



MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

BOARD OF DIRECTORS

Summary of Actions

Tuesday, November 19, 2019

4:00 PM

**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 Rachel Hurd (SRVUSD), Director Newell Arnerich (Town of Danville), Gayle Isreal (Vice Chair/Supervisor Candace Andersen’s Office), Chair Greg Marvel (SRVUSD), Lisa Bobadilla (City of San Ramon), Robert Sarmiento (Contra Costa County Staff), Mark Frith (First Student), Henry Cooper (First Student), Danny Hillman (SRVUSD), Heidi Kenniston-Lee (TRAFFIX Administrative Coordinator), Thomas Valdriz (4:02pm/Town of Danville), Vice Chair Candace Andersen (4:27pm/Contra Costa County)
- III. **Public Comment** – None received.
- IV. **Order of the Agenda** – Approval of Consent Calendar delayed until quorum reached during meeting.
- V. **Consent Calendar** – Delayed until quorum reached. 4:38pm – With quorum reached, motion to approve by Director Hurd. Second by Vice Chair Andersen. Passed 4-0. Directors Hudson, Morgan and Zafar absent.
 - A. **Approve** Summary of Actions from September 17, 2019 Meeting
- VI. **Reports and Presentations**
 - A. **Receive Update** on TRAFFIX Pass Sales, Marketing and Outreach

- 1689 passes sold to date.
- Heidi directed Directors to pass sales reports contained in their packets.
- Heidi outlined bus pass sales promotions (MV19B, Halloween campaign with pro-rated rates, etc.).
- The new TRAFFIX brochure is now in every TRAFFIX school office along with the new TRAFFIX school participant poster.
- Yard signs have been produced and made available to the Citizens Advisory Committee (CAC) members who report that some HOAs do not allow posting of such signs.
- Heidi outlined current ideas for a New Year's promotion in January, including targeted usage surveying in low ridership neighborhoods and possibly hard copy mail. Director Arnerich reiterated the benefit of very focused marketing and surveying efforts on specific neighborhoods with low ridership. He suggested an incentive (free rides, etc.) to get folks interested. The Board recommends offering a free two-week pass to get new riders. Director Arnerich asked that the Board be informed of the targeted marketing list (once identified) so they can support placement of yard signs. Director Hurd offered to put a yard sign in her yard.

B. Receive Update on TRAFFIX Operations

B.1. Receive TRAFFIX Administrative Coordinator Report

- Heidi reviewed the new Contract Performance Management Program (CPMP) model and tracking tool with the Board. No tracked incident categories have transcended two percent for September and October. Heidi and Mr. Cooper conduct a weekly conference call to address logged incidents. Mr. Arnerich initiated discussion about steps taken to ensure that students get to school when bus drivers miss stops. Heidi mentioned the challenges tied to tracking incidents for which we do not receive notification from First Student. Mr. Dillard (TAC/Town of Danville) continues to try to reach the consultant who helped devise the CPMP for further guidance.
- The afternoon call pilot project is running well. Mr. Cooper concurs and recommends continuing with the project and evaluating success during varying levels of program stress/activity. Heidi reached out to TRAFFIX schools and received no negative feedback. Heidi reported that TAC recommends continuing with the trials through spring pass sales to see if the success continues.

- TRAFFIX has worked with First Student to maximize ridership by determining on which sold out routes we can safely sell additional passes. First Student worked with the PV11 driver to facilitate effective rider management on that full bus. First Student is surveying their Monte Vista drivers to determine additional opportunities to sell more passes on sold out routes. Heidi directed the Board to the Monte Vista student article regarding school bus crowding. Director Hurd suggested that perhaps Directors should ride the Monte Vista buses to evaluate capacity/usage. Chair Marvel reiterated the importance of safe ridership numbers and mentioned the opportunity to use video to further evaluate ridership. Mr. Cooper said that First Student has viewed video.
- Heidi reported TRAFFIX driver success with the Child CheckMate System. Heidi brought treats to thank the drivers for their efforts. Mr. Frith will come to the next TRAFFIX Board meeting with an update regarding efforts to present “safety sessions” to drivers.
- We continue to work with Planetaria on website development/maintenance.
- New TAC Chair Danny Hillman (SRVUSD) was introduced.
- We still have Citizens Advisory Committee (CAC) vacancies at Coyote Creek Elementary School, San Ramon Valley High School and Contra Costa D3.
- A meeting was held with the new CAC County D2 representative to further define the county representative role. Director Arnerich suggested that the County Representative should be from the Alamo Creek area which we serve.
- Heidi mentioned future TRAFFIX events/activities (12/4 holiday event, finals bus schedule, route review, audit and accounting service RFP).

B.2. Receive First Student Location Manager Report

- Mr. Cooper gave a brief overview of bus operations for September and October.
- 25 buses in operation with one bus still in repair. The bus that previously experienced electrical issues is back in service.
- TRAFFIX is fully staffed including two (2) cover drivers with 17 prospective drivers in the pipeline.
- Mr. Frith announced plans to hire a dedicated recruiter for Northern California.

VII. Old Business

- A. Receive Update** on Contra Costa Transportation Expenditure Plan – Ms. Bobadilla gave an update on the Contra Costa Transportation Expenditure Plan. Director Arnerich provided additional background/comments.
- B. Receive Update and Provide Input** on TRAFFIX Administrative Coordinator Limited-Term Position – Ms. Bobadilla provided an update regarding the TRAFFIX Administrative Coordinator Limited-Term Position. TAC will bring an updated scope of work for a five-year limited term to the January Board meeting.

VIII. Review and Approve Accounting Request for Approval (RFP) and Timeline – Motion to approve by Director Arnerich. Second by Vice Chair Andersen. Passed 4-0. Directors Hudson, Morgan and Zafar absent.

IX. New Business

- A. Review** TRAFFIX Master Milestone Calendar – Heidi reviewed the revised calendar with the Board and invited feedback.
- B. Appoint** Board of Directors Audit Subcommittee – Chair Marvel and Director Arnerich will continue to serve on the audit subcommittee.
- C. Receive Verbal Update** on Routes, Polygons and Neighborhood Data – Heidi updated the Board on the 2020 route reviews, indicating that the January review will include more major route changes that reflect updated neighborhood data and that should drive more effective spring pass sales.

X. Adjournment: The next scheduled meeting is Tuesday, January 21, 2020 at 4:00 PM at the San Ramon Valley Unified School District Office, 699 Old Orchard Road, Danville CA 94526.