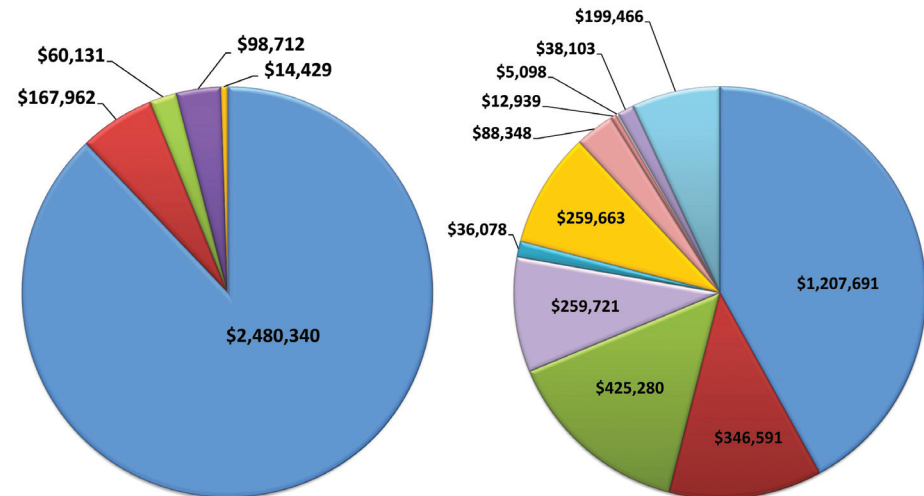


2012 FINANCES

STATEMENTS OF FINANCIAL POSITION	2012	2011
ASSETS		
Current Assets		
Cash and cash equivalents	\$ 667,575	\$ 732,103
Accounts receivable	49,862	101,938
Prepaid expenses	13,791	8,890
Total Current Assets	842,931	
Fixed Assets	2,083,811	1,738,998
Less: Accumulated Depreciation	(1,157,487)	(850,981)
Net Fixed Assets	926,324	888,017
TOTAL ASSETS	\$1,657,552	\$1,730,948
LIABILITIES AND NET ASSETS		
Current Liabilities		
Accounts payable and accrued expenses	\$ 205,686	\$ 168,88
Current portion of notes payable	214,222	188,368
Total Current Liabilities	419,908	357,249
Long Term Liabilities		
Notes Payable	355,993	280,119
Total Liabilities	775,901	637,368
Net Assets Unrestricted		
Designated	310,378	277,020
Undesignated	571,273	816,560
Total Net Assets	881,651	1,093,580
TOTAL LIABILITIES AND NET ASSETS	\$1,657,552	\$1,730,948

In 2012 the ETMA made no specific transactions to members (per Article XI, Section 7 of the ETMA Bylaws).

2012 ETMA Revenue & Expenditures



Emeryville Transportation
Management Association
1300 67th Street
Emeryville, CA 94608

ETMA Emeryville Transportation Management Association 2012 ANNUAL REPORT

This report can be found
electronically on our website at
www.emeryground.com

Printed on recycled paper with soy-based inks



EMERY GO-ROUND

"A free shuttle provided by Emeryville Business"

For more information,
visit our website or call us at

510.451.3862

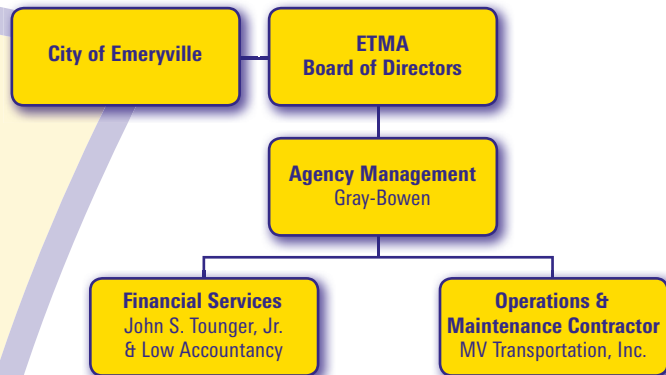
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2012 ANNUAL REPORT

ETMA

AGENCY ORGANIZATION



OBJECTIVES & PURPOSE

The specific purpose of the Emeryville Transportation Management Association (ETMA) is to:

- Provide transportation services
- Mitigate traffic congestion within and around Emeryville
- Improve accessibility and mobility
- Develop transportation system and demand strategies by coordinating the business community's efforts and working cooperatively with local government to address common transportation concerns.

MAJOR ACCOMPLISHMENTS IN 2012

- Acquired two new 2013 Allstar XL 36 passenger shuttle buses.
- Completed installation of emission control systems to conform to the requirements of the Air Resources Board.
- Researched options for a bike share program.
- Researched options for a more permanent bus yard.
- Provided service for an ever-increasing ridership, including added service to the Shellmound/Powell route.
- Issued a Request for Proposals for shuttle operations and maintenance services.

GOVERNING BOARD

Corporate Members

Denise Pinkston, *Chair, TMG Partners*
 Geoff Sears, *Secretary, Wareham Development*
 Alice Rose, *Treasurer, MMRS/Bay Street*
 Al DeGroot, *Novartis*
 Peter Schreiber, *Pixar*
 Emily Warmerdam, *Hines*
 Lisa Finnin-Ciccoli, *IKEA*

Public Member

Bob Canter, *Vice Chair, Emeryville Chamber of Commerce*

Business Member

Andrew Allen, *Small Business At-large*

Residential Member

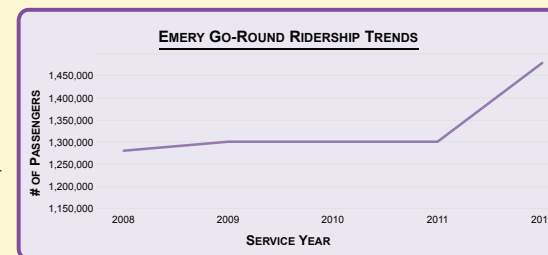
Dinah Bailes, *AgeSong*



EMERY GO-ROUND

RIDERSHIP INCREASES

In 2012 the Emery Go-Round experienced a significant increase in ridership. For several years the ridership remained consistent at approximately 1.3 million passenger trips per year. In 2012 our annual ridership increased by 15% to just under 1.5 million passenger trips. In an effort to keep up with the ridership demands, the management and operations team quickly supplemented service. To help address increased ridership needs, the ETMA acquired two new shuttle buses, which were put into service in December 2012. Staff will continue to evaluate options to optimize the efficiency of the route system. We have reached out to the City to request assistance in identifying other funding options available to the ETMA to augment our service.



OUR FLEET

The Emery Go-Round fleet currently consists of:

- 3 transit coaches
- 13 shuttle buses (4 hybrid)
- 1 Sprinter van

All buses are equipped with the following:

- NextBus GPS trackers for real-time transit data
- Bike racks
- Wheelchair ramps/lifts

LONG TERM PRIORITIES & CHALLENGES

- Transition to a new operator takes place in 2013. As part of the ETMA's best practices, we conduct procurement processes regularly on all of our service contracts in effort to optimize our costs while maintaining excellent service.
- We anticipate performing a Route Analysis to assure we have maximized the use of our current fleet and to identify areas for improvement.
- Our fleet is aging. While we have purchased some new buses, more are needed to replace older vehicles and to keep up with the growing demands for our service.
- We still have a need for a permanent bus yard. Discussions are underway with the City of Emeryville to accomplish this objective.
- As Emeryville grows and the economy improves, demands for our service is expected to continue to grow. Our challenge is to meet the demands with limited resources.
- The current Property Based Improvement District (PBID), which generates much of our revenue through assessments on commercial and multi-family residential rental properties, comes up for renewal in 2016. We are working with the City of Emeryville to prepare for the future funding challenges to continue the Emery Go-Round service.

www.emerygoround.com

OTHER ETMA 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 and with the Berkeley Gateway Transportation Management Association (BGTM) to operate the West Berkeley Shuttle.

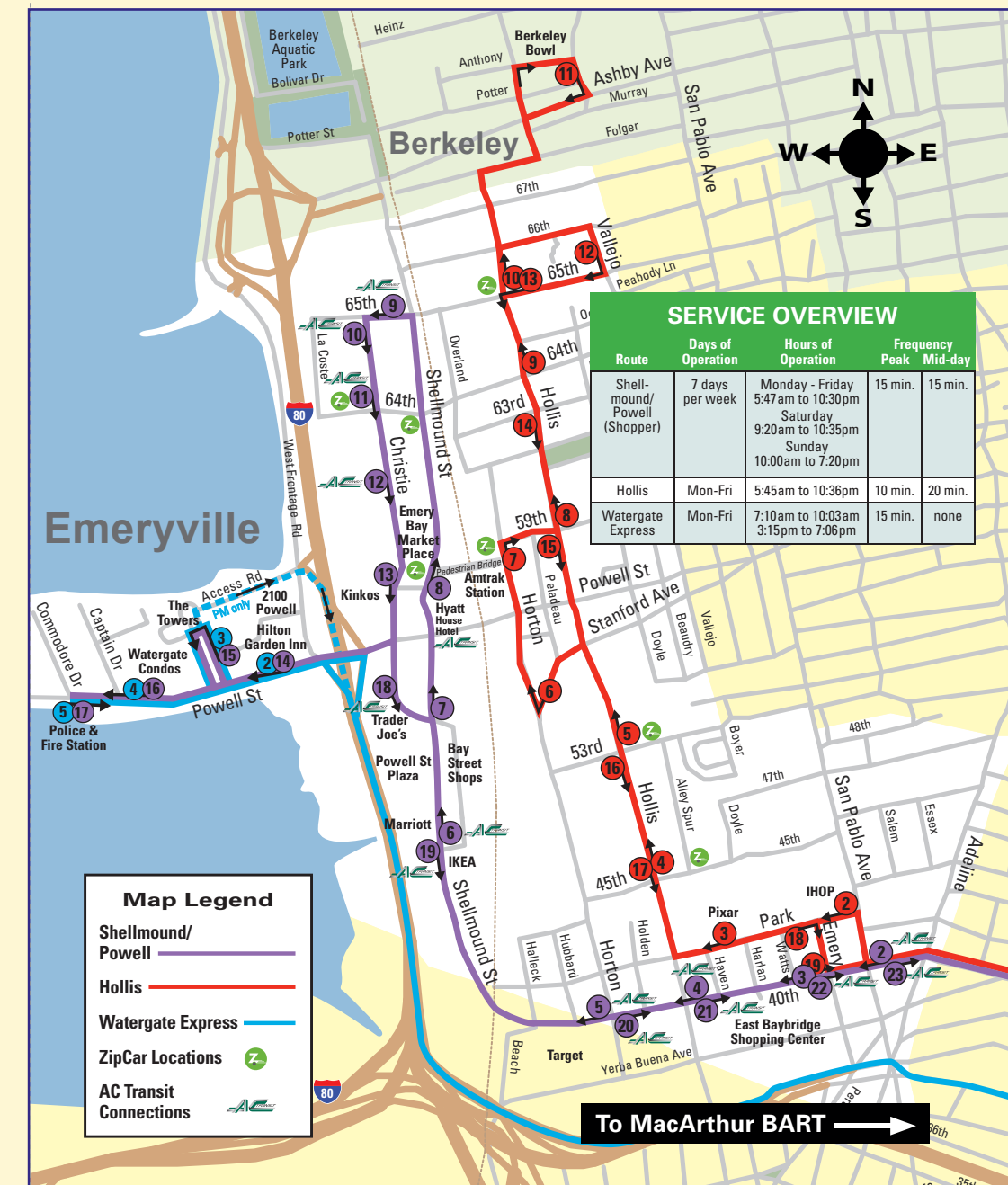
The 8-to-Go service provides free door to door transportation within the Emeryville and North/West Oakland area for citizens age 60 years and older and/or people who are ADA qualified. For more information about the 8-to-Go service, visit City's website at www.ci.emeryville.ca.us or call the Emeryville Senior Center at (510) 596-3730.



The ETMA continues to earn revenue from the BGTM for operation of the West Berkeley Shuttle. The shuttle provides free "last mile" transit from the Ashby BART station to the West Berkeley Area. The shuttle operation is funded through assessments collected by the BGTM. For schedule information, please visit the website at www.westberkeleyshuttle.net.

**WEST
BERKELEY
SHUTTLE**

OUR SERVICE



SERVICE OVERVIEW				
Route	Days of Operation	Hours of Operation	Frequency Peak	Frequency Mid-day
Shellmound/Powell (Shopper)	7 days per week	Monday - Friday 5:47 am to 10:30 pm Saturday 9:20 am to 10:35 pm Sunday 10:00 am to 7:20 pm	15 min.	15 min.
Hollis	Mon-Fri	5:45 am to 10:36 pm	10 min.	20 min.
Watergate Express	Mon-Fri	7:10 am to 10:03 am 3:15 pm to 7:06 pm	15 min.	none

To MacArthur BART →