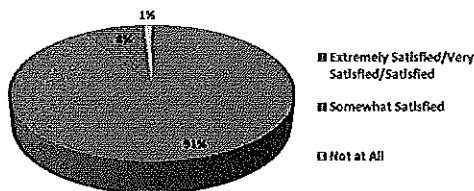


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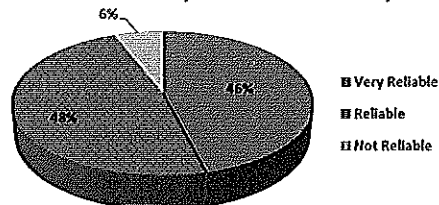
2011 Ridership Survey

■ When we asked:

How satisfied are you with our service?



How would you rate our reliability?

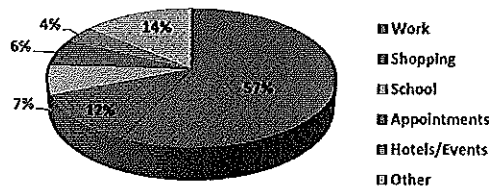


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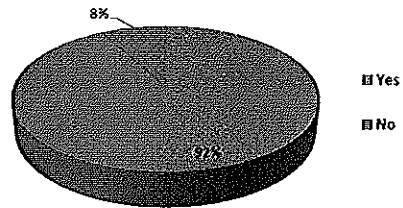
2011 Ridership Survey

■ When we asked:

What is your destination today?



Are our drivers courteous & helpful?

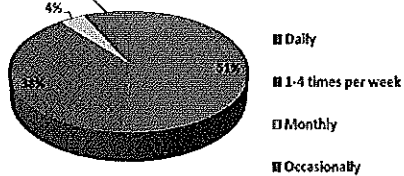


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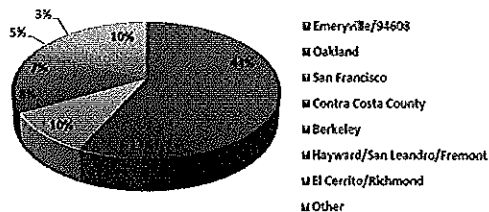
2011 Ridership Survey

■ When we asked:

How often do you use Emery Go-Round?



Where do you live?



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Feedback from Our Riders

- We receive on-going positive feedback from many of our riders, however, we have received continued complaints about:
 - Inaccurate NextBus Real Time Predictions
 - Unreliable Service
 - Over crowded buses



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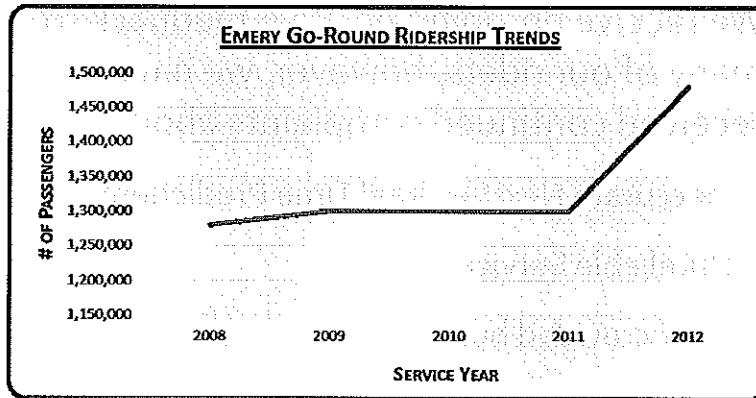
Addressing Complaints

- Inaccurate NextBus Predictions – Working with NextBus and MV to update equipment and train operators on system.
- Unreliable Service & Over Crowded Buses –
 - New Operator, MV Transportation - service has improved.
 - Route analyses underway.
 - We continue to struggle to meet the demands of increased ridership and aging fleet issues within our current funding amount.



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Ridership Trend



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TMA Operating Budget



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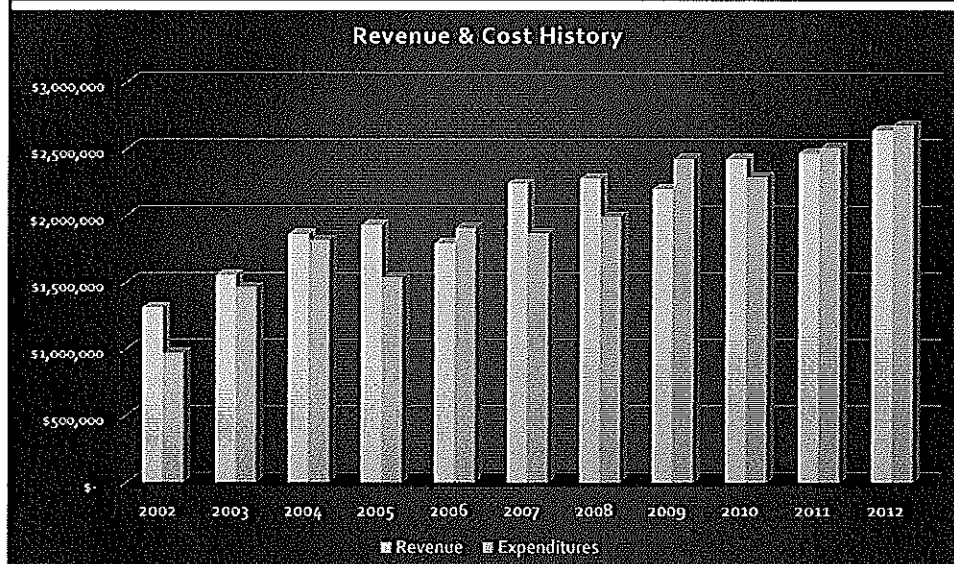
Historical Cost & Revenue

- ▣ Over the past few years, costs have exceeded revenues primarily due to increases in:
 - ▣ Fuel Cost
 - ▣ Maintenance Costs (Aging Fleet)
 - ▣ Service Costs (Increased Ridership)



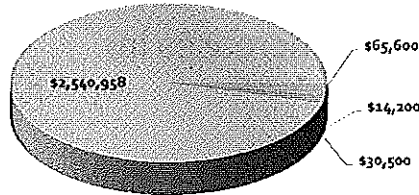
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Historical Cost & Revenue



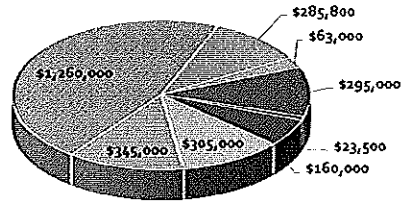
2013 Projected Revenues & Expenditures

2013 Projected Revenue
\$2,651,258



- PBID
- ETMA Direct Billed
- Other (Real-time Sign Revenue, Charter Services, Interest Income, etc)
- Berkeley Gateway TMA

2013 Projected Expenditures
\$2,737,300



- Bus Leases/Purchases
- Operations Contract
- Misc. Operating Costs
- Misc. Administrative Costs
- Maintenance
- Fuel
- Professional Services
- Occupancy (Lease and Utilities)



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Needs & Challenges



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Needs & Challenges

- Operations & Administration Costs are anticipated to rise approx. 2-3% per year. If ridership continues to increase, the projected costs will be even higher.
- Capital expenses and Maintenance Costs are anticipated to rise due to our aging fleet. New (cut-away) shuttle buses cost approx. \$140,000 each. Transit coaches cost approx. \$400,000 each.



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Needs & Challenges

- Aging Fleet – the anticipated lifespan for our buses range from 10-15 years, depending on vehicle type.
 - 7 are less than 5 years old.
 - 6 are in their mid-life span.
 - 4 are getting close to full life expectancy.



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Needs & Challenges

- We are currently leasing our bus yard from LBA. We are in need of a permanent yard.
- Current PBID Assessments do not cover forecasted costs.
- PBID is up for renewal in 2016.
- Service is widely popular and the demand appears to be continually on the rise.
- Customer complaints about unreliability and full buses should be addressed through long term fleet expansion and revenue enhancement.

The TMA is looking forward to the City's assistance in finding ways to overcome these challenges.



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