



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

**SUMMARY OF ACTIONS
Tuesday, November 17, 2009**

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, November 17, 2009.

1. CALL TO ORDER

Board Chair Stepper called the meeting to order at 4:00 p.m.

2. ROLL CALL

Directors Present: Karen Stepper, Carol Rowley, Greg Marvel, Dave Hudson, (4:04p.m.) Bill Clarkson, Newell Americh.

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; 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 September 15, 2009 Meeting (Attachment)
MOTION to approve by Director Marvel, SECOND by Director Rowley
MOTION PASSED 4-0

5. REPORTS AND PRESENTATIONS: - None

6. PUBLIC HEARINGS: - None

7. UNFINISHED BUSINESS: - None

8. NEW BUSINESS

- A. **Adopt** Revised Service Delivery Plan for the 2009-10 School Year (Attachment) – Lisa Bobadilla reported on the outreach program she conducted at San Ramon schools to raise ridership as requested by the Board. She met with all principals, made sure their websites were updated and conducted a direct mail campaign in collaboration with the principals at Walt Disney, Country Club and Neil Armstrong elementary schools. She had the principals mail letters to approximately 330 families residing near elementary bus routes.

MEASURE J TRAFFIC CONGESTION RELIEF AGENCY
BOARD OF DIRECTORS SUMMARY OF ACTIONS
NOVEMBER 17, 2009

Many parents communicated that the slip reading schedules were preventing them from participating. Many also complained of the cost, and some were just holding back until they felt more comfortable with their children riding the bus. A small number of families indicated they would sign up in January when the slip reading schedule for their children ended.

Aram Boyd gave an overview of the service as it currently exists, along with the route changes that had already been implemented. He then described two options the TAC had created to reduce the fleet by one and two buses respectively.

Option 1 would cut one bus from the fleet, combining routes PV13 with PV14, and eliminating WD10. All but one Pine Valley student would continue to be served, but the three WD10 riders could not be moved to another WD route. A total of four riders would be lost, while saving \$67,000 in the current budget cycle.

Option 2 would cut two buses from the fleet, making the Option 1 changes, then combining PV11 with PV10 & PV12, and combining CC16 with CC14. No riders would lose service beyond the four in Option 1, reducing the fleet to 16 buses and saving over \$100,000 in the current budget cycle.

Tai Williams explained the Technical Advisory Committee's (TAC) plan to submit a preliminary service plan for 2010-2011 to the Board in January. This would get TRAFFIX back on to its original timeframe of planning service in winter, selling passes in spring, and making any necessary revisions over the summer. The cuts in Options 1 and 2 are to reduce a \$133,000 budget deficit in the current year without depleting the \$100,000 contingency reserve fund.

Lisa Bobadilla added that the TAC recommends serving the current schools in 2010-2011 to further establish a culture of ridership where none existed before.

MOTION to approve Option 2 by Director Marvel, SECOND by Director Clarkson
MOTION PASSED 6-0

- B. **Receive** update on use of TRAFFIX logo – Michael Conneran presented CHP's response to Traffic's request to place its logo on the outside of all buses. They are not going to allow the request and cited their definition of Motor Carrier. Michael outlined options the Board could pursue which would involve either changing the law, changing the regulation, or taking ownership of the fleet. Director Arnerich suggested we ask First Student to accept a DBA name modification that they would then include in their logo on their buses. Brian Rutford was asked to see if First Student would be willing to do this and report back.
- C. **Consider** adoption of Resolution No. 2009-1, Adopting the Revised Conflict of Interest Code (Attachment) – Michael Conneran explained that the County did not file the Conflict of Interest Code submitted by TRAFFIX in October 2008. The Program

MEASURE J TRAFFIC CONGESTION RELIEF AGENCY
BOARD OF DIRECTORS SUMMARY OF ACTIONS
NOVEMBER 17, 2009

Manager position changed significantly from its original intent, and now does not involve a high level of financial control. Were it drawn up today, the Program Manger position would not be included in the Conflict of Interest filing. Michael would submit a revised Conflict of Interest code to the County excluding the Program Manager position.

MOTION to approve contingent on receiving a statement in writing from the Fair Political Practices Commission by Director Arnerich, SECOND by Director Hudson
MOTION PASSED 4-2

D. **Consider** adoption of 2010 Meeting Schedule (Attachment)

MOTION to approve by Director Marvel, SECOND by Director Clarkson
MOTION PASSED 6-0

9. **BOARD REPORTS:** None

10. **CLOSED SESSION:** None

11. **ADJOURNMENT**

Adjourn to next scheduled meeting date: January 19, 2009


Karen G. Stepper, Chair


Aram Boyd, Board Secretary