



## 2024 Annual Report of the Emeryville Transportation Management Association



**EMERYVILLE TRANSPORTATION  
MANAGEMENT ASSOCIATION**

## Table of Contents

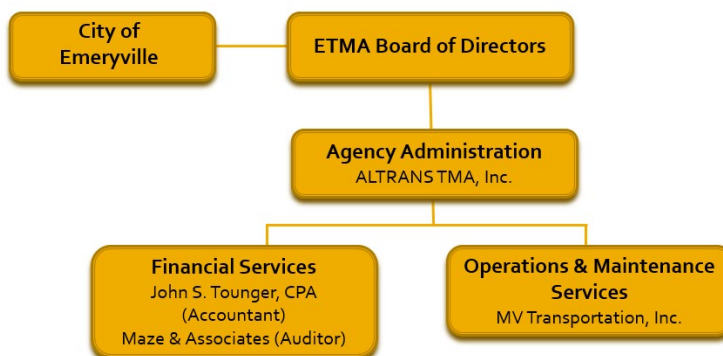
Introduction.....	2
The Organization .....	2
Board of Directors* .....	2
ETMA Key Staff .....	2
Emery Go-Round.....	2
Other Transportation Services.....	3
2024 Activities .....	3
Ridership .....	3
Budget .....	5
2025 Planned Activities and Goals .....	6

# 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  
Peter Schreiber, Vice Chair  
Andrea Kirkpatrick, Treasurer  
Christa Williams  
Ally Fitzmaurice, Secretary  
Laurie Berberich

### **Employer**

Colin Osborne

### **Business**

Andrew Allen

### **Residential**

Bobby Lee, Chair  
Brookes Jessup

*\*As of May 2025*

## ETMA Key Staff

The ETMA is staffed through qualified vendors:

- Administration – ALTRANS TMA, Inc.
  - Daniel Oliver, Executive Director
  - Janet Shipp, Executive Assistant
- 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 1,833 passengers

every weekday and 738 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
- Quarterra 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.

## 2024 Activities

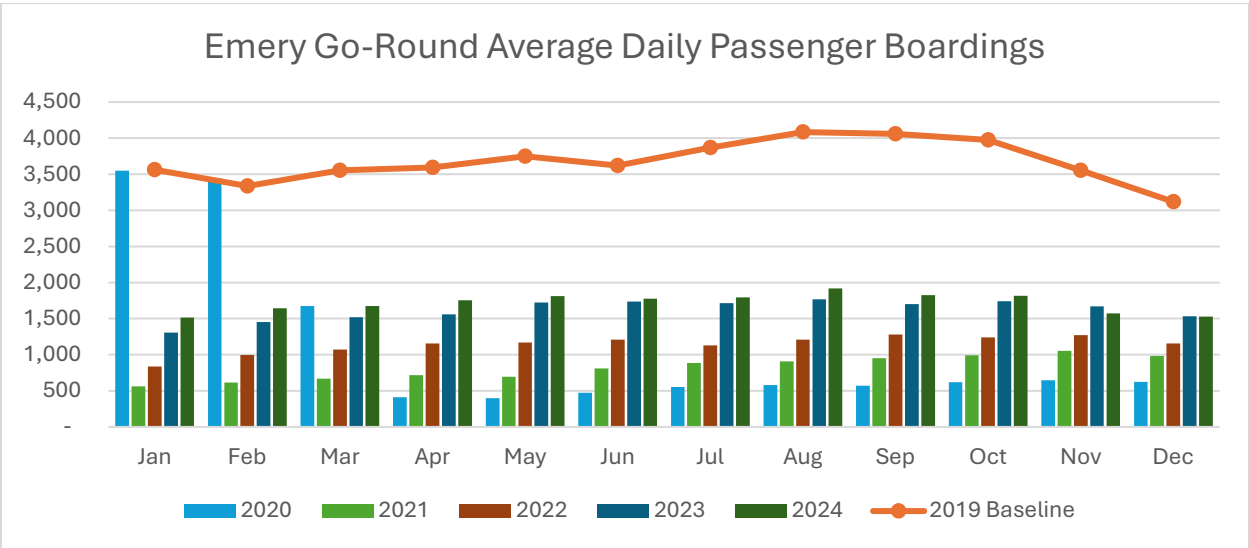
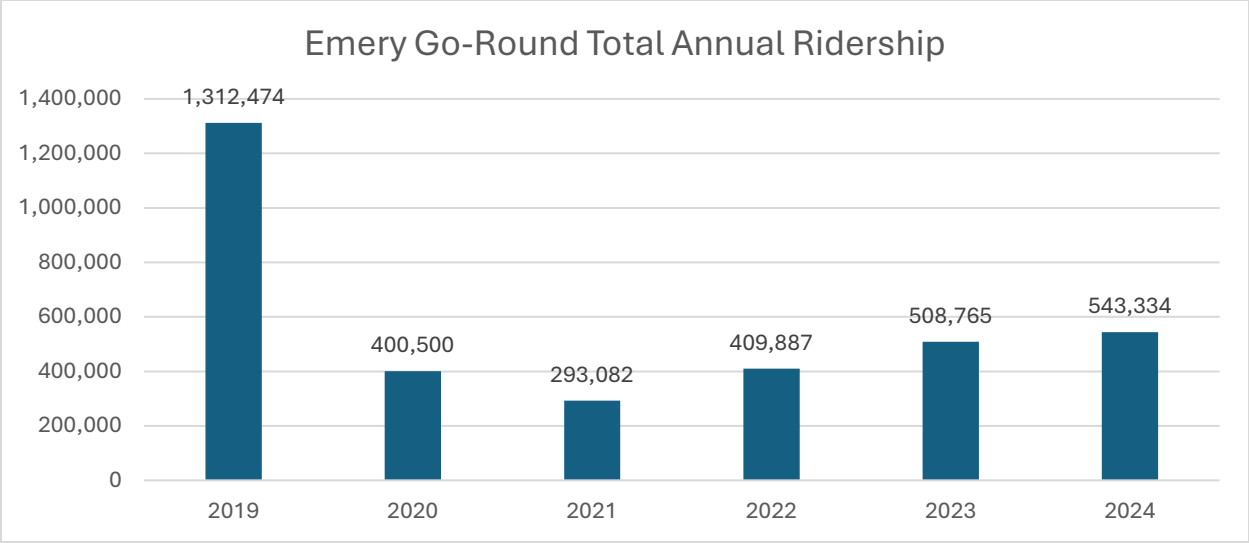
In 2024, the ETMA began preparation of a Ten-Year Strategic Plan. This is the first strategic plan that has been drafted during the decades-long history of the Emeryville TMA. The goal of this plan was to build a framework of financial and operational strategies to guide and facilitate the ETMA into an even more successful organization.

The four shuttle programs that the ETMA operates continued their normal operations with the current shuttle vendor, MV Transportation Inc., who is currently contracted with the ETMA through December 31, 2025.

## Ridership

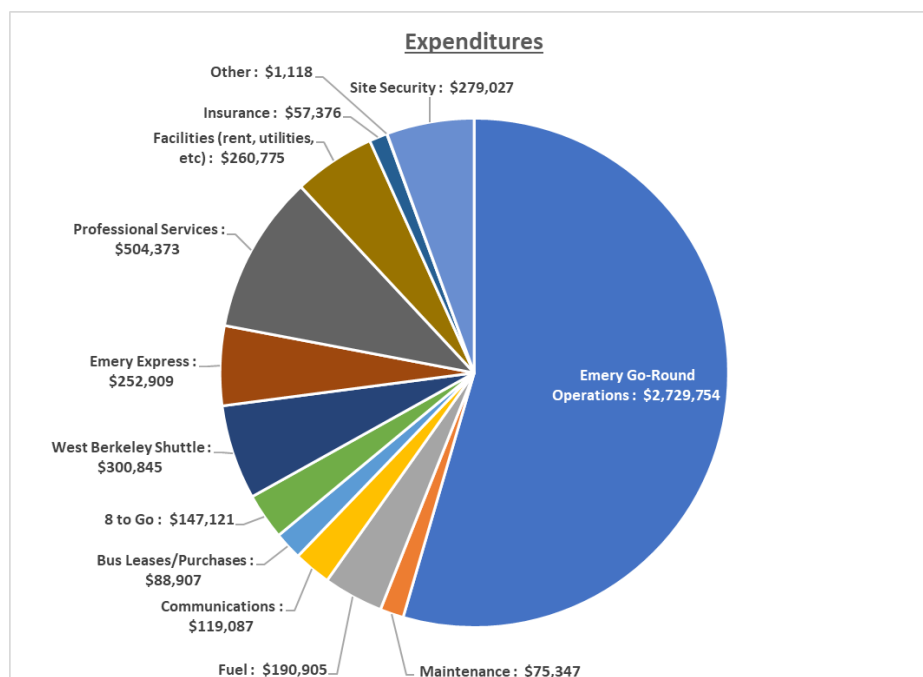
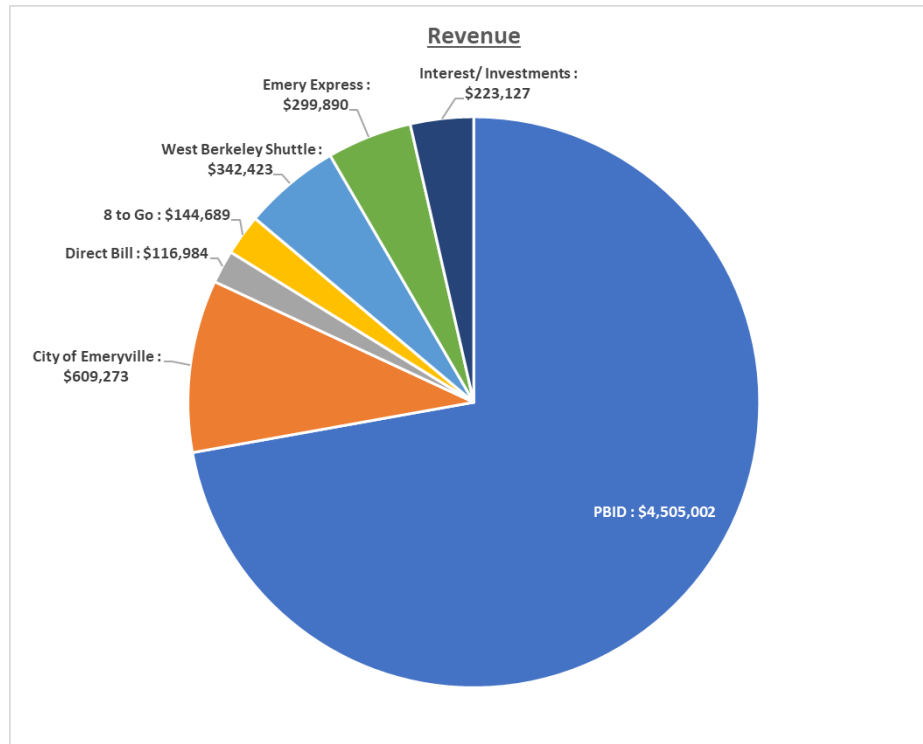
In 2019, the Emery Go-Round provided over 1.3 million passenger trips to residents, employees, and visitors of Emeryville. As a result of the COVID-19 pandemic, Emery Go-Round ridership dropped to just under 10% of the pre-pandemic ridership levels and service levels were reduced. Since the program’s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

In 2024, the Emery Go-Round Shuttle provided 543,334 passenger trips, averaging 1,833 passengers every weekday and 738 passengers every weekend day.



## 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.



## 2025 Planned Activities and Goals

On January 21, 2025, the ETMA adopted the completed Ten-year Strategic Plan that began development in 2024. Through this initiative, the ETMA established goals and methodologies to achieve winning aspirations, such as:

- Becoming Emeryville's most accessible transit option
- Expanding Multi-Modal mobility options
- Enhancing service quality and user experience
- Developing financial and operational sustainability
- Building stronger community integration and value-add presence

With the plan complete and adopted, the ETMA has begun preparation and planning for the implementation of several aspects of the plan. This includes:

- On-board and Off-board surveys
- Development of a marketing plan
- Development of a long-term fleet plan

In 2025 the ETMA has issued a Request for Proposals (RFP) for Shuttle Operations and Maintenance. The intent of this RFP is to solicit proposals from qualified and experienced transportation service providers to operate the four shuttle programs and maintain the Emery Go-Round fleet. Through this RFP, the ETMA aims to identify a partner that can deliver safe, reliable, and customer-focused transportation that aligns with the goals of the ETMA.

The RFP process is designed to ensure transparency, fairness, and the selection of a service provider who offers the best combination of experience, operations quality, and cost-effectiveness.

The RFP was issued on May 5, 2025 with the awarded contract to commence service on January 1, 2026.