# MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

**TECHNICAL ADVISORY COMMITTEE**

# Summary of Actions

# Wednesday, January 8, 2020

## **11:00 AM**

**City of San Ramon**

**7000 Bollinger Canyon Road, San Ramon, CA 94583**

**(Large Community Conference Room, Second Floor)**

*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.*

1. **Call to Order –** Vice Chair Robert Sarmiento called the meeting to order at 11:10am.
2. **Roll Call –** Pamela Lee (First Student), Henry Cooper (First Student), Vice Chair Robert Sarmiento (Contra Costa County), Thomas Valdriz (Town of Danville), Heidi Kenniston-Lee (TRAFFIX Administrative Coordinator), Lisa Bobadilla (City of San Ramon), Andy Dillard (Town of Danville) ABSENT: Chair Danny Valdriz (SRVUSD)
3. **Public Comment –** None received.
4. **Order of the Agenda –** No change.
5. **Consent Calendar –** Motion to approve by Ms. Bobadilla. Second by Mr. Valdriz. Passed 3-0. Mr. Dillard absent for vote.
   1. **Approve** Summary of Actions from November 6, 2019 Meeting
   2. **Approve** TRAFFIX Monthly P&L Statements from October 2019 and November 2019
6. **Reports and Presentations**
   1. **Receive Update** on TRAFFIX Pass Sales, Marketing and Outreach

* 1706 bus passes sold to date. Heidi reported mid-year moves out of the district and directed TAC members to sales reports in their meeting packets.
* TAC recommends moving forward with a $120.00 New Year Promotion offered to low ridership routes/neighborhoods/schools. Mr. Valdriz asked how we would define low ridership. Ms. Bobadilla suggested we consider neighborhood population numbers as we determine low ridership. Heidi will work with the respective agencies to analyze current bus ridership as it compares to neighborhood numbers to determine low ridership for presentation to the Board. The promotion would only be offered to new customers. Ms. Bobadilla mentioned wanting to make sure that TRAFFIX still sends out a low ridership survey in addition to the promotion to determine the reasons why people don’t buy bus passes. TAC wants the previously approved two-week free trial also presented to the Board as an alternative promotional option.
* TAC fine-tuned and approved survey questions for use in low ridership neighborhoods.
* Heidi updated TAC on the status and challenge of collecting second payments and the approach toward collection. TAC recommends communicating to parents that their bus passes with be suspended if payment is not made by a certain date. Heidi will call Lamorinda to see how they approach multiple payments.
  1. **Receive** **Update** on TRAFFIX Operations

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

* Operations are running smoothly and incidents have not exceeded the two percent threshold.
* TAC recommends moving forward with First Student recommendations regarding maximizing ridership on sold out routes by selling additional passes as actual ridership safely allows.
* Heidi is exploring and verifying TRAFFIX filing requirements with regard to Form 700s.
* Heidi directed TAC members to First Student bus maintenance records in their meeting packets.
* Heidi provided an audit update.
* Heidi shared statistics on the number of free/reduced meals in the school district.
* Heidi shared information about the American School Bus Council “Love the Bus” campaign. TRAFFIX will highlight the campaign to parents.
* Heidi shared her goals for the remainder of her term.
* Ms. Bobadilla expressed concern about the ability of the City to store TRAFFIX materials in their new location at City Hall. We may need another agency to help store TRAFFIX items.

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

* Per Mr. Cooper, November and December operations went well.
* Fleet status is stable with 25 buses in operation and one bus being repaired.
* The TRAFFIX account is fully staffed including two cover drivers. First Student reports good driver applicant flow and good driver retention.
* Other Items: Mr. Cooper thanked TRAFFIX for the holiday event. First Student is looking to maximize routes/ridership, in some cases, drawing on driver recommendations. Union negotiations are now completed. The afternoon call pilot program is going well. First Group PLC may be putting Student in Transit up for sale which should have virtually no impact on our program. Mr. Henry outlined the First Feedback feature. Heidi will put a link to First Feedback on the TRAFFIX website. Henry alerted us to the forthcoming (February) TRAFFIX customer service survey which typically goes to the TRAFFIX Program Manager and TAC Chair.

1. **Old Business**
   1. **Receive Update, Discuss and Provide Direction** Regarding Potential Use of FirstView Application – Mr. Cooper confirmed that the FirstView application will be free to TRAFFIX; both components, district dashboard and the parent application, for the remainder of the contract. Implementation could not take place until the 2020-2021 school year. Ms. Bobadilla asked about the possibility of a pilot with, for example, the Citizen Advisory Committee. TAC recommends FirstView demos at upcoming TAC, Board and CAC meetings. Mr. Valdriz suggested a soft roll-out before the new school year. Henry will check on viability in terms of implementation requirements.
   2. **Receive Verbal Update** on TRAFFIX January 2020 Route Review – Heidi reported working with Planeteria on the tightening of neighborhood data which will be used for both route reviews; January 29th at 11:00am in Danville (with County) and January 30th at 11:00am in San Ramon. Heidi is working with Planeteria to have the website reflect current routes and routes for the 2021-2020 school year.
   3. **Discuss** 2020-2021 Bus Pass Rates – Mr. Dillard is working on updating the various bus pass rate scenarios which reflect sales numbers, the third CSA T1 bus, outcome of the new Measure J, etc. He will provide a new scenario spreadsheet to TAC for future discussion.
   4. **Discuss** **and Provide Direction** Regarding TRAFFIX Level of Service (LOS) Study – TAC suggests waiting to see if Measure J passes to further discuss a new LOS Study and further suggests putting it on the March agenda.
   5. **Receive Verbal Update** on TRAFFIX Administrative Coordinator Limited-Term Position – Ms. Bobadilla updated TAC on status of the TRAFFIX Administrator Coordinator Limited-Term position and hiring timing. She asked TAC to provide her with job description feedback and potential supplemental questions.
2. **New Business** 
   1. **Approve** Implementation of TRAFFIX Driver Service Year Pin Program – Motion to approve by Mr. Valdriz. Second by Ms. Bobadilla. Pass 3-0.
3. **Approve** TRAFFIX Board of Directors Meeting Agenda for January 21, 2020 – With the addition of a Transportation Expenditure Plan update, removal of the LOS Study item and removal of FirstView approval but reference to the FirstView demonstration, motion to approve by Ms. Bobadilla. Second by Mr. Valdriz. Passed 3-0. Mr. Dillard absent for vote.
4. **Adjournment:** The meeting was adjourned at 1:11pm.