# MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

**BOARD OF DIRECTORS**

# Summary of Actions

# Friday, March 18, 2022

## **8:00 AM**

**DUE TO COVID-19, THIS MEETING WILL BE CONDUCTED AS A 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

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**Public Comment**

Public comment may be submitted in advance of the meeting via email to [admin@ridetraffix.com](mailto:admin@ridetraffix.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) Board of Directors 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.*

1. **Call to Order –** Chair Arnerich Called the meeting to order at 8:02am
2. **Roll Call –**Ms. Fahey conducted roll call:

Director Newell Arnerich (Town of Danville), Director Rachel Hurd (SRVUSD), Director Laura Bratt (SRVUSD), Vice Chair Sabina Zafar (City of San Ramon), Director KarenStepper (Town of Danville), Director Dave Hudson (City of San Ramon), Lisa Bobadilla (City of San Ramon), Andy Dillard (Town of Danville), Ilana Samuels (SRVUSD), Henry Cooper (First Student), Brigden Summers (First Student), Michael Conneran (TRAFFIX Attorney), Robert Sarmiento (Contra Costa County), Kellie Fahey (TRAFFIX Administrative Coordinator). **Absent:** Supervisor Candace Andersen (Contra Costa County)

1. **Public Comment** – None Received
2. **Order of the Agenda – No change.**
3. **Consent Calendar**
   1. **Approve** a Resolution of the Board of Directors of the Measure J Traffic Congestion Relief Agency declaring that meetings will continue to be held via teleconference

**Motion to approve by Director Hudson, Second by Director Hurd. Vote 6-0 Supervisor Andersen absent.**

* 1. **Approve** the Summary of Actions from January 18, 2022 Meeting

One Change. Ilana Samuels from SRVUSD was in attendance at the January 18, 2022 meeting.

**Motion to approve by Director Hudson, Second by Director Hurd. Vote 6-0 Supervisor Andersen absent.**

1. **Reports and Presentations**
   1. **Receive Update** on TRAFFIX Pass Sales, Marketing and Outreach

Ms. Fahey reported that TRAFFIX has sold 1251 passes and 84 replacement passes have been processed.

Ms. Fahey updated the Board that the Spring pass sales schedule is finalized and the information will be posted on the website within a week.

Ms. Fahey reported that the invitation was received by Board Member Hurd regarding an event by the San Ramon Rotary called Truck Town on April 30, 2022. First Student will attend the event equipped with a bus, driver, TRAFFIX giveaways, brochures, maps of the routes and schools that TRAFFIX serves.

Lastly, Ms. Fahey updated the Board that the marketing plan for 2022/2023 school year will be presented at the May meeting and Board approval will be requested.

* 1. **Receive** **Update** on TRAFFIX Operations
     1. **B.1.** **Receive** TRAFFIX Administrative Coordinator Report

Ms. Fahey requested that the Board review the monthly activity report included in the packet. She addressed the top portion of the report that indicated the email and phone call activity since the last meeting in January. Additionally, she pointed out the total number of passes sold and replaced. The bottom portion of the report is the information from First Student.

Ms. Fahey reported that there were two discipline issues. The first was at Green Valley elementary (GV5) and the second at Cal High. Both Principals were contacted immediately and responded very quickly without parent involvement.

Ms. Fahey informed the Board that there were schedule adjustments to accommodate SRVHS CAASSP Testing and conference week for the middle and elementary schools.

Chair Arnerich questioned the four events in January and two in February as seen on the monthly report. Mr. Cooper answered his question. In January there was an exuberant amount of absences due to COVID and approved scheduled time off. This represents the four events in January. In addition, there were two combined buses in February.

* + 1. **B.2.** **Receive** First Student Location Manager Report

Mr. Cooper reported that the program is running smoothly, with minor operational issues to address. There is a full complement of drivers and buses. First Student is well poised for a strong finish for the end of the school year. Mr. Cooper informed the Board that there have not been any accidents or injuries. However, the drivers have found two sleeping students on the bus (one High School and the other

elementary).

1. **Old Business**
   1. **Receive Verbal Update** onTRAFFIX Audit

Ms. Fahey reported to the Board that the audit subcommittee met on March 9, 2022 at 12:00pm which included Board members Rachel Hurd, Newell Arnerich and the auditor from MAZE David Alvey. Ms. Fahey introduced Mr. Alvey.

Mr. Alvey stated that he is an audit partner at Maze and Associates. His role is to audit the financial statements for TRAFFIX every year and present a audit report. He reported that he was pleased to announce that the audit is unmodified or clean audit opinion. Which is the highest level of assurance a CPA firm can give to an entity. Mr. Alvey commented that the TRAFFIX revenue has increased a little bit over the prior year which is a result of increase in the sales tax dollars. So the revenue increased and exceeded expenses for the year. In which, this gives a new income of $152,626. This increased the fund balance for the year. There is second document which is the memorandum of internal control. This is also known as the management letter. This is MAZE’s communication to the Board of items found while conducting the audit. These items can be categorized three ways.

1. Material misstatements (something material cannot be discovered)

2. Significant deficiencies

3. Other matters

MAZE is reporting that there are none of these matters to bring to the Boards attention. The remaining parts of the document are required communication. . There were no disagreements with the management and estimates were reasonable. There were no difficulties performing the audit

Chair Arnerich commented that given the fund balance the Board making the tough decision to stay in the bus business, during COVID should be commended.

**Motion to approve by Director Zafar, Second by Director Hudson. Vote 6-0 Supervisor Andersen absent.**

1. **New Business** 
   1. **Approve** FY 2021-2022 Mid-Year Financial Plan

Ms. Bobadilla stated that she would provide the Board a brief update as to where TRAFFIX is at the mid-year for 2021/2022 fiscal year. It should be noted that the mid-year numbers are reflective as of December 31, 2021. . There are four items that need to be discussed. The first item is revenue. There is good news in terms of Measure J revenue. The Measure J revenue is coming in as projected at $1.8 million dollars for TRAFFIX. However, parent contributions are less than expected. As of December 2021 TRAFFIX has collected $438,325 from parent contributions. That is lower than expected; however, it is reflective of December 31, 2021. A summary will be provided of how many passes were sold at $425 vs $475. That information is still being gathered from the accountant and will be presented at the Board meeting in May. The revenue from TDM for fiscal year 2021/2022 received was $90,000. That is an increase of $15,000 in TDM revenue.

As far as expenses, there are two areas that need to be discussed. TRAFFIX expenditures decreased by $30,000 due to no Administrator on board for two months.

TAC is working on an analysis for the Board as there is a significant increase of $10,450 in banking credit card surcharges. TAC will provide a report for the Board meeting in May and will be prepared to have recommendations to eliminate certain credit cards with high fees, if needed. By the end of this fiscal year it appears TRAFFIX will be close to $35,000 in banking surcharges. Ms. Bobadilla stated that TAC is seeking Board acceptance of the mid-year financial plan. In May we will bring the 2022/2023 financial plan for the Board to review and approve.

Chair Arnerich commented that TRAFFIX should be paying 2% vs. 8%. He stated that TRAFFIX may need to switch banks and find a new vendor or pay online at a 2 or 2.1% fee. The 8% is outrageous. He agreed that something was very wrong.

Director Stepper asked what was to be expected for the fare box recovery on the financial statement. Ms. Bobadilla commented that the original estimate for fiscal year 2021/2022 was roughly 1400 students. Currently there are 1251 student’s riders. The High School students pay $475. There is significant low ridership in several elementary in San Ramon and Danville. The goal for bus pass slaes for next year is 1400 students or pre-COVID of 1700 students.

**Motion to approve by Director Safar, Second by Director Stepper. Vote 6-0 Supervisor Andersen absent.**

* 1. **Review and Approve** Bus Pass Sales Schedule for 2022-23 School Year

Mr. Dillard reported that there have been many discussions on how to increase ridership as the numbers are low. TAC believes the number is low due to students still not comfortable riding the bus due to COVID. . However, that is slowly increasing and the goal is to reach 1700 riders as it was pre-COVID. The primary goal for bus pass fares for next year is to increase ridership. The anticipation is that as things get more back to normal TRAFFIX will see healthier numbers for the 2022/2023 school year. Getting those numbers back to where the original projections were pre-COVID TAC is recommending to carry the current rates for 21-22 school year into the 22-23 school year. Lump sum standing rate is $475 for high school students and $425 for middle and elementary students. The dual payment program will still be offered so parents can spread out their payments over two payments.

With that TAC is also working on calculations as to what this means for the budget going forward. The reserve policy is around 40% of the contract with First Student. That cost is increasing year over year as part of TRAFFIX contract. This may result in a dip below the 40% reserves. That analysis is being done now. However, from a TAC perspective that is really important to get ridership back up. By keeping rates the same it will encourage that. In the packet, there is a resolution with a payment schedule for 2022/2023. As of now, TAC is confident that all routes will remain whole and the bell schedules will not affect the ridership at all. There will be concessions to make as far as times but that will be discussed later per the agenda.

Director Hudson commented that it would be foolish at this point to raise rates while trying to increase ridership. If there is another variant, then the program will be affected. . The single highest priority next year is to increase ridership. Even more so than the return on the dollar. Director Hudson commented that renewable resource bus mandate will be another obstacle. This will need to be discussed between now and 2026 as there needs to be a plan.

**Motion to approve by Director Hudson, Second by Director Hurd. Vote 6-0 Supervisor Andersen absent.**

**C. Review and Approve** Spring Promotion Bus Pass Sales

Ms. Fahey announced that TRAFFIX would like to conduct a Spring promotion with a reduced fare to new riders to provide an incentive to ride the bus for the remainder of the school year. TRAFFIX will market this promotion through the website and constant contact. Additionally, Ilana Samuels, from SRVUSD, has offered to market the promotion through social media sites and the Principals within the district. Ms. Fahey requested that the discounted fare be $100 for the months of April and May.

Director Hurd offered to send the flyer to the PTA newsletter to be distributed at the TRAFFIX schools.

Director Hudson stated that TRAFFIX should be focusing on the priority of increasing ridership. He proposed to make a target of 1776 riders. He suggested, at that point, a rebate is given back of $100 of a credit to the following year.

Chair Arnerich commented that TRAFFIX sold an overwhelming majority of passes at the height of COVID . He asked if the Board had comments on   
Director Hudson’s idea of the $100 rebate.

Ms. Bobadilla commented that she supports Director Hudson’s idea. The whole idea of the promotion is to increase ridership and encourages parents to purchase a pass in the upcoming year.

Vice Chair Zafar suggested offering a rebate of $25 for referring a friend to the program.

Chair Arnerich asked how does TRAFFIX give incentives by using the existing network to promote the program. He agreed with $25 referral credit.

Director Hurd asked about the current rules for mask wearing on the bus. Ms. Fahey responded that TRAFFIX aligns with the district rules and procedures of mask wearing.

Director Hurd commented on the upcoming event Truck Town. She expressed that is was an amazing opportunity for the elementary ridership. The children can get on a bus, walk around and see the inside as well as the drivers. This would be an excellent opportunity to promote the TRAFFIX program.

Ms. Samuels commented that she had been discussing with Ms. Fahey that the District could help promote the event utilizing social media as well.

Director Hudson commented that the CDC has not released buses such as County Connection from non-mask wearing. Ms. Samuels replied that school buses are not public transit and are aligned with the K-12 environment. It has shifted even though there hasn’t been a change in public transportation. It is not considered public transportation.

Director Stepper commented that she like the idea of the Truck Town event. She suggested putting candy on the bus in the back so the kids would be enticed to walk through the bus. She also mentioned that safety was the number one concern for children as they enter and leave the bus.

Chair Arnerich reiterated that the Spring Promotion is a $100 pass for April and May. Also, a $25 rebate for referring a friend.

Director Bratt commented that a $50 coupon be enacted if a new rider signs up at the Truck Town event.

Director Hurd stated that there is already an overlapping incentive to purchase a pass ahead of time. The Board needs to be careful to not discount too much.

Vice Chair Zafar commented that it is important to be consistent. Wherever people come from there needs to be a similar price point. Perhaps only one discount is available.

Director Hudson would like the $100 rebate for reaching 1776 ridership to be included in the marketing plan for next year.

**Motion to approve by Director Hudson, Second by Director Stepper. Vote 6-0 Supervisor Andersen absent.**

1. **Receive Update** on SRVUSD Bell Changes for 2022/23 School Year

Mr. Dillard reported that TAC, TRAFFIX and SRVUSD have been working together extensively over the last several months regarding the new bell schedules that are proposed 2022/2023 school year. TAC is following the discussions at the district to make sure that TRAFFIX is going to be able to keep the routes whole and time somewhat in line in what they are currently. The latest news is the elementary and high schools will all start at 8:30am and middles schools will start at 8:00am next year. TRAFFIX needs to make sure that the tiered buses which are the elementary and middle schools are going have the ability to preserve the routes and serve all the current schools. It does appear that will happen. However, there are few things that will need to be done to make that happen. Due to the middle school start at 8:00am and elementary at 8:30am TRAFFIX will need to drop off students at the middle school at 7:30am for a couple routes. That is in order to leave the school and begin the elementary routes with a drop off at 8:20am.

On the other side, is afternoon pickup which will be later at a few elementary schools as their dismissal is 3:00pm. The buses will not make it back to the elementary until 3:20pm. TRAFFIX has had discussions with the district staff and they feel confident they will acquire coverage with supervision for the students.

TRAFFIX is still conducting an analysis of how many routes will be affected. At this point it doesn’t appear to be too many.

Another factor is the high shcools and elementary schools will be starting school at the same time. There will need to be a bigger buffer for all the additional traffic. Mr. Cooper is currently working on the routes and confident all routes will be intact.

Mr. Dillard stated that at the May board meeting, there will be a definitive schedule and it will be flushed out before pass sales so the parents know their pickup times.

Director Bratt asked if the district has discussed the 30-minute window drop off of middle school kids and their safety. Ms. Samuel replied that they have discussed this issue at length with Danny Hillman and John Campiano as what this will look like and ensured the students will be on site with Supervision. Currently, there are staff that would be interested in coming in earlier and staying later with the role of supervision to the students. Once the number of buses is determined for the early and late arrivals they will start the recruitment of extra staff.

**E. Review and Discuss** Basecamp Status and Utilization

Ms. Bobadilla explained that Basecamp is a project management online tool that allows multiagency to collaborate with shared documents and files. When TRAFFIX was formed, there was no program available for multiple agencies to work collaboratively and access each other’s files. Basecamp allowed agencies to share files. Basecamp was used for a number of years as a means to store and retain all the files, resolutions, contracts etc. Since the City of San Ramon is the administrator of the TRAFFIX program, it can store all the files electronically and paper files. From a financial perspective there is no purpose for continuing to utilize Basecamp. The current charge is $49 monthly. TAC recommends the suspension of the service. However, before it is suspended the files will be removed, per the retention policy, and moved to the City drive. Once this done, Basecamp will be discontinued at the end of the fiscal year in July 2022.

Mr. Conneran stated that no motion is required as it a discussion.

\*\*\*Director Hudson requested to add a topic on the mandated Renewable energy vehicles from the state of California. According to a report from Contra Costa County on March 17, 2022 this mandate would affect 125 buses resulting in a cost of $385 million. There are different dates when everything is due and there will not be trillion dollar buyouts. Possibly the San Ramon School District needs to open the discussion on how this mandate will be handled. Director Hudson requested that discussion be placed on a future agenda. There needs to be a plan and how it will relate to the Cities new contract that will come up in the future.

**Adjournment:** The meeting was adjourned at 9:05am.The next scheduled meeting is Tuesday, May 17, 2022 at 4:00 PM via Zoom conference call.

**CERTIFICATION**

I, Marie Sanserif, City Clerk for the Town of Danville, hereby certify that the foregoing agenda was posted for the noted meeting 72 hours in advance.

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Marie Sunseri, City Clerk, Town of Danville

In compliance with the Americans with Disabilities Act, the County of Contra Costa will provide special assistance for disabled citizens. If you need special assistance to participate in this meeting, please contact Marie Sunseri at [msunseri@danville.ca.gov](mailto:msunseri@danville.ca.gov). Notification 48 hours prior to the meeting will enable the County to make reasonable arrangements to ensure accessibility to this meeting. [28CFR 35.102-35.104 ADA Title II]