



**MEASURE J TRAFFIC CONGESTION RELIEF AGENCY
BOARD OF DIRECTORS**

**SUMMARY OF ACTIONS
Tuesday, January 19, 2010**

The regular meeting of the Measure J Traffic Congestion Relief Agency (TRAFFIX) Board of Directors convened at Danville Town Offices, 510 La Gonda Way, Danville, County of Contra Costa on Tuesday, January 19, 2010.

1. CALL TO ORDER

Board Chair Stepper called the meeting to order at 4:01 p.m.

2. ROLL CALL

Directors Present: Karen Stepper, Newell Arnerich, Bill Clarkson (arrived at 4:04 p.m.), Dave Hudson (arrived at 4:05 p.m.), Carol Rowley (arrived at 4:08 p.m.).

Other Staff Present: Tai Williams, Town of Danville; Lisa Bobadilla, City of San Ramon; Michael Conneran, Hanson Bridgett LLP; Gary Black, SRVUSD; Nat Rojanasathira, Town of Danville; PJ Dhoot, City of San Ramon; Brad Senden, Center for Community Opinion; Brian Rutford, First Student Operations; Aram Boyd, TRAFFIX Program Manager.

Quorum was reached.

3. PUBLIC COMMENT – None.

4. CONSENT CALENDAR

- A. Consider approval of Meeting Summary of November 17, 2009 Meeting (Attachment) - MOTION to approve by Director Arnerich, SECOND by Director Hudson. MOTION PASSED 4-0**

5. REPORTS AND PRESENTATIONS:

- A. Fair Political Practices Commission Form 700 Filing Report** – staff reminded Board members to file their Form 700s with the Town of Danville clerk by April 1, 2010.
- B. Presentation on TRAFFIX December 2009 Parent Survey** – Brad Senden of Center for Community Opinion presented the results of the parent survey conducted between December 7 and December 14, 2009. The survey was sent to all parents with children at the seven schools served by TRAFFIX. A total of 579 parents completed the survey, of which 343 were parents of current users and 246 were non-users. The dominant majority of users ride full time, with 97.2% of parents stating they were very likely to recommend the service to others and 92.1% very likely to use the service next year. Overall, Brad

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found the responses to all questions to be extremely positive, indicating that parents are very satisfied with the TRAFFIX program to date.

6. **PUBLIC HEARINGS:** - None

7. **UNFINISHED BUSINESS:** - None

8. **NEW BUSINESS**

A. **Adopt** 2010-11 Service Delivery Plan, including:

8.A.1. Approve, Review and Adopt proposed routes for 2010-11 school year (Attachment) – Aram Boyd reported the current level of ridership and structure of routes. The TAC is recommending that the current routes be continued in 2010-11. Director Hudson requested the Board consider allowing current middle school riders who are moving to high school to continue riding to the middle school and then walk to the high school. **MOTION** to approve by Director Clarkson, **SECOND** by Director Arnerich. **MOTION PASSED 5-0.**

8.A.2. Approve school bell time request to SRVUSD for 2010-11 school year routes (Attachment) – Gary Black reported that there are no anticipated changes from the Superintendent's office. **MOTION** to approve by Director Hudson, **SECOND** by Director Crowley. **MOTION PASSED 5-0.**

8.A.3. Receive update on school site circulation (Attachment) – staff is not suggesting any changes to the current circulation plans.

B. **Receive Mid-Year 2009-10 Financial Plan Update (Attachment)** – Lisa Bobadilla reported that TRAFFIX had invoiced and received payment from Contra Costa Transportation Authority for the first three quarters of 2009 at the rate of \$289,000 per quarter. An additional \$191,000 came in from parent contributions. Director Stepper requested that the budget data be integrated and print dates be aligned. Lisa Bobadilla explained that TRAFFIX is implementing a new system using QuickBooks. - **MOTION** to accept report by Director Arnerich, **SECOND** by Director Hudson. **MOTION PASSED 5-0.**

C. **Consider** approval of amendment to professional services contract (Attachment) – Staff reported they were very pleased with the performance of the Program Manager and want to extend the contract an additional year. **MOTION** to approve by Director Hudson, **SECOND** by Director Arnerich. **MOTION PASSED 5-0**

D. **Receive** update on marketing and outreach efforts:

8.D.1. Receive update on Citizens Advisory Committee (CAC) – Lisa Bobadilla reported that the CAC elected Cliff Buxton as its Chair and Lisa Webster as Vice Chair. These positions will rotate as the Technical Advisory Committee positions do. So a San Ramon resident will become the chair when San Ramon becomes the lead agency on July 1, 2010.

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8.D.2. Receive update on marketing and outreach plan – Program Manager Aram Boyd reported that he is creating a customized marketing plan for each school site involving the CAC members and school administrations. He is scheduling appearances at appropriate events and meetings in support of a sales campaign for 2010-11 that will start in April and continue to the end of school in June.

8.D.3. Approve marketing incentives for school sites – Aram Boyd requested a donation for the annual auctions of the five TRAFFIX elementary schools. He requested one annual pass for each school, along with a die-cast bus model and a free field trip. The models have already been donated and First Student will donate the field trips. The only cost to TRAFFIX would be for the annual passes. Legal Counsel Michael Conneran confirmed that there would be no issue with TRAFFIX using funds for promotional purposes like this. **MOTION** to approve by Director Hudson, **SECOND** by Director Crowley. **MOTION PASSED 5-0.**

9. BOARD REPORTS: None

10. CLOSED SESSION: None

11. ADJOURNMENT

Adjourn to next scheduled meeting date: March 16, 2010.



Karen G. Stepper, Chair



Aram Boyd, Board Secretary