



MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

BOARD OF DIRECTORS

Meeting Agenda

Monday, July 15, 2024

3:00 PM

District II Supervisor's Office

**309 Diablo Road
Danville, CA 94526**

Written public comment may be submitted in advance of the meeting via email to admin@ridetraffic.com.

Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the TRAFFIX Board of Directors before or during the meeting. Please submit public comments as soon as possible so that they can be provided to the TRAFFIX Board of Directors before, and, as feasible, during the meeting.

Any document provided to a majority of the members of the Measure J Traffic Congestion Relief Agency (TRAFFIX) Board of Directors regarding any item on this agenda will be made available for public inspection at the meeting. Members of the public may arrange to view documents after the meeting by calling the TRAFFIX Administrative Coordinator at 925-973-2649 during normal business hours.

I. Call to Order

II. Roll Call

III. Public Comment

IV. Order of the Agenda

V. Consent Calendar

a. Approve the Summary of Actions from the May 20, 2024 Board of Directors meeting

VI. Reports and Presentations

- a. **Receive** update from the Administrative Coordinator on Pass Sales, Operations, Marketing, and Outreach
- b. **Receive** First Student Location Manager Report

VII. Old Business

- a. **Receive** results of the Customer Service Survey for the 2023/24 school year
- b. **Review** School Year 2024/25 TRAFFIX Roster

VIII. New Business

- a. **Review and Approve** investment of TRAFFIX reserve funds into Money Market account
- b. **Consider** new bus pass fare for first-grade students who have a modified class schedule

IX. Adjournment: The next scheduled meeting is Monday, September 16, 2024, 3:30PM, at the District II Supervisor's office, 309 Diablo Rd., Danville, CA 94526.

CERTIFICATION

I hereby certify that the foregoing agenda was posted at 309 Diablo Rd., Danville, CA 72 hours in advance of the noted meeting.



Candace Andersen
District II Supervisors Office



MEASURE J TRAFFIC CONGESTION RELIEF AGENCY BOARD OF DIRECTORS

SUMMARY NOTES

Meeting Agenda MONDAY, May 20, 2024

3:30 PM

**San Ramon Valley Unified School District Office
699 Old Orchard Drive
Danville, CA 94526**

Written public comment may be submitted in advance of the meeting via email to admin@ridetraffic.com. Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the TRAFFIX Board of Directors before or during the meeting. Please submit public comments as soon as possible so that they can be provided to the TRAFFIX Board before, and, as feasible, during the meeting.

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- I. Call to Order** – Director Bratt called the meeting to order at 3:31pm.
- II. Roll Call** – Director Bratt asked Kellie Fahey to conduct roll call.
Present: Director Bratt (SRVUSD), Rachel Hurd (SRVUSD), Director Karen Stepper (Danville), Director Newell Arnerich (Danville), Director Scott Perkins (City of San Ramon), Gayle Israel (Contra Costa County), Chris Weeks (San Ramon), Adam Cleary (Danville), Robert Sarmiento (Contra Costa County), Michael Conneran (TRAFFIX attorney), Ilana Israel Samuels (SRVUSD), Kellie Fahey (Administrative Coordinator)
Absent: Director Marisol Rubio (City of San Ramon)
- III. Public Comment** – no public comment.
- IV. Order of the Agenda** – No Changes
- V. Consent Calendar**
 - a. Approve** the Summary of Actions from March 18, 2024, Meeting
Motion to approve Director Arnerich, Second Director Stepper
Motion Passes 6

VI. Reports and Presentations

a. Receive and Approve the TRAFFIX Audit Fiscal Year ending June 30, 2023

- David Alvey from Maze Associates reported to the Board the Audit summation.

Motion to approve Director Arnerich, Second Director Hurd

Motion Passes 6-0

a. Receive Update from Administrative Coordinator on Pass Sales, Operations, Marketing and Outreach.

Ms. Fahey reported that email and phone calls are up significantly, as they are this time every year. Pass sales began on April 29, 2024, and all Monte Vista buses sold out within minutes.

The two new routes (CA17A and CK14) are being heavily marketed. Direct email and mail have been sent to all enrolled families in the SRVUSD located along these routes. Additionally, large posters were created and hung in the offices of Cal High and Coyote Creek to advertise the new routes.

As always, parents bought multiple passes, and several refunds have been prepared. These refunds have been mailed out in a check format so as not to incur heavy bank fees for reverse charges.

As of today, 727 passes have been purchased for the 2024/25 school year. There were 674 passes sold this time last year.

The waitlists and bus rosters are being cleaned up in preparation for sending the passes off to print in mid-June.

Five passes were purchased for the Spring Promotion.

Four complaints were made about the price increase; however, it was understood once the reason was explained to the parents.

The 76 Students who qualified for district waivers will automatically receive the waiver again for the 2025/26 school year. Before pass sales, an email was sent to the parents to inform them their students' seats had been reserved and a unique code would be issued in mid-May so they could obtain the passes. TAG will report back at the July meeting on the status of the waiver renewals.

In the City of San Ramon's GIS department, Drew Stinnett is working on the new website maps. TAG was informed that the maps would be done before school started.

11 incidents were reported in March and April 2024.

As far as outreach and marketing, there has been significant marketing for several events this Spring, including:

Drivers Appreciation Day, bus pass design contest, Spring promotion, and pass sales. TRAFFIX was represented at the Bike Rodeo in Danville. Social media sent out via the school district, TRAFFIX, and school websites/marquees are updated and displaying information about pass sales, posters for new routes at CK and Cal High, notifications in the principal weekly reports, PTA notifications, posters inside the buses, hand-delivered flyers on the backside of Cal High for the new route, emails, Constant Contact emails, website Alerts, SR Marquee, and Transit Center.

Auction Baskets: all six TRAFFIX-served elementary schools received a basket of TRAFFIX merchandise and a bus pass to auction off at their annual fundraisers.

The Driver Appreciation lunch was a success. This event was shared with Lamorinda, and most of the drivers were able to attend.

TRAFFIX attended Open houses at Walt Disney, Los Cerros, Coyote Creek, and Vista Grande. Dates are reserved to table at registration Country Club and Neil Armstrong in August.

The Truck Time event was a huge success. 322 kids toured the bus despite heavy rain the entire time.

Lastly, the student who trains for the Seeing Eye Dog service will have a new puppy this year.

b. Receive First Student Location Manager Report

Henry Cooper reported that all was going well as the school year was ending. First Student will continue to offer a bus driving training class during the Summer to hire drivers continually.

Currently, there is a full complement of drivers and buses. First Student is anticipating a few drivers will not return in the Fall. Therefore, they will continue offering a bus driving training class during the Summer to hire more drivers.

VII. Old Business

a. Receive Update on the winner of Bus Pass Design Contest

Ms. Fahey reported that Silas Holland, a fourth-grader at Neil Armstrong Elementary, won the bus pass design contest.

b. Review Customer Service Survey for the 2023/24 school year

The 2022/23 survey was very effective; therefore, it will be used again for the 2023/24 school year. The survey will be sent out by May 22, 2024. Five participants will be randomly selected to

receive a \$25 gift card.

VIII. New Business

- a. Elect TRAFFIX Chair and Vice Chair for the 2024/25 School Year**

New Chair: Director Andersen **Vice Chair:** Director Stepper

Motion to approve Director Arnerich, Second Director Perkins

Motion Passes 6-0

- b. Receive and Approve updated meeting schedule**

One date change from the meeting schedule will be to move January 20, 2025, to January 27, 2025, at 3:30 pm.

Motion to approve Director Stepper, Second Director Gayle

Motion Passes 6-0

- c. Review and Approve contract with JJACPA Accounting firm**

Motion to approve Director Arnerich, Second Director Hurd

Motion Passes 6-0

- d. Review and Approve SRVUSD MOU Renewal**

Motion to approve Director Arnerich, Second Director Hurd

Motion Passes 6-0

- e. Review and Approve Request for Proposal (RFP) for a new bus vendor for the 205.26 school year.**

Michael Conneran told the board that an RFP will be posted for the 2025/26 school year. The RFP will include a request for 3- and 5-year pricing with 3-year one-year options. Additionally, the vendors submitting bids are asked to price electric vehicle options.

Motion to approve Director Stepper, Second Director Arnerich

Motion Passes 6-0

- f. Review and Approve TRAFFIX Financial Plan for FY 2024/25**

Motion to approve Director Arnerich, Second Director Hurd

Motion Passes 6-0

There were increases in cost that were noted in the financial plan. TAG and TRAFFIX accountants (JJACPA) worked together to produce the annual financial plan for forecasting revenue and expenditures for the

2024/25 fiscal year.

Som

- The Program Administrator has increased \$10,458 for the 2024/25.
- First, Student prices increase 29.3% for the 2024/25 school year, for a projected increase of \$837,895.
- Text messaging has increased by \$3,300.
- Bus Passes will increase by 33%.

Director Arnerich requested that money be taken from reserves to cover the deficit indicated in the draft financial plan. This will be adjusted, and the financial plan will be marked approved.

Motion to approve Director Arnerich, Second Director Hurd

Motion Passes 6-0

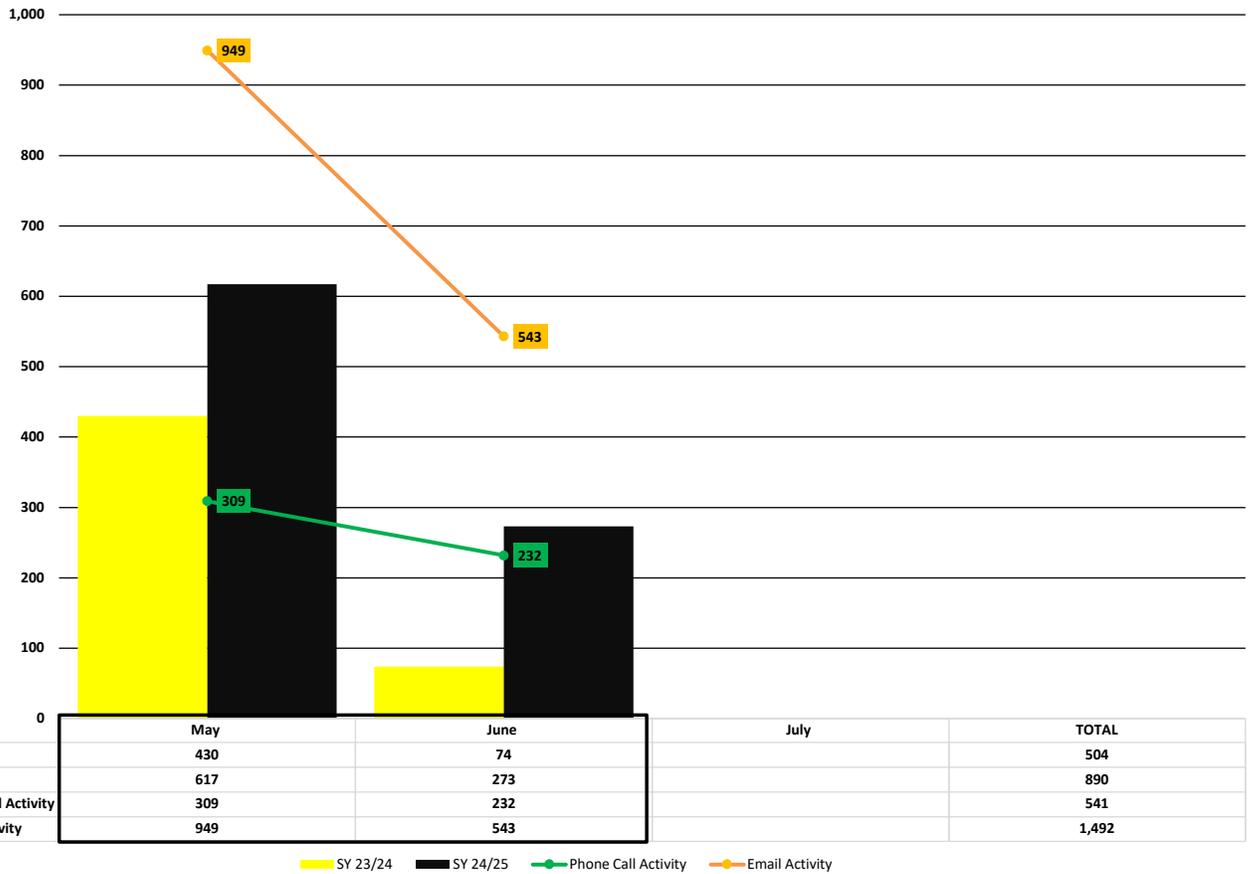
Adjournment: The next scheduled meeting is Monday, July 15, 2024, at 3:30 pm at the District II Supervisor's office, 309 Diablo Road, Danville, CA. The agenda will be posted 72 hours in advance of the noted meeting.

CERTIFICATION

I certify that the agenda was posted at the District II Supervisor's office, 309 Diablo Road, Danville, CA. 72 hours in advance of the noted meeting.

Candance Andersen
District II Supervisors Office

SY 23/24 v SY 24/25 Traffic Pass Sales & Outreach



First Student Operations Report





DATE: July 15, 2024
TO: TRAFFIX Board of Directors
FROM: TRAFFIX Advisory Group
SUBJECT: **Agenda Item VIII.B Receive TRAFFIX School Year 2023/24 Customer Service Survey**

Background

The TRAFFIX Administrative Coordinator traditionally emails a customer satisfaction survey to all customers in the TRAFFIX database at the end of each school year. The survey is sent via Constant Contact. The collected data and feedback are utilized to improve TRAFFIX customer service.

Discussion

TRAFFIX distributed the School Year 2023/24 Customer Service survey, which consisted of seven questions/statements, to 1,081 customers on May 29, June 1, June 24 and June 28. TRAFFIX received 42 responses by the deadline of July 10.

Five (5) randomly selected respondents will receive a \$25 gift card for taking the survey.

The attached tables compare the survey results for School Years 2022/23 and 2023/24.

Recommendation

Receive TRAFFIX School Year 2023/24 Customer Service survey results and provide direction to TRAFFIX TAG.

Attachment

Tables comparing School Year 2022/23 and 2023/24 Customer Service survey results

**ATTACHMENT: Comparison of Customer Service Survey Results between School
Years 2022/23 and 2023/24**

	2022/2023 Customer Service Survey RESULTS	2023/2024 Customer Service Survey RESULTS
	<i>116 Surveys Received</i>	<i>43 Surveys Received</i>
1. When I contact the TRAFFIX office, I am treated courteously and receive accurate information in a reasonable amount of time.		
Strongly Agree	57%	41%
Agree	27%	27%
Disagree	1%	6%
Don't Know	18%	10%
2. Bus Driver provides timely pickup and drop off services.		
Strongly Agree	51%	48%
Agree	38%	34%
Disagree - Don't Know	8%	14%
3. Student bus rules are enforced appropriately by the bus driver.		
Strongly Agree	45%	37%
Agree	37%	41%
Disagree	18%	2%
Don't Know	3%	18%
4. How is the quality of communication from TRAFFIX?		
Excellent	41%	37%
Good	37%	39%
Acceptable	18%	16%
Unacceptable – Don't Know	5%	6%
5. Overall, I am satisfied with child(rens) school transportation to and from school.		
Strongly Agree	48%	46%
Agree	43%	39%
Disagree	6%	4%
Strongly Disagree	3%	9%
6. The main reason you chose to sign up your student to be a TRAFFIX rider is that:		
Strong proponents of getting cars off the road and reducing traffic.	15%	18%
It saves me time.	40%	39%
The bus saves me money.	0	0
The bus is convenient.	35%	25%
My student wants to ride with friends.	2	0
Riding the bus helps my student become more independent.	5	9%
Other	4%	6%

Comments received for “How can we improve our service?”

22/23		23/24	
Response	#	Response	#
Add more buses and routes.	6	Best year of services. No improvement is recommended.	12
Add 7th period bus service.	5	Add more buses. MV sells out too quickly.	7
Great Service.	5	First View App not always accurate.	6
Improve communication.	2	Add 7th period bus service.	4
More notice for combined buses.	2	Reduce cost.	2
Create one-way option.	2	Create one-way option.	2
Make website more user friendly.	2	Students should know the driver's name.	1
Substitute drivers need better maps/direction.	2	Communication improved. Continue improving.	1
Middle School service too early in morning.	2	Stop combining buses.	1
First View App not always accurate.	1	Expand Cal High Service	1
Be more on time.	1	Bus is very loud. Some students are rude to drivers.	1
Drivers are very nice.	1	Driver is not nice.	1
		Substitute drivers need better maps/directions.	1



CONTACT INFORMATION/ROSTER
For Internal Distribution Only

UPDATED 6/27/2024

FOR THE TERM BEGINNING ON 7/1/2024 AND ENDING ON 6/30/2025

BOARD OF DIRECTORS			
BOARD CHAIR: CANDACE ANDERSEN, CONTRA COSTA DISTRICT 2 SUPERVISOR			
BOARD VICE-CHAIR: KAREN STEPPER, DANVILLE TOWN COUNCIL			
Name	PHONE	E-MAIL	ADDRESS
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Newell Arnerich Danville Town Council	(925) 314-3388	arnerich@danville.ca.gov	500 La Gonda Way Danville, CA 94526
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Laura Bratt San Ramon Valley Unified School District Board of Education	(925) 552-5500	lbratt@srvusd.net	699 Old Orchard Drive Danville, CA 94526
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Michael N. Conneran (LEGAL COUNCIL) Partner, Bridgett Hanson, LLP	(415) 995-5042	mconneran@hansonbridgett.com	425 Market Street, 26 th Floor San Francisco, CA 94105



CONTACT INFORMATION/ROSTER
For Internal Distribution Only

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Chris Weeks (TREASURER) City of San Ramon Transportation Division Manager	(925) 973-2547	cweeks@sanramon.ca.gov	7000 Bollinger Canyon Road San Ramon, CA 94583
Ilana Israel Samuels San Ramon Valley Unified School District Director, Communications & Community Relations	(925) 552-5500	isamuels@srvusd.net	699 Old Orchard Drive Danville, CA 94526
Kellie Fahey (SECRETARY) TRAFFIX Administrative Coordinator	(925) 973-2649	kfahey@sanramon.ca.gov	7000 Bollinger Canyon Road San Ramon, CA 94583
INTERESTED PARTIES			
Henry Cooper, First Student Operations Manager	(925) 529-4353	henry.cooper@firststudentinc.com	2368 Bates Avenue Concord, CA 94520



DATE: July 15, 2024
TO: TRAFFIX Board of Directors
FROM: TRAFFIX Technical Advisory Group
SUBJECT: **Item VIII A. – Review and Approve** investment of TRAFFIX reserve funds into a money market account

Background:

Measure J Congestion Relief Agency (TRAFFIX) maintains a 40% reserve policy.

Discussion:

TRAFFIX currently maintains an average balance of \$3 million, accounting for a 40% reserve balance, in a checking account, two Certificate of Deposit (CD) accounts, and one money market account at Mechanics Bank.

Current Balance

Account	Balance	Interest
Checking	\$3,714,774	.01%
Public Money Market	\$2,658	4.6%
Two Public CD Accounts	\$381,792	0.03%
TOTAL	\$4,099,224	

At its March 18, 2024, the TRAFFIX Board directed the TRAFFIX Technical Advisory Group (TAG) to invest TRAFFIX reserve money currently in the checking, money market, and CD accounts at Mechanics Bank into a LAIF account to get a higher interest rate.

TAG met with the TRAFFIX JJACPA accountant to discuss a dollar amount that could be invested into a LAIF account, and the accountant advised to meet with Mechanics Bank for additional investment options.

Mechanics Bank has offered TRAFFIX a special “exception” rate of 4.75% APY on its current money market account. The investment team at Mechanics Bank measures the interest rate for LAIF daily and purposely adjusts its Money Market interest rate to exceed the interest rate offered by LAIF. The money

market account is not a “fund” but rather a collateralized bank deposit account. Like all others under the Measure J Traffic Congestion name, this account is collateralized up to 110%. Mechanics Bank has proposed closing TRAFFIX’s two CD accounts upon maturity or sooner and moving those funds to the money market account. TAG proposes moving \$3,599,224 of its total reserve fund to the money market account with Mechanics Bank. A balance of \$500,000 will remain in the checking account for monthly operation expenses.

Recommendation:

Invest \$3,599,224 of the current TRAFFIX reserve balance into a money market account and keep \$500,000 in the TRAFFIX checking account.



DATE: July 15, 2024
TO: TRAFFIX Board of Directors
FROM: TRAFFIX Technical Advisory Group
SUBJECT: **Item VI B. - Consider** new bus pass fare for first-grade students

Background

Since the inception of the TRAFFIX Program, bus passes have been sold at an annual fee based on a round-trip ride to each school.

Discussion

All first-grade students from the six elementary schools served by TRAFFIX are split up into either an early arrival/dismissal schedule or a late arrival/dismissal schedule, beginning in the second full week of the school year. Depending on their schedule, first-grade students can only utilize the TRAFFIX bus either in the morning or the afternoon, but not both. As a result, some parents who initially purchased a bus pass for their first graders call and request a prorated fare, which TRAFFIX currently does not offer. Most parents ultimately cancel the bus pass for their first graders and ask for a refund, which creates a lot of frustration for the parents and increases the workload of the TRAFFIX Administrative Coordinator, who must respond to parent proration and refund inquiries and process bus pass fare refunds. The first graders and their families ultimately do not receive any of the benefits that TRAFFIX offers, including early “buy-in” and excitement about riding the bus throughout their elementary school experience.

To encourage parents of first-grade students to purchase a bus pass for their child(-ren), the TRAFFIX Technical Advisory Group (TAG) proposes offering a reduced bus pass fare solely for first-grade students. The new pass will cost \$365, based on a discount of \$200 off the original pass fare of \$565.

All first-grade students will be able to ride the bus both to and from school on Wednesdays, assessment week, and minimum days, since the school start, and dismissal times are the same for all first-grade students.

The TAG’s proposal includes that the Administrative Coordinator reserve a certain number of spots for first-grade students to ensure that there will be enough bus capacity for students from other grade levels that purchase a full-price bus pass. Limiting the number of spots will also ensure that there is enough bus capacity for all first graders on Wednesdays, assessment week, and minimum days. The number of spots to be reserved for first-grade students will be based on the school's overall bus ridership and pass sales.

The proposed bus pass fare will encourage first-grade students to use a TRAFFIX bus in some capacity, which would help establish an early culture of riding the TRAFFIX bus to and from school. Additionally, it will increase overall ridership on the elementary school routes, which will help further decrease traffic congestion. First-grade parents’ frustration with the limited bus pass fare options will be eliminated.

Finally, the Administrative Coordinator's administrative workload will be lessened, and more attention can be devoted to other aspects of managing the TRAFFIX program.

If the TRAFFIX Board of Directors approves this proposal, the new passes will be offered on a trial basis for the 2024/25 school year and reassessed for program efficacy before bus pass sales open for the 2025/26 school year.

Recommendation:

TAG recommends that the TRAFFIX Board of Directors approve a new bus pass fare for first-grade students for School Year 2024/25 on a trial basis.