



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

**SUMMARY OF ACTIONS
Tuesday, September 15, 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, September 15, 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, Bill Clarkson, Greg Marvel, Dave Hudson, Carol Rowley (4:09 p.m.), Newell Arnerich (4:15 p.m.).

Other Staff Present: Tai Williams, Town of Danville; Lisa Bobadilla, City of San Ramon; Michael Conneran, Hanson Bridgett LLP; Sheri Glaser, SRVUSD; Nat Rojanasathira, Town of Danville; Susan Moorehead, First Student Operations; 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 July 21, 2009 Meeting
MOTION to approve by Director Hudson, SECOND by Director Marvel
MOTION PASSED 4-0

5. REPORTS AND PRESENTATIONS: - None

6. PUBLIC HEARINGS: - None

7. UNFINISHED BUSINESS: - None

8. NEW BUSINESS

- A. **Receive** update on ridership and route performance – Tai Williams presented statistics on passes sold as of September 11, 2009. Aram Boyd reviewed the TRAFFIX goal of serving 50% of children within walking distance of any stop. This was developed from the parent surveys conducted before service planning began. Changes were made to

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Danville routes the week before school started to balance loads and redeploy under-utilized buses to neighborhoods with greater potential. He explained how ridership for specific routes in Danville and San Ramon fared against this goal. In Danville ridership is at or above the goal, and traffic has been reduced significantly.

In San Ramon many routes have yet to achieve the 50% goal. Director Hudson reported a significant drop in congestion on Pine Valley Rd. in the morning that is a difference of “more than night and day” compared to last year. Aram stated that the gridlock that used to form in front of Walt Disney in the afternoon is gone, and now traffic flows freely.

Most Pine Valley routes are doing well, but three are well below goal right now. He is looking at ways to combine routes without cutting service, to reduce the fleet size and save operating cost.

Walt Disney has four routes that are well below goal. Aram explained how slip-reading schedules and bell times are preventing Walt Disney K-2 kids from riding, effectively cutting the potential riders to half the school population. Director Marvel stated he is willing to ask the Superintendent to review the Kindergarten times since they do not appear to support any academic purpose.

Aram stated that some neighborhoods served in San Ramon may have been too close to their schools to generate sufficient demand for service. He also shared parent concerns in San Ramon regarding child safety. Some parents have told him they are afraid to have their young children ride the bus.

- B. **Receive** update on marketing schedule and promotional efforts - Lisa Bobadilla described outreach efforts to school administrators and PTA, and her plan to contact Canyon Lakes parents directly. She suggested the Board wait until its next meeting before making any changes to TRAFFIX service to allow her to conduct more marketing and outreach in San Ramon. Members of the board suggested that staff continue a marketing effort through the end of October. The TAC would reassess ridership in early November and may recommend changes in service at its November meeting.
- C. **Receive** update on TRAFFIX operations – Susan Moorehead gave an update on the effort to get CHP to approve the TRAFFIX logo to be placed on the buses. The local motor carrier authority denied the placement. First Student has appealed to CHP headquarters and will report back the result. Aram reviewed operational issues that occurred during start up. He is currently working with Nat Rojanasathira and First Student to revise routes to improve running time and on-time performance.
- D. **Consider** adoption of revised Refund Policy–
MOTION to approve by Director Arnerich, SECOND by Director Hudson
MOTION PASSED 6-0

9. **BOARD REPORTS:** None

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10. CLOSED SESSION: None

11. ADJOURNMENT

Adjourn to next scheduled meeting date: November 17, 2009



Karen G. Stepper, Chair



Aram Boyd, Board Secretary