



## 2023 Annual Report of the Emeryville Transportation Management Association



**EMERYVILLE TRANSPORTATION  
MANAGEMENT ASSOCIATION**

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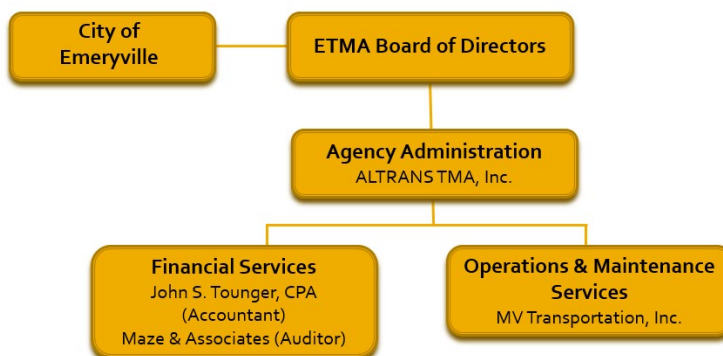
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# Introduction

The Emeryville Transportation Management Association (ETMA), a nonprofit organization dedicated to improving transportation options for residents, employees, and visitors in Emeryville. The primary purpose of the organization is to provide transportation services, improve accessibility and mobility, mitigate traffic congestion, and develop transportation systems and demand management strategies by coordinating the business community's efforts and working cooperatively with local governments to address common transportation concerns.

## The Organization

The organization is governed by a Board of Directors comprised of representatives from various membership classes and is staffed by professional consultants and a transit service provider, as depicted in the organization chart shown to the right.



## Board of Directors\*

### Corporate

Geoff Sears, Treasurer  
Peter Schreiber  
Andrea Kirkpatrick  
Izamar Hook  
Ally Fitzmaurice  
Laurie Berberich

### Employer

Vacant

### Business

Andrew Allen, Vice Chair  
Colin Osborne

### Residential

Bobby Lee, Chair  
Betsy Cooley, Secretary

*\*As of May 2024*

## ETMA Key Staff

The ETMA is staffed through qualified vendors:

- Administration – ALTRANS TMA, Inc.
  - Daniel Oliver, Executive Director
  - Janet Shipp, Executive Assistant
  - Andrew Ridley, Consultant
  - Drew Pannell, Shuttle & TDM Specialist
- Operations – MV Transportation
  - Gina Munn, Operations Manager

## Emery Go-Round

The Emery Go-Round shuttle, a service of the ETMA, serves as a vital link to the City of Emeryville, providing a first and last mile connection between the MacArthur BART Station and various locations throughout the city, including the Emeryville Amtrak Station. Serving an average of 1,700 passengers every weekday and 700 passengers each weekend day, the Emery Go-Round plays a significant role in supporting economic growth within the community by reducing vehicle trips not just within the city, but also within the region. The service is fare-free for passengers and has shuttle stops located within ¼ mile of nearly every Emeryville property.

The service runs between 5:30AM and 10:30PM, Monday through Friday. On the weekends, Emery Go-Round provides access to shopping and restaurants and runs on Saturdays between 8:20AM and 10:30PM, and on Sundays between 9AM and 7:30PM.

## Other Transportation Services

In addition to operating the Emery Go-Round shuttle service, the ETMA has partnered with:

- The City of Emeryville to operate the 8 to Go Paratransit service
- West Berkeley Shuttle LLC to operate the West Berkeley Shuttle
- Quarterterra to operate the Emery Express.

The 8 to Go Paratransit service provides low-cost door to door transportation within the City of Emeryville and surrounding areas for citizens over 65 years old, and people who are ADA qualified.

The West Berkeley Shuttle service provides a private “first/last mile” transit connection from the Ashby BART Station to the West Berkeley area for the employees of Bayer and Wareham Property-based employers.

The Emery Express service provides a free, public “first/last mile” shuttle service from West Oakland BART station to the Emery apartments and the East Bay Bridge Shopping Center.

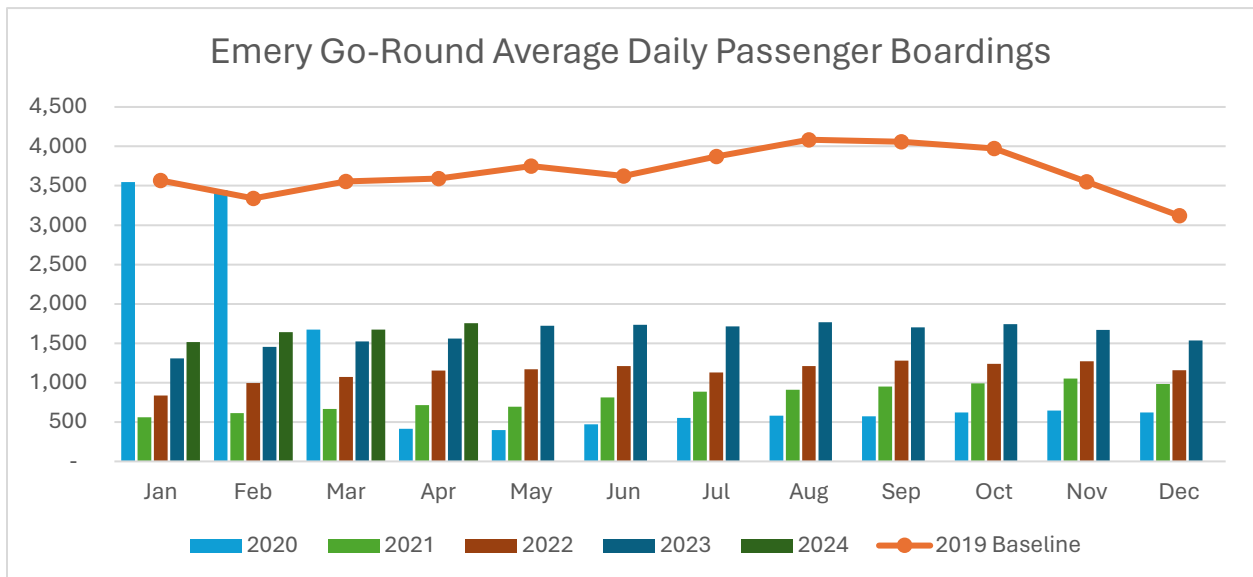
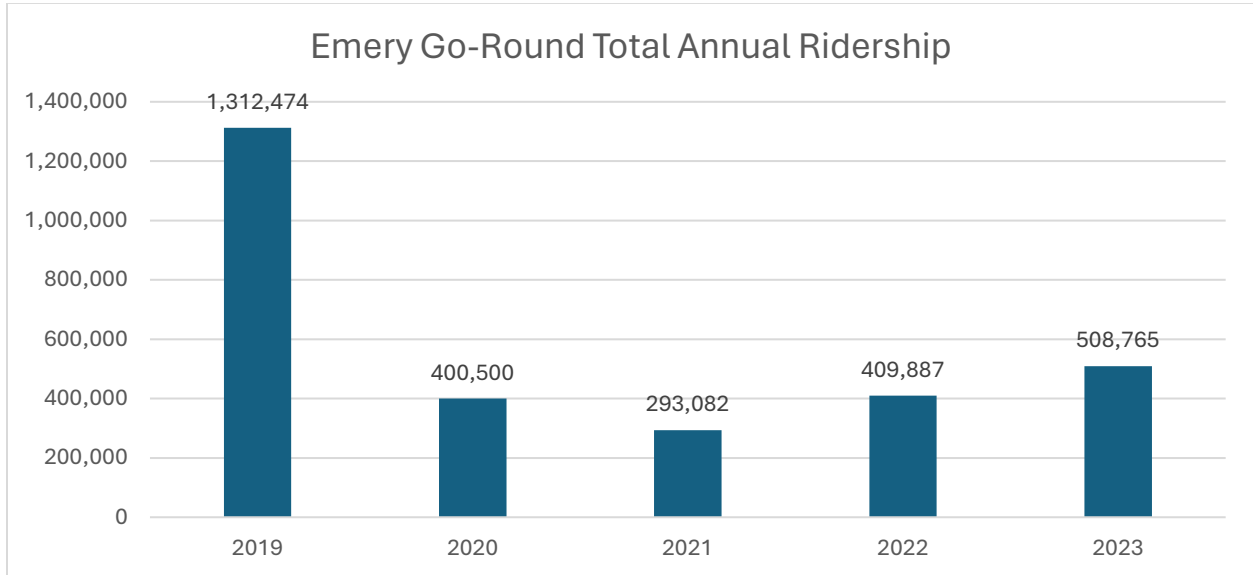
## 2023 Activities

Of note, in March 2023, the ETMA welcomed a new agency administration team, staffed by personnel from ALTRANS TMA, Inc. That was followed by the launching of an enhanced, real-time tracking system on the TripShot app, and a renewal of the operations and maintenance agreement with MV Transportation, Inc., extended for another year.

## Ridership

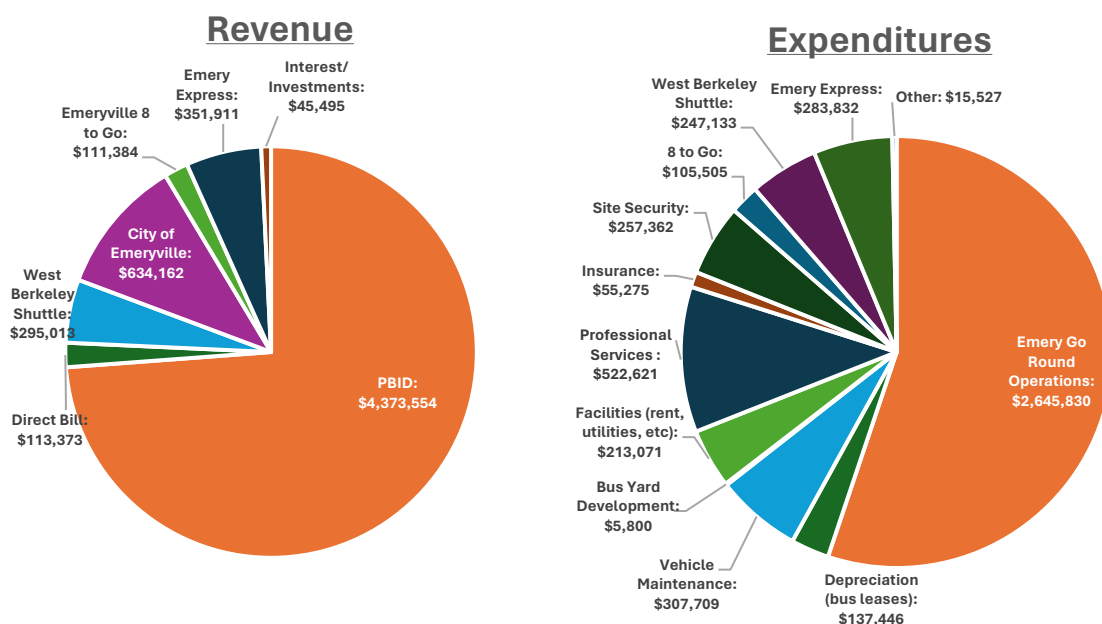
In 2019, the Emery Go-Round provided over 1.3 million passenger trips to residents, employees, and visitors of Emeryville. As a result of the COVID-19 pandemic, Emery Go-Round ridership dropped to just under 10% of the pre-pandemic ridership levels and service levels were reduced. Since the program’s low-point of in May 2020, ridership has continued to recover month-over-month and year-over-year.

In 2023, the Emery Go-Round Shuttle provided 508,765 passenger trips, averaging over 1,700 passengers every weekday and 700 passengers every weekend day. As of December 2023, the ridership has increased to 49% of the Pre-COVID baseline, a trend that is consistent with BART ridership recovery trends.



## Budget

The ETMA is funded by assessments from a Property and Business Improvement District (PBID), contributions from the City of Emeryville, direct-billed participation agreements with property owners, and revenue generated by the operation of third-party shuttle services.



## 2024 Planned Activities and Goals

In 2024 the ETMA is engaged in a Strategic Planning initiative in which the Board of Directors and Management is looking at what the ETMA and Emery Go-Round will look like in the years to come. Through this initiative the ETMA will establish goals, metrics, and methodologies to achieve winning aspirations, such as:

- Increasing transit ridership
- Decreasing single occupant vehicle trips
- Operating sustainably
- Making transit options frictionless