



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

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

**1. CALL TO ORDER**

Board Chair Karen Stepper called the meeting to order at 4:02 pm.

**2. ROLL CALL**

Directors present: Karen Stepper, Bill Clarkson, Newell Arnerich, Greg Marvel, Dave Hudson.

Other Staff Present: Tai Williams, Town of Danville; Lisa Bobadilla, City of San Ramon; Michael Conneran, Hanson Bridgett LLP; Sheri Glaser, SRVUSD; PJ Dhoot, City of San Ramon; Gary Black, SRVUSD; Brian Rutford, First Student Operations; Aram Boyd, TRAFFIX Program Manager.

Quorum was reached.

Public Comment – None.

**3. CONSENT CALENDAR**

- A. Consider approval of Meeting Summary of May 19, 2009 Regular Meeting -**  
MOTION by Director Arnerich to approve the Meeting Summary, SECOND by  
Director Clarkson.

MOTION PASSED 4-0-1

- B. Receive copy of letter from Treasurer to Contra Costa Transportation Authority**  
requesting disbursement of FY 2009-10 Q1 Funds. – Letter received.

**4. NEW BUSINESS**

- A. Receive status update of TRAFFIX Program launch.** - Tai Williams reported the  
program launched on July 1, 2009, and to date 297 passes have sold.

MEASURE J TRAFFIC CONGESTION RELIEF AGENCY  
BOARD OF DIRECTORS – REGULAR MEETING SUMMARY OF ACTIONS  
JULY 21, 2009

Director Arnerich reported that Danville and San Ramon can record and air 5-minute television programs on Comcast at no cost. Production would need to be done next week. Aram Boyd will follow up with Director Arnerich.

**B. Receive status update on TRAFFIX marketing and outreach efforts.** – Aram Boyd displayed the TRAFFIX website. New photos of a TRAFFIX bus with local children were taken and will replace the stock photos currently on the site. Aram showed how parents can access general information on the program, then use the Route Finder to find the route and stop nearest them. Each route is displayed on a map with the drop off and pick up times for each stop. A link to buy a pass is on each page which allows parents to enter their contact information and purchase a pass with a credit card.

The District sent an email to all parents at 9:00 am, July 1, that drove parents to the site. \$13,000 worth of passes was processed through the site on the first day. Over the phone and through the email Aram was able to help parents navigate the site, resolve problems, answer questions, and sell passes over the phone.

Brian Rutford reported that the buses were delivered yesterday and are in the process of being certified by the California Highway Patrol.

TRAFFIX staff will be on site at each school's registration events to sell passes and answer questions. The bulk of the passes are expected to be sold in August just before the start of school. The District will send several more emails to parents to promote pass sales.

Aram reviewed the site and circulation plans for each school and answered questions pertaining to traffic flow and student safety.

**C. Receive status update on school site operations and bell time shifts.** – The District established their bell times at the end of June and there are no issues at this time. The Town redesigned the driveway at Los Cerros and completed the required work.

**D. Receive status update on FY 2009-10 TRAFFIX Financial Plan projections.** – Lisa Bobadilla will present a verbal update on the actual sales tax figures, which are lower than anticipated, at the next Board meeting.

**E. Adopt the TRAFFIX Procurement Policy.** - MOTION by Director Arnerich to approve the Procurement Policy, SECOND by Director Hudson.

MOTION PASSED 5-0

**F. Adopt Modified Memorandum of Understanding between the TRAFFIX Program and the San Ramon Valley Unified School District.** – Michael Conneran clarified the issue regarding paratransit services that will be provided by the District. MOTION by Director Marvel to approve the memorandum, SECOND by Director Arnerich.

MOTION PASSED 5-0


MEASURE J TRAFFIC CONGESTION RELIEF AGENCY  
BOARD OF DIRECTORS – REGULAR MEETING SUMMARY OF ACTIONS  
JULY 21, 2009

**5. BOARD REPORTS: None**

**6. ADJOURNMENT**

Adjourn to next scheduled meeting September 15, 2009.

  
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Karen G. Stepper, Chair

  
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Aram Boyd, Board Secretary