



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

**SUMMARY OF ACTIONS  
Tuesday, April 21, 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 April 21, 2009.

**1. CALL TO ORDER**

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

**2. ROLL CALL**

Directors present: Karen Stepper, Newell Arnerich, Bill Clarkson, Greg Marvel, Dave Hudson, 4:04pm Tomi Van De Brooke, 4:06 pm Carol Rowley.

Other Staff Present: Tai Williams, Town of Danville; Lisa Bobadilla, City of San Ramon; Michael Conneran, Hanson Bridgett LLP; John Cunningham, County of Contra Costa; Thomas Jamison, San Ramon Valley Unified School District (SRVUSD); Sheri Glaser, SRVUSD; Nat Rojanasathira, Town of Danville; PJ Dhoot, City of San Ramon; Gary Black, SRVUSD; Susan Moorehead, First Student Operations; Brian Rutford, First Student Operations; Aram Boyd, TRAFFIX Program Manager.

Quorum was reached.

**3. CONSENT CALENDAR**

**Consider approval of Meeting Summary of March 17, 2009 Regular Meeting**  
MOTION by Director Arnerich to approve the Meeting Summary. **SECOND** by Director Clarkson.

MOTION PASSED 5-0

**4. UNFINISHED BUSINESS**

**A. Consider Student Tracking Options** - Tai Williams reviewed electronic student tracking systems, the range of bids received, and explained why the bids from other vendors in the staff were so much higher than Zonar's. Tai also reported issues with reliability of RFID systems, public controversy over privacy issues, and at least one piece of pending state legislation to prevent the use of RFID for student tracking. Aram Boyd explained how TRAFFIX, similar nearly all school transportation programs, would account for children without the RFID system. Susan Moorehead stated that routes

would have drivers dedicated to them and these drivers would keep track of the children assigned to their routes.

MOTION by Director Hudson to table RFID Student Tracking until Year 2. SECOND by Director Marvel.

MOTION PASSED 4-3.

- B. **Review and Adopt Updated TRAFFIX 5-Year Financial Plan** – Tai Williams presented two new financial scenarios, E1 and E2, both reflecting a downward trend for Measure J revenue based on revised projections from Contra Costa Transportation Authority. The only difference between the two scenarios is the cost of the Z-Pass system is included in E1, and not E2.

MOTION by Director Arnerich to accept scenario E2. SECOND by Director Hudson.

MOTION PASSED 7-0

## 5. NEW BUSINESS

- A. **Consider Adoption of a Modification to the Routing Strategy and a Service Delivery Plan for the 2009-10 School Year** - Tai Williams reviewed the program development process that the TRAFFIX Board (formerly the PAC), TAC and CAC had completed to date - from the initial formation of the program development structure, extensive valley-wide traffic studies and parent surveys, the hiring of the Program Manager and Service Operator, to the planned program roll-out in spring 2009 and service starting in fall 2009. She reviewed the five core planning principles used to shape the routing strategy:

1. Focus on Core Congested Areas - provide service to the most congested areas of the Valley.
2. Route Tiering – because of limited resources, it's necessary to serve the middle schools first then re-use those same buses to serve elementary schools.
3. “Outside In” service approach – serve families outside the congested areas so they would not have reason to travel into the core congestion areas.
4. Accommodation of Survey Constraints - limit the ride length to less than 35 minutes, and keep the distance a child would have walk between home and a bus stop within a 5-10 minute walk.
5. Accommodation of Physical Restraints – using more buses where necessary to shorten the route length times in keeping with parent's survey responses.

Ms. Williams also explained that the traffic analysis that rated over 50 intersections in the San Ramon Valley, on a Level of Service (LOS) scale of A through F. Schools located within close proximity to (and whose school traffic have an impact on) LOS E and F intersections are considered “Priority 1” areas to receive service. Then, schools located near LOS D or C intersections are considered “Priority 2”. She detailed the work the TAC had completed in the past month, planning routes and assessing each school site and

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its neighborhoods using actual buses to find any physical issues that may obstruct service. This assessment work is the basis for the recommended service routes and implementation considerations being presented to the Board. These include:

- Bell Time Shifts – in order to tier service, there needs to be a greater spread between bell times between the middle schools and their surrounding tiered elementary schools.
- Operational Changes at School Sites – some changes will be needed to bring buses in and around school sites.
- Operational Changes –parking restrictions will be needed on some local roadways.
- Modification of Core Principles – to provide service to the original schools, there will have to be some exceptions made to the core principle of tiering.
- Parent & Community Education – a lot of outreach will be needed on how to behave around buses and school sites.

Based on the TRAFFIX Program's financial ability to secure only 19 buses, the TAC outlined two options for Board's consideration in the staff report:

**Option A** – This option would provide service to Pine Valley MS with 10 buses, and then tiers the service to Walt Disney ES with 5 buses and Country Club ES with 3 buses. This option also provides Los Cerros MS with 9, and then tiers 6 of them to Green Valley ES.

**Option B** – This option would provide service to San Ramon schools in the same manner as Option A. In the Danville/Contra Costa County area, 2 buses would be reduced from from Los Cerros MS to provide dedicated bus service to Tassajara Hills ES (THES). This is necessary because of the distance to THES and the constraints of the school site.

Lisa Bobadilla presented the San Ramon routes at Pine Valley MS, Walt Disney ES and Country Club ES in detail. She showed aerial views of all three sites and described the bus drop off and pickup plan. A 35-minute difference in bell times is needed between the middle and elementary schools. This will require a 15-minute change in current times to meet the 35 minutes needed.

Tai Williams presented Danville service in detail along with aerial views of sites with circulation plans. The preliminary study tiered buses from Los Cerros to THES, but it cannot be done without an extreme bell time change of about 110 minutes. She highlighted the reduced service level at Los Cerros MS that would be necessary in order to provide dedicated service at THES under Option B. Under Option A, a minimum 40-45 minute spread of bell times will be needed between Danville schools, requiring a 10-15 change from the current bell times.

John Cunningham presented County service at THES provided under option B. Given the student density within area of potential service, it is possible that the two routes could reach, or exceed, bus capacity. With two buses available, bus service would run along the

main collector roads only. John illustrated the physical constraints within the THES parking lot that are the cause of significant circulation challenges. To mitigate the use of dedicated buses at THES, the TAC recommends a higher ridership target as an off-set to the higher cost per rider.

Mr. Cunningham also passed along that he received comments from Mark Goldberg, Blackhawk HOA Community Manager, in support of bus service to THES.

### **Public Comment**

Doug Smith, THES parent, voiced a number of concerns about proposed bus service to THES. He articulated concerns about the provision of bus service in Blackhawk, a neighborhood without sidewalks; his perception that the prior school bus service provided by SRVUSD had low morning ridership; his perception on the length of the proposed ride time; his concerns that the introduction of a school bus in the THES parking lot would exacerbate the current congestion; and lastly his concerns that school buses at the parking lot would displace the availability of parking for those parents who would not utilize the student transportation service. Mr. Smith added that while he was conceptually supportive of the program, he felt that the provision of bus service should not occur without first investing in significant improvements to the school parking lot.

Thomas Price, THES parent, also voiced concerns about the proposed bus service to THES. Mr. Price articulated concerns about the traffic flow patterns along the access driveway to THES, potential safety concerns associated with the location of a new fire station along Camino Tassajara, and his perception that introducing buses to THES would worsen the situation. He added that he and Mr. Smith work are members of a committee that represents Blackhawk who share similar concerns with regard to the provision of bus service at THES. Mr. Price also indicated a preference for deferring service to THES until improvement could be made to the parking lot.

### **Board Discussion**

Board members discussed extensively the service options presented, in consideration of the public comments. While acknowledging the physical constraints of the THES site, Directors Marvel and Clarkson felt that provision of bus service to THES would lower the number of cars at the school site, which would in turn result in the intended purpose of the TRAFFIX Program – which is traffic congestion reduction. While they did not disagree with this conclusion, other Board members expressed concern about a deviation from adopted policy to provide tiered service. Director Hudson articulated that the TRAFFIX service is not authorized to replicate or replace the SRVUSD's former school bus program. Directors Stepper, Rowley and Arnerich articulated concerns about reducing tiered service in one area to provide dedicated service another. Director Stepper expressed that she would prefer for the Los Cerros MS/Green Valley ES tiered service to have the best chance it could to success with the full complement of buses available to address traffic congestion in the northern Danville/Alamo area.

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MOTION by Director Marvel to adopt Option B (which provides service to THES) with an 80% ridership minimum; SECOND by Director Clarkson.

MOTION FAILED 3-4

MOTION by Director Arnerich to Accept Option A, SECOND by Director Hudson.

MOTION PASSED 6-1.

The Board clarified that the motion authorized the provision of service to Neil Armstrong and Vista Grande ES with remaining non-tiered buses from Pine Valley MS and Los Cerros MS, respectively. The TAC was directed to evaluate the provision of this service, and report back to the Board at its May 2009 meeting.

- B. Authorize Technical Advisory Committee (TAC) Chair to execute a Memorandum of Understanding (MOU) with San Ramon Valley Unified School District (SRVUSD) regarding expectations and responsibilities associated with the implementation of the TRAFFIX student transportation service. (Attachment)**

MOTION by Director Marvel to authorize the TAC Chair to execute the MOU, SECOND by Director Hudson.

MOTION PASSED 7-0

Directors Clarkson and Marvel will confirm bell time shifts and site issues with school district and report back to TRAFFIX Board.

- C. Receive progress report on marketing efforts** – Aram Boyd reported that the visual changes have been made to the website and now the copy (text) is being prepared. The rack card is ready to be printed and presentations to most PTA groups have been completed. Now that the routes have been determined more presentations will be arranged at school sites.

Ms. Williams stated that it would be appropriate to communicate to all principals the Board's decisions. Gary Black reported that the School District has not made final determination on bell time shift requests, was unable to state when a decision would be made, but affirmed an understanding of the urgent need to consider this request at the earliest possible time.

Director Arnerich asked the School District's representatives on the TRAFFIX Board to help with obtaining a confirmation on the bell time shifts from the School District within a week to allow the TAC to begin marketing the program by May 1. Directors Marvel and Clarkson re-affirmed the School District's commitment to implement the Service Plan, and indicated that Mr. Black would work with the Superintendent to ensure that the

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bell time spreads required to provide tiered student transportation service would be implemented.

**6. BOARD REPORTS: None**

**7. ADJOURNMENT**

Adjourn to next scheduled meeting date: May 19, 2009

  
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Karen G. Stepper, Chair

  
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Aram Boyd, Board Secretary