

## **EXECUTIVE DIRECTOR'S REPORT**

**September 18, 2024**

### **California Transportation Commission (CTC) Meeting: July 18, 2024**

Lindy Johnson, Stephanie Hu and I met with CTC Commissioners Carl Guardino, Darnell Grisby, and Jay Bradshaw to discuss Innovate 680, the express lane completion project, and associated vehicle miles travelled (VMT) mitigation. They were interested in the approach and how to meet new state policies for reducing greenhouse gas emissions and the California Action Plan for Transportation Infrastructure.

### **Transportation Research Board Automated Road Transportation Symposium: July 29-31, 2024**

I was invited to speak at the Transportation Research Board Automated Road Transportation Symposium in San Diego, California to participate in a workshop focused on workforce development and automated vehicles and present our workforce development initiatives to develop career pathways. I was also invited to speak as part of the Federal Transit Administration panel to discuss programs with the Strategic Transit Automation Research program and the Automated Driving System grant. I provided an overview of our three projects at Presto Rossmoor, Presto Martinez, and Personal Mobility on Interstate 680 (I-680).

### **Presto Rossmoor Launch Event: August 1, 2024**

The Authority launched our next autonomous vehicle program in Rossmoor, a senior community in the City of Walnut Creek. The event was well attended by the media and residents of Rossmoor. We attracted over 20 media outlets and press to the launch which resulted in \$350,000 in media value. Since the launch we have provided rides to over 300 residents in Rossmoor. The residents are excited and have been requesting expansion within the community.

### **Invest Ottawa: August 6, 2024**

Jack Hall and I met with the Chief Executive Officer, Sonya Shorey, of Invest Ottawa to discuss a partnership at Gomentum Station. Invest Ottawa is an economic development agency focused on venture development, global expansion, talent acquisition, technology incubation, and Area XO. Area XO is a secure connected and autonomous testing facility. We discussed opportunities to partner and build each other's programs. We plan to sign a memorandum of understanding by the end of the year.

### **Hercules National Night Out: August 6, 2024**

The Authority participated in National Night Out in the City of Hercules as part of our Community Event Series. The event was well attended with 245 people visiting our booth. We shared about our programs and projects in west Contra Costa County.

### **GoMentum Station Tour with Amalgamated Transit Union (ATU): August 9, 2024**

Lindy Johnson, Jack Hall, and I provided a tour to ATU to discuss GoMentum Station and plans for future expansion. Members from the state executive board and local chapter attended the tour. The tour was an educational opportunity for ATU to learn more about autonomous vehicle technology and for us to hear from them about their questions and concerns. We discussed plans for workforce development, creating the GoMentum Station Innovation Alliance, and participation in the County Hospital project in the City of Martinez to train bus drivers into safety attendances.

**On the Patio Podcast: August 9, 2024**

I interviewed Phil Pierce, Senior Public Policy Manager, with Zoox to discuss their future plans for deployment of their purpose-built shuttle in San Francisco, prioritizing safety during development, and partnering with cities/towns and counties to better understand transit needs.

**Beep: August 12, 2024**

Chair Arnerich, Vice Chair Hernandez-Thorpe, and I met with Beep in Lake Nona, Florida to discuss the next generation purpose-built shuttles. These shuttles will be automotive grade, Americans with Disabilities Act of 1990 (ADA) compliant and Buy America compliant. We discussed the development of the shuttle, received a demonstration of Mobileye, an autonomous vehicle operations system, and discussed future business models for the saleable deployment of shared autonomous shuttles.

**GoMentum Station Ad Hoc Committee Meeting: August 14, 2024**

Lindy Johnson, Hisham Noeimi, Brian Kelleher, Jack Hall, and I participated in the GoMentum Station Ad Hoc Committee meeting with Chair Arnerich, and Commissioners Glover and Noack and Next Generation Mobility Board Members Kevin Romick and David McCray. We discussed the current state of GoMentum Station, plans to improve operations, and GoMentum Station 2.0.

**Transit Signal Priority: August 14, 2024**

Chair Arnerich, Bill Churchill and I were interviewed by Miovision to provide feedback on the transit signal priority deployment project in the cities of Concord and Walnut Creek. The interviews will be used to publicize the project. The project was also presented by Hisham Noeimi at the Metropolitan Transportation Commission's Tech Transfer Seminar on August 13, 2024, and City of Walnut at the Intelligent Transportation Society (ITS) of California Annual conference on August 26, 2024 and received significant interest since it is utilizing cloud-based technology.

**City of Martinez Rotary Club: August 14, 2024**

I was invited to speak at the City of Martinez Rotary Club to provide an overview of the Authority, benefits of Measure J, and our plans for the future.

**On the Patio Podcast: August 16, 2024**

I interviewed Andrew Cummins, the Director of Strategy and Business Development with Archer, for the On the Patio podcast to discuss urban air mobility and their development of an electric vertical take off landing airplane called Midnight. We discussed their plans to begin operations in 2025 at general aviation airports.

**Hochbahn, Benteler Mobility, and Holon: August 19-23, 2024**

Chair Arnerich, Vice Chair Hernandez-Thorpe, and I attended in meetings in Germany with Hochbahn, Benteler Mobility, and Holon. We met with Hochbahn to learn more about their deployment of shared autonomous shuttles to improve customer service and the evaluation of their business model. We signed a partnership memorandum of understanding with Hochbahn to continue collaboration of our work and innovative business models. We met with Benteler Mobility to discuss business models and potential public-private financing for the shuttles. Benteler Mobility is a Tier 1 automotive supplier that manufactures subframes, chassis, and parts for original equipment manufacturers, such as Toyota. Holon is a shared autonomous shuttle that will be automotive grade, ADA compliant, and Buy America compliant for scalable deployment in the

United States. Holon is a subsidiary of Benteler Mobility. We discussed the prototype development, vehicle testing, and proposed timelines for deployment.

**Intelligent Transportation Society (ITS) of California Annual Meeting:** August 26, 2024

I was invited to speak at ITS California to discuss the digital transformation of Contra Costa County. We discussed digital twinning, data repository, and digital infrastructure. I presented our strategy to be a digital road manager, the need for real time data, and performance-based decision making.

**On the Patio Podcast:** August 27, 2024

I interviewed Daisy Wall, Government Sector Mobility & Autonomy Commercial Leader, at May Mobility. We discussed May Mobility's unique approach to deploying shared autonomous shuttles to support public transportation, workforce development, and accommodating users with disabilities with their ADA compliant shuttle. We highlighted our partnership and upcoming deployment of May Mobility shuttles to support patients at the county medical facilities and providing nighttime service in downtown Martinez to expand public transportation.

**Congressman DeSaulnier Transportation Town Hall:** August 27, 2024

I was invited to speak with Congressman Mark DeSaulnier and Rashidi Barnes, Chief Executive Officer of Tri Delta Transit, in the City of Antioch to provide an overview of the state of transportation, innovative transportation technologies, such as smart signals, safe streets for all, and transit priority projects.

**Sacramento Legislative and Funding Advocacy:** August 28, 2024

Lindy Johnson and I met the Principal Consultant of the Assembly and Senate Transportation Committee to discuss Senate Bill 1 funding opportunities for the Northbound I-680 Express Lane Completion and I-680/State Route 4 (SR4) Phase 2a/4 projects, such as Solutions in Congested Corridors and Trade Corridor Enhancement Program funding. We also discussed our approach to VMT mitigation, funding strategies for ongoing implementation of VMT mitigation, and the California Department of Transportation System Investment Strategy. We also met with Mark Tollefson, the Undersecretary of the California State Transportation Agency, to discuss funding opportunities, VMT mitigation, and workforce development for autonomous vehicles.

**Bay Area Air Quality Management District GoMentum Station Tour:** September 10, 2024

I met with Dr. Philip Fine and the executive team to provide an overview of our Redefining Mobility Innovation program. The Air District provided funding for the Innovation program in 2018 to test and deploy 97 shared autonomous shuttles. Their funding contribution kicked off testing of shuttles at Bishop Ranch. As part of the tour, we showcased how their investment provided seed money for what is now the Presto shuttle at Bishop Ranch, expanded deployment into Rossmoor, and ongoing development of the automated transit network at GoMentum Station with Glydways.

**PRESTO Martinez Preview Event:** September 12, 2024

The Authority hosted a preview event of our third autonomous vehicle deployment in the City of Martinez to support the County Regional Medical Facilities and extend public transportation into the evenings. The Authority partnered with Central Contra Costa Transit Authority, dba County Connection, Contra Costa Health Services, and May Mobility to bring this project to reality. At the preview event, we gave our stakeholders and the media a sneak peek at the May Mobility technology that made this project possible. We shared our unique and first of its kind approach in the United States to train union bus drivers to be autonomous vehicle safety attendants. The event

was well attended by our partners, stakeholders, and media outlets. The service will launch on September 16, 2024, and will operate Monday through Friday from 2 PM to 10 PM.

### **Presto Update**

In July 2024, the total ridership for the Presto Service at Bishop Ranch was 100 passengers. This is consistent with the previous two months but is a 36% decrease compared to July 2023. During July 2024, a third shuttle was added to the fleet to serve as a backup when the other shuttles need maintenance.

In August 2024, the total ridership for the Presto Service at Bishop Ranch was 70 passengers. The reduction in passengers may be due to several tenants recently moving out of the Bishop Ranch 3 (BR3) complex, thus reducing the demand for Shared Autonomous Vehicle services between BR3 and the City Center.

The Presto shuttles continue to be a focal point for the Authority's Community Event Series. On August 6, 2024, the Authority attended the Hercules National Night Out event and approximately 170 participants visited the shuttle.

Future events where the Presto Shuttle will be on display include the Tinkers and Thinkers Fair in the City of Pleasant Hill on Saturday September 14, 2024, and Hot Summer Sundays in the Town of Danville on Sunday, September 15, 2024.

### **Rossmoor Automated Driving System (ADS) Project Update**

The Rossmore Service, part of the Authority's federally funded ADS Project, initiated service on August 1, 2024. The shuttle has had a strong interest level, with gradual increase in ridership since the launch. Through the end of August 2024, approximately 380 riders have used the service. The service consists of two shuttles in rotation with a 15-minute roundtrip route from 7 AM to 5 PM.

### **Website Update**

In July and August, CCTA.net received nearly seven thousand active users – many of whom were new users to the site. Our homepage and meetings page continue to be our most popular. During this period, our team, about us, and job opportunities pages also received heightened attention – likely due to an active recruitment. Lastly, we saw a few hundred people engage with an event on our community input hub – suggesting social media about the event drove some traffic to the page.

### **Social Media Update**

LinkedIn's top performing post announced the PRESTO shuttle launch in Rossmoor. Posts spotlighting the Authority's Countywide Emergency Evacuation Plan Grant award and the Data Dashboard launch also contributed to an increased engagement rate.

The Authority's X impression and engagement metrics were up overall due to tweets highlighting a transit rider survey and public transit on the Fourth of July.

On Facebook, total engagements were up due to posts sharing the PRESTO shuttle launch in Rossmoor, the Authority's participation in National Night Out, and the Countywide Emergency Evacuation Plan Grant award.

Metric	July 1 - August 31, 2024	vs Previous Period
<b>@CCTA LinkedIn</b>		
Followers	1,751	+3.7%
Posts	8	+60%
Impressions	8,401	+23.5%
Engagement Rate	9.47%	-41.6%
Total Engagements	364	-18.6%
<b>@CCTA X (Formerly Twitter)</b>		
Followers	1,196	+1.6%
Posts	13	-7.1%
Impressions	4,914	+89.9%
Engagement Rate	6.29%	+61.9%
Total Engagements	128	+17.4%
<b>@CCTA Facebook</b>		
Followers	2,369	+0.4%
Posts	21	+23.5%
Impressions	129,511	-64.4%
Page Engagement	2,211	-55.8%
Total Engagements	5,003	+263%

*Staff Out-of-State Travel: Vice Chair Hernandez-Thorpe attended the Federal Advocacy trip in Washington, D.C. from March 12-14, 2024, for a total amount of \$2,255.71. Hisham Noeimi attended the American Public Transportation Authority (APTA) Mobility Conference in Portland, Oregon from April 27-May 1, 2024, for a total amount of \$1,898.30. Rashida Kamara attended the APTA Mobility Conference in Portland, Oregon from April 28-May 2, 2024, for a total amount of \$2,398.08 (Partial travel expense of \$703.11 was reported in the June report). Sherri Sylva attended the eBuilder Conference 2024 in Cleaveland, Ohio from May 13-16, 2024, for a total amount of \$2,532.20. Tim Haile attended the American Concrete Paving Association Conference in Kansas City, Missouri from June 4-5, 2024, for a total amount of \$1,401.30.*

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