# MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

**CITIZEN ADVISORY COMMITTEE**

# Summary of Actions

# Tuesday, February 8, 2022

## **11:00 AM**

**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 ID 264 178 5183.

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 Citizen’s Advisory Committee before or during the meeting. Please submit public comments as soon as possible so that they can be provided to the Citizen’s 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) Citizens 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 Monday through Friday between 7:00am and 3:30pm.*

1. **Call to Order** Chair Breyana Brandt called the meeting to order 11:16am
2. **Roll Call-** Chair Breyana Brandt (Vista Grande), Vice Chair Sherri Draper (San Ramon Rep), Grace Moy-Gyotoku (Contra Costa County D2 Representative), Sarah Evans (Pine Valley), Cliff Buxton (Town of Danville), Andy Dillard (Town of Danville), Lisa Bobadilla (City of San Ramon) and Kellie Fahey (TRAFFIX Administrative Coordinator).
3. **Public Comment-** None received.
4. **Order of the Agenda-** No Change

Breyana Brandt will approve the agenda. Sherri Draper motion to approve. Grace Moy-Gyotoku seconded the motion.

1. **Consent Calendar**

**Kellie Fahey commented that the 11/9/21 Summary of Actions will be deferred to the to the next meeting on 5/10/22.**

1. **Reports and Presentations**
   1. **Receive Update** on Reports and Presentations:

Kellie Fahey reported to the Committee that as of today, 1245 passes have been purchased. Since October 2021 24 new passes have been purchased and 129 have been replace. Due to the RFID system all students are required to scan physical passes in December which alerted the students/parents to produce a pass or get a replacement before January 11, 2022. All passes purchased/replaced have been processed and sent to the students.

Ms. Fahey reported on outreach and marketing. She sent a Happy Holiday greeting email; campaign to all the parents via “Constant Contact” prior to the Winter break. The email reminded parents to check their students bus schedules for changes prior to returning to school as there were 4 route changes (PV16, GV5, CK13 & VG2). Based on parent requests from the Mid-Year Bus Assessment. Ms. Fahey reported that there was an 80% open email rate.

Ms. Fahey continued her report letting the committee know that an alert was sent out to all the parents to remind their students of the “no tolerance non mask wearing” protocols that are in place. Incidents reports of non-mask wearing students will result in suspension from riding the bus. To back this up, a reminder email was sent on Tuesday Jan 4, 2022 to al Principals and Office Manager reminding them of the strict policy in place. Since December there have been 9 reported incidents of non-mask wearing students. Many were repeat offenders.

Ms. Fahey updated the Committee on the relaunch of the Buss News on the Traffix website homepage effective January 31, 2022. She let the committee know that it would be updated every month and if they add any articles, info or ideas to add to the Buzz News to reach out to her.

That concluded Ms. Fahey report on Pass Sales, Outreach and Marketing.

Ms. Brandt asked the committee if there were any questions.

Cliff Buxton questioned the replacement passes. He asked if there was cost recovery involved with replacement passes. He mentioned that is seemed like an inordinate amount of passes to be replacing on a consistent basis. He also commented that there must be a cost involved with a physical pass replacement in addition to labor and time involved. He asked if there was a consideration to remind students there are consequences to losing a pass. Ms. Fahey agreed with the cost, time and labor involved. But stated that the program was going through a lot with the new RFID system and trying to get all the details worked out. However, going forward we should have a policy in place.

Ms. Brandt mentioned that is should slow down going forward. Prior to know kids did not have to present an actual pass to enter the bus.

Ms. Fahey commented that Henry Cooper and herself have been discussing with First View the potential of going to a digital system. At the time First View does not have the technology but it is something that is been discussed at their end.

Ms. Draper commented that her daughter reported that the lines were long getting on the bus due to the RFID system. However, it was getting better.

Ms. Fahey told the committee that she has put out alerts to the parents to ask their students to have their pass ready before approaching the bus.

Ms. Evans asked if the Students just scanned their passes or inserted into the RFID system. Mr. Cooper concurred that they were scanned.

A discussion ensued about the use if lanyards. Ms. Fahey said that the lanyards were given out at the beginning of the year. She mentioned that the younger kids will use the lanyards but the Middle School and High Schooler students will not utilize them. She continued to say that she can post a notice that lanyards are available and she would be send to any parents that requests one.

* 1. **Receive** **Update** on TRAFFIX Operations

No Comment from Henry Cooper

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

Ms. Fahey reported on that the Bus Evacuation Drills have been conducted and completed

in December. All Elementary and Middle schools were done as the students arrived at school

with an Administrator present. The High Schools were conducted after school which delayed

their ride home approximately 10 minutes. No reported issues during the drills.

B.2. Receive First Student Location Manager Report

Mr. Cooper thanked the Committee for their support especially with the Holiday event for the drivers, mechanics and staff. He reported that all has been going relatively smooth with nothing outstanding to report. The bus and driver situation is stable. First Student experienced a shortage of drivers between preapproved time off, Covid cases and various other fallouts in January. However, they were able to smooth everything out and are now just encountering the usual organic hiccups.

1. **Old Business**
   1. **Review and Discuss** Citizen Advisory Committee Vacancies

Ms. Bobadilla stated that there is a big push to fulfill the vacancies on the CAC to fulfill for the upcoming school year. There should be a major effort over the Spring and summer months for outreach to get the spots filled. The goal is to kick off the new school year with a new representative at the vacant school’s sites. Particularly Country Club and Walt Disney Elementary. These schools struggle with ridership. Ms. Bobadilla stated that the TRAFFIX program really needed a CAC member on board to help with promotions at the school sites for the upcoming school year. She asked if anyone knew someone from the PTA or personally that would be interested at those sit to please contact Ms. Fahey.

The discussion ensued by a Ms. Goo and Ms. Bobadilla regarding a former CAC member Huda and that she would like to expressed an interest to continue to be a CAC member in which she could represent a different school. Mr. Dillard stated that due to the D2 boundary change and that Huda lives in Livermore she would not be a candidate to remain on the CAC. Mr. Dillard also commented that she no has children in the district. Mr. Dillard stated that the CAC roster needed to be cleaned to reflect the new district boundaries. There will no longer be a D3 representative. There will only be a D2 representative. This is now Candace Andersen’s district. Ms. Goo and Mr. Cliff commented that they do not have kids in the district but remains on the committee. Ms. Bobadilla stated that she did not have the bylaws in front of her but her recollection was that to be on the committee you needed to have kids in the district. She will check the bylaws and get back to the committee.

Ms. Sarah requested to post the available positions on Next Door. Ms. Bobadilla commented that should be OK but to narrow down the area of the actual school.

Ms. Goo asked ton the committee if “Tuesday Folders” were still available at the Elementary level. If so, could we provide a flyer in the folder? Sarah, was not aware if they were still available however she felt that everything was digital now.

1. **New Business**
   1. **Receive** Update on First View App an RFID Technology Deployment

Mr. Cooper stated that the First View app was introduced at the beginning of the school year. Right before the winter break we introduced the second component which was the RFID System. Using student ID cards swipe as they entered and left the vehicle. Lastly, in January First Student introduced the push notifications on the First View app so parents could see when their students were swiping on and off the bus. Mr. Cooper continued by saying that piece of the application is a pilot program but it is going relatively well. Ay new technology issues are to be expected. For the most part they are minor. For example, students may not have their card or it is not activated, or the card is not tying back to the RFID. We are working our way through these issues. Making progress due to the last piece being so new. We have had the parents go back in and reregister. However, we are constantly getting feedback from the First View team to see how things are going on their end. Yesterday Ms. Fahey and I went through additional training on the ridership piece a how to fix issues.

Breyana asked if there were stats available as to who was using the app. Mr. Cooper answered that capturing all students swiping on but currently there is a little disconnect of students swiping off. We are capturing 60-80% swipes. Mr. Cooper reported that currently there are 467 users of the First View app.

* 1. **Receive Update on School Year 2022/2023 Marketing and Outreach**

Ms. Fahey presented the marketing plan. She commented that due to Covid an of marketing has been limited. Next year TRAFFIX is hoping to things will look different and we can overcome the Covid restrictions and build ridership back up again. Ms. Fahey let the committee know that the bus pass contest will again be in place for the upcoming school year. She stated that Our projection for the ridership this year was 1700 students but currently we have 1245. Planning on increased ridership for next year. Ms. Samuels from SRVUSD commented that she would like to support the program through the district by updating the Principals on Thursdays, social media posts, touch points and do what they can to support our partnership. Ms. Fahey commented that she would like to work together and promote the program.

Ms. Bobadilla commented that the costs of TRAFFIX are all taken to the Board of Directors in March. Once the midyear budget is approved then a final budget is put in place in May. Once the budget is approved Kellie can start purchasing items for the next school year. Ms Bobadilla asked the committee If there is were any ideas of promotional or marketing item ideas to contact Ms. Fahey.

* 1. **Receive Citizen Advisory Committee questions and comments (open discussion item)**

Ms. Draper requested that the CAC receive the Buzz News through email or through Constant Contact. Ms. Fahey said that she could do that.

Ms. Samuels asked if the driver appreciation lunch was included in the driver cost. Ms. Bobadilla answered that the lunch is from the marketing budget. She also commented that ideally we want to go back to having the lunch at a park and include the BOD and CAC members. Once Covid restications lift we can get back to that but for now we will recognize the drivers at the Corp yard.

Ms. Goi asked if the TRFFIX program is still using Basecamp. Ms. Bobadilla stated that we are still using it however, it will be discussed at the TAC meting if we need to continue. She commented that is was a helpful tool when we first started TRAFFIX as we are a multiagency partnership. In which, the 4 public agencies could share, store and access documents. We are looking into whether we should move the documents to the city so we don’t have to pay the monthly fee. This is a discussion with the City and we need approval through technical advisory Committee members.

1. **Adjournment:** Chair Breyana adjourned the meeting at 11:59am. The next scheduled meeting is May 10, 2022 at 11:00am