



## MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

### BOARD OF DIRECTORS

#### Summary of Action Items

Tuesday, July 16, 2019

4:00 PM

#### **NOTE: NEW LOCATION!**

**San Ramon Valley Unified School District  
699 Old Orchard Road, Danville, CA 94526  
(Conference Room C)**

*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 – Chair Marvel called the meeting to order at 4:00pm.**
- II. **Roll Call – Michael Conneran (TRAFFIX Legal Counsel), Director Renee Morgan (Town of Danville), Andy Dillard (Town of Danville), Director Rachel Hurd (SRVUSD), Heidi Kenniston-Lee (TRAFFIX Administrative Coordinator), Robert Sarmiento (Contra Costa County), Lisa Bobadilla (City of San Ramon), Director Sabina Zafar (City of San Ramon), Director Dave Hudson (City of San Ramon), Elizabeth Graswich (SRVUSD), Gayle Isreal (Contra Costa County), Chair Greg Marvel (SRVUSD), Henry Cooper (First Student) 4:27pm via Conference Call, Director Newell Arnerich (Town of Danville) Arrived 4:39pm.**
- III. **Public Comment – None received.**
- IV. **Order of the Agenda – No change.**
- V. **Consent Calendar**
  - A. **Approve** Summary of Actions from May 21, 2019 Meeting – Motion to approve by Director Hudson, second by Director Hurd. Passed 6-0. Vice Chair Andersen and Director Arnerich absent.
- VI. **Reports and Presentations**

**A. Receive Update** on TRAFFIX Pass Sales, Marketing and Outreach

- Heidi referenced various sales reports with pass sales of 1404 to date.
- Heidi announced that she is working with our web developer, Planeteria, to fine-tune a website feature that generates neighborhood data based on registered student data from SRVUSD. Once finalized, she will update neighborhood numbers on the sales reports. She suggested that we may need to redraw the route polygons/boundaries to make sure they are accurate and so that the related neighborhood data is correct.
- TRAFFIX will take a look at actual ridership numbers to determine if we can sell more seats on some of the sold out routes.
- Heidi reported 66 pass sales for the July 4<sup>th</sup> Promotion. She explained that some parents objected to TRAFFIX offering a lower rate after offering an early bird rate. The Board reiterated the need to offer the promotional rate to lower ridership schools, but no lower than the early commitment rate.
- TRAFFIX is still planning to hold a photo shoot around the end of July which will be used to complete marketing materials, such as the new brochure.
- Heidi shared a list of 2019 Back to School Marketing Action Items. The Board asked to put an opportunity drawing on hold for future consideration. Director Morgan asked about the possibility of offering a prize instead of a bus pass.
- Chair Marvel suggested the need for future evaluation of pass sales levels as they impact the TRAFFIX budget.

**B. Receive Update** on TRAFFIX Operations

**B.1. Receive** TRAFFIX Administrative Coordinator Report

- Heidi gave a brief overview of the July route reviews, reporting very few changes to current routes. She also suggested continued separation of route reviews by jurisdiction in the future. Heidi also reported a new website feature that allows for dynamic student data mapping (registered students, pass holders, etc.).
- Heidi said that TRAFFIX is keeping an eye out for route consolidation opportunities and will evaluate GV8/GV9 for potential consolidation.
- Chair Marvel suggested we evaluate tolerance for route length. Director Hurd suggested evaluating the allocation of buses where there is extremely low ridership. Director Hudson suggested that traffic congestion remain part of the evaluation. Heidi pointed to the possibility of future traffic

studies. Director Morgan asked for monitoring of the impact of San Ramon Valley High School parking on TRAFFIX ridership and need. Director Hudson raised the question of need for the area related to the Faria development.

- Heidi showed a sample of the new TRAFFIX bus magnets for both sides of the bus and the TRAFFIX contact information magnets that are sent with the bus passes and welcome letter.
- There will be a Bus Driver Kick-off on Friday, August 16<sup>th</sup>, at 10:00am at the First Student Concord Bus Yard. Heidi will forward the address to the Board. This is an opportunity to see the new bus fleet.
- There will be a TRAFFIX meeting for school principals/office managers before school starts.

**B.2. Receive First Student Location Manager Report**

- Mr. Cooper reported 75 percent of new buses delivered and being prepared for operation, including CHP certification. He does not anticipate delays on delivery of remaining buses.
- Though there are currently four driver openings, Mr. Cooper anticipates having enough drivers to cover all TRAFFIX routes for the new school year but will still need back-up drivers. He should have a better idea of staffing after the August 1<sup>st</sup> union driver bidding process. First Student Concord has 20 drivers in the pipeline at various stages of testing and certification. Heidi asked First Student to please report on driver recruitment efforts in September.
- Mr. Cooper reported that the new buses have three cameras. Director Zafar asked about how bus video is stored. Mr. Cooper explained that the footage is stored on a hard drive and is not deleted but overwritten as hard drive capacity dictates and can be downloaded by pulling the hard drive.

**VII. New Business**

- A. Receive Update on and Consider Approval of Third CSA-T1 Bus** – Motion to approve by Director Arnerich, second by Director Hudson. Passed 7-0. Vice Chair Andersen absent. Director Hurd suggested checking to see if there are CSA T-1 residents who purchased bus passes for non-CSA T-1 routes who might want to transfer to the new bus and free up seats for non-CSA T-1 residents.
- B. Approve TRAFFIX Cell Phone Policy** – Motion by Director Hurd, second by Director Morgan Passed 7-0. Vice Chair Andersen absent.

- C. **Approve** 2019-2020 SRVUSD Memorandum of Understanding (MOU) – Motion by Director Hurd, second by Director Arnerich. Passed 7-0. Vice Chair Andersen absent.
- D. **Review Results** of 2019 Customer Service Survey – Heidi provided an overview of the 2019 TRAFFIX Customer Service Survey results and trends.
- E. **Receive Verbal Update** on TRAFFIX Administrative Coordinator Limited-Term Position – Ms. Bobadilla provided a brief history of and update on the TRAFFIX Program Manager/Administrative Coordinator position and recommended continuing with a full-time, limited term position housed within the City of San Ramon. Heidi announced that she would not continue her employment agreement with TRAFFIX/City of San Ramon beyond the initial two year agreement. The TAC will begin evaluation of a recruitment process and bring recommendations to the next Board meeting.

VIII. **Adjournment:** Meeting adjourned at 5:21pm