



MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

BOARD OF DIRECTORS

Summary of Actions

Tuesday, May 18, 2021

4:00 PM

DUE TO COVID-19, THIS MEETING WILL BE CONDUCTED AS A VIDEO/TELECONFERENCE PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDERS N-25-20 AND N-29-20, WHICH SUSPEND CERTAIN REQUIREMENTS OF THE RALPH M. BROWN ACT. MEMBERS OF THE PUBLIC MAY NOT ATTEND THIS MEETING IN PERSON.

Committee members, staff and the public may participate remotely via Zoom at <https://us02web.zoom.us/j/2641785183> or by calling 1 669 900 6833 using Meeting 264 178 5183.

Public Comment

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 Technical Advisory Committee before or during the meeting. Please submit public comments as soon as possible so that they can be provided to the Technical Advisory Committee 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) Technical Advisory Committee 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-** Vice Chair Morgan called the meeting to order at 4:00 PM
- II. **Roll Call-** Chair Candace Andersen arrived at 4:31PM (Contra Costa County), Vice Chair Renee Morgan (Town of Danville), Director Newell Arnerich (Town of Danville), Director Rachel Hurd left at 4:44 PM (SRVUSD), Director Laura Bratt left at 4:44 PM (SRVUSD), Director Dave Hudson (City of San Ramon), Robert Sarmiento (Contra Costa County), Stephanie Kellogg (Contra Costa County), Lisa Bobadilla (City of San Ramon), Henry Cooper (First Student), Pamela Lee (First Student), Michael Conneran (TRAFFIX Attorney), Megan Wilkerson (TRAFFIX Administrative Coordinator). Absent: Danny Hillman (SRVUSD), Andy Dillard (Town of Danville).
- III. **Public Comment-** None Received.
- IV. **Order of the Agenda-** Move action items under New Business Item moved to the top of the agenda.

V. Consent Calendar

Motion to Approve by Director Hudson, Second by Director Bratt. 6-0 Passed. Chair Andersen absent.

- A. Approve** the Summary of Actions from February 19, 2021 Special Meeting and March 16, 2021 Meeting

VI. Reports and Presentations

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

Ms. Wilkerson provided the update. There are a total of 254 students on the TRAFFIX buses. The Los Cerros buses and the San Ramon Valley HS buses are close to capacity. The three MV19 buses are not close to capacity. There are 24 buses with 24 routes servicing 7 schools. There is interest in the TRAFFIX schedule for the fall.

- B. Receive Update** on TRAFFIX Operations

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

Ms. Wilkerson provided the update. There has been one case of vandalism this year. Parents are giving good feedback about the program and First View application. There have been zero COVID cases on the buses.

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

Mr. Cooper informed the Board that the routes have been slowly rolling out. On April 30 there was a significant collision on one of the MV19 buses. There were no students on board. The Driver was taken to the hospital for supervision but expected to return to service when released. The drivers will be returning for the fall schedule and there is a pipeline for drivers to bid on routes that will be vacant.

VII. Old Business

- A. Receive Verbal Update** on First View Implementation

Ms. Wilkerson provided the report that all parents have access to First View, not all parents or students have utilized the application. The Program alleviates parents calling about the bus status. This will be helpful moving forward to help manage the buses in the future.

Director Arnerich asked about featuring First View for pass sales. Ms. Wilkerson commented that this will be highlighted and advertised.

VIII. New Business

- A. Receive Verbal Update** on SRVUSD School Schedule for 2021-2022

Tabled.

B. Nominate and Elect 2021-2022 Board Chair and Vice Chair

Motion to Approve by Director Hudson, Second by Director Arnerich. 6-0 Passed. Chair Andersen absent.

Director Hudson nominated Director Morgan for Chair and Director Zafar as Vice Chair. Director Newell Second the motion. These positions will be effective July 1, 2021.

C. Approve Revised 2020-2021 TRAFFIX Leadership Meeting Schedule

Motion to Approve by Director Arnerich, Second by Director Hudson. 6-0 Passed. Chair Andersen absent.

Ms. Wilkerson mentioned that the schedule was created based off of the 2020 schedule which was not standard and included a June meeting. It was proposed to remove the June meeting.

D. Approve 2021-2022 Leadership Meeting Schedule

Motion to Approve by Director Hudson, Second by Director Bratt. 6-0 Passed. Chair Andersen absent.

E. Select and Approve 2021-2022 School Bus Pass Design

Motion to Approve by Director Arnerich, Second by Director Hudson. 6-0 Passed. Chair Andersen absent.

Ms. Wilkerson informed Board that a total of four bus designs were entered into the contest. It was decided unanimously that Charlotte Flickinger's bus pass design would be the design for all bus passes for 2021-2022.

F. Discuss Digital Bus Passes and Scanners for Buses

Ms. Wilkerson updated the Board that she is in the process of gaining more information to have a digital bus pass for students with cell phones. The SRVUSD is implementing a program, and TRAFFIX is considering the same program.

The Smart Tag program allows turn by turn directions, communication with the driver, and ridership attendance. This will allow TRAFFIX admin and operations staff know there are duplicate scans and prevent pass sharing.

Director Arnerich questioned if the technology will allow the students to not be able to share passes for overcrowded buses.

First View does not have this capability yet. There will be more information to follow in future meetings.

G. Approve 2021-2022 Marketing Plan

Motion to Approve by Director Arnerich, Second by Director Zafar. 7-0 Passed.

Ms. Wilkerson explained how she will present and market the program using the approved marketing budget of \$12,540.00. There will be banners, yard signs, website, new bus stickers with the website, on campus events and Citizens Advisory Committee to promote pass sales.

Messages include traffic congestion relief, time saving and independence for students.

Vice Chair Morgan asked if the message would be relayed through schools, Ms. Wilkerson agreed and mentioned she will work on including TRAFFIX information to families in welcome packets and information packets.

Citizens Advisory Committee (CAC) members increasing with representatives for Los Cerros and Green Valley Elementary.

First View is a great tool to advertise and promote safety and security on the buses. The program will continue the dual pass option that half is due when you purchase the pass and the remainder on November 1, 2021.

Social media was brought up as a way to promote the program, however with the limited service it has been decided to utilize the CAC members instead.

H. Approve Mid-Year FY 2020-2021 TRAFFIX Financial Plan

Motion to Approve by Director Zafar, Second by Director Andersen. 5-0 Passed. Director Hurd and Director Bratt absent.

Ms. Wilkerson explained that due to COVID and funding, the mid-year financial plan is being brought to the Board for approval. Supplies cost increased, as well as pricing for First Student (buses running again, back to the contract rate), and at the end of the year there was a balance of \$119,000, and the TRAFFIX Program did not require using funds from the reserve account.

Contra Costa County agreed to pay for the entire program amount for the CSA T-1 area, regardless of the actual number of days of buses.

I. Receive Verbal Update FY 2021-2022 TRAFFIX Financial Plan

Ms. Wilkerson explained that there was not enough information (school bell times, parent participation and Measure J Funding) to form a budget for 2021-2022. Director Arnerich commented that there needs to be a budget approved before June 30, 2021. The budget could be amended if needed, however there needs to be a budget approved due to compliance for public agency rules. There will need to be a special meeting in June to approve.

Ms. Wilkerson will send an email on possible days to hold the meeting in June.

IX. Adjournment: Vice Chair Morgan adjourned the meeting at 4:59 PM.