



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

**SUMMARY OF ACTIONS
Tuesday, May 19, 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, Bill Clarkson, Tomi Van De Brooke, 4:04 pm Newell Americh, 4:22pm 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; Sheri Glaser, SRVUSD; Nat Rojanasathira, Town of Danville; PJ Dhoot, City of San Ramon; Alexene Farol, City of San Ramon; Gary Black, SRVUSD; Brian Rutford, First Student Operations; Aram Boyd, TRAFFIX Program Manager.

Quorum was reached.

3. CONSENT CALENDAR

Consider approval of Meeting Summary of April 21, 2009 Regular Meeting -
MOTION by Director Clarkson to approve the Meeting Summary. **SECOND** by Director Van De Brooke.

MOTION PASSED 3-0

4. NEW BUSINESS

A. Receive status on bell time adjustments - Gary Black reported that the start times requested by TRAFFIX appear to be achievable, but the afternoon bell times have been difficult given that the District has not completed the work necessary to reconcile their instructional hours with the changes in their budget. SRVUSD Cabinet is meeting tomorrow and might have an answer by week's end. If not, Gary believes it would be addressed at the School Board meeting of May 27. Gary Black acknowledged that the

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times requested by TRAFFIX should work, and the District understands the ramifications their delay has on the launch of TRAFFIX.

- B. Review of Marketing Efforts** – Aram Boyd reported on his outreach activities to date. He has made presentations to all PTA groups, presented to 400 parents at the Pine Valley New Parent orientation, took a demonstration bus to Open House events at Green Valley and Los Cerros, while TRAFFIX staff presented information to Pine Valley parents at their Open House. He is also scheduled to present the bus at PTA events at Vista Grande and Country Club, and a special joint TRAFFIX night for Los Cerros, Green Valley and Vista Grande parents on May 28.

Parent response at these events has been very positive. Kids at all locations were excited to climb aboard the bus, and parents were pleased to see the seat belts. Brian Rutford from First Student received many comments from parents on significant improvements of the bus as compared to buses they've ridden when they were much younger.

- C. Adopt Bus Pass Sales and Refund Policies** – Tai Williams presented the TRAFFIX Rate Schedule which includes a Standard Fare, a Promotional Fare, and a Monthly Payment Option. The Promotional Fare of \$200 will be extended to August 24th. The Monthly Payment option would spread the \$250 Standard Fare over 10 equal installments plus an administrative cost charged by the banking institution. Director Arnerich suggested that the Program charges the exact amount the bank charges.

Day passes were not included in the proposal as is the case in other programs. TRAFFIX was not structured to handle the level of administration required to provide individual day passes to occasional riders.

MOTION by Director Arnerich to accept the proposed policies with a change to Exhibit A to charge only the actual cost of monthly payments charged by the bank, SECOND by Director Rowley.

MOTION PASSED 5-0

- D. Adopt Resolution Authorizing Establishment of Bank Account** – Lisa Bobadilla explained the necessity of establishing an e-commerce banking account separate from the City of San Ramon's finance department. The account will be established with Fremont Bank, with signing authority going to the Chair and Vice Chair of the TRAFFIX Board.

MOTION by Director Arnerich to accept resolution as revised, SECOND by Director Crowley.

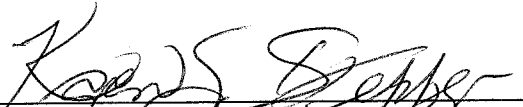
MOTION PASSED 5-0

5. BOARD REPORTS: None

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6. ADJOURNMENT

Adjourn to next scheduled meeting date: July 21, 2009.



Karen G. Stepper, Board of Directors Chair



Aram Boyd, Board Secretary