# MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

**TECHNICAL ADVISORY COMMITTEE**

# Summary of Action

# Tuesday, March 1, 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 Zoom Meeting   
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Meeting ID: 840 9738 5039   
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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) 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 – Chair Dillard called the meeting to order at 11:15 AM**
2. **Roll Call – Ms. Fahey conducted roll call:**

**Andy Dillard (Town of Danville), Lisa Bobadilla (City of San Ramon), Robert Sarmiento (Contra Costa County), Ilana Israel Samuels (SRVUSD), Henry Cooper (First Student), and Kellie Fahey (TRAFFIX Administrative Coordinator).**

1. **Public Comment – None Received**
2. **Order of the Agenda – No Change**
3. **Consent Calendar**
   1. **Approve** Summary of Actions from the January 5, 2022 Meeting

Motion to approve by Lisa Bobadilla, Second by Robert Sarmiento

Vote 4-0 Motion Passed

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

Ms. Fahey report that as of today 1249 passes have been purchased. She commented that this number is slightly lower than originally reported due to eliminating duplicate passes in the system. The duplicates were found upon troubleshooting issues with the RFID System. Since January 5, a total of *43* replacement passes have been ordered and *4* new passes have been purchased.

Ms. Fahey reported that there are discussions underway for a Spring Sales for the 2022/23 School Year. Also, a possible Spring Promotion of discounted passes for the remaining weeks of school to encourage ridership for the upcoming school year. After the schedules and spring promotion are confirmed with TAC and the BOD, TRAFFIX will work with Ms. Samuels from SRVUSD to promote the spring pass sales and the pass sales 2022-2023 school year. Ms. Samuels offered to help using the Districts social media and getting information directly into the schools. Additionally, the pass sales will be marketed on the TRAFFIX website and Constant Contact.

Ms. Fahey commented that she is receiving calls and emails daily requesting the new bus pass registration dates. Ms Fahey is reminding parents that on February 28, a flyer was created for the TRAFFIX homepage with information on the upcoming bus pass registration. It indicated that the sales will start after Spring Break and to look for the schedule at the end of March. The flyer will be reviewed later in the meeting.

Mr. Dillard requested that the total amount of passes be posted on the monthly report for the upcoming Board of Directors meeting.

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

Ms. Fahey reported that the RFID and First View app are working great with less hiccups each week. Mr. Cooper and Ms. Fahey have had follow up meetings with First View to discuss the status and have questions answered. On Thursday February 17, an email survey was sent to parents requesting their feedback. Fourteen parents responded with feedback ranging from complementing the app as it “gives the parents piece of mind”, to “I am not getting my notifications.” Another email was sent on Februrary 24 to remind parents to complete the survey. The Marketing Team at First View has asked parents if they would like to participate in an open forum with their feedback on the app. A few parents have suggested they would like to be included. Once the forum is complete, First View will send TRAFFIX a presentation with the results of the Forum and various feedback that is being received. First Student and TRAFFIX were informed that they are now out of the “Pilot Stage” of the app.

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

Mr. Cooper reported that everything was running relatively smoothly. There is a full complement of drivers and buses. There are no real issues to report except the occasional operational hiccup. First Student has completed the First View Pilot program.

Mr. Cooper reported that there is a new mask mandate but will discuss further in the meeting. Mr. Cooper thanked Mr. Dillard for survey results. Mr. Dillard thanked First student for their wonderful partnership and service.

1. **Old Business**
   1. **Receive Verbal Update** on Annual Audit

Lisa Bobadilla stated that the annual audit is taking a lot longer than usual and the auditors are requesting an abundance of information. Ms. Bobadilla informed TAC members that an audit subcommittee needs to take placebefore the Board of Director meeting on March 15, 2022. . It was agreed that Mr. Dillard would call the auditors and let them know that we need a draft audit right away.

1. **New Business** 
   1. **Review and Comment on** Mid-Year Financial Plan

Ms. Bobadilla commented that she is doing something different this year for the financial plan discussion. . She has not yet met with JJACPA as she wanted to discuss with TAC first the financial spreadsheet. Once TAC concurs with the mid-year financial numbers she will have JJACPA upload the info onto the financial plan spreadsheet that is used to present to the Board on March 15, 2022.

Ms. Bobadilla stated that in the past, a memo which highlighted the areas of interest for the Board included increases or decreases to the budget. Ms. Bobadilla explained that today she will highlight 5-6 items that need to be emphasized for the Board at mid-year. . Normally the CCTA withholds 10% of the revenue. As of today, Ms. Bobadilla has not received an update if the 10% withholding has been received. . She will follow up with CCTA.

The parent contribution budget is $603,425. As of December 31, 2021, Ms. Bobadilla reported that we have received $243,465 in parent contribuions, which is a significant difference. There have been past sales after December 31 which are not reflected in this number. There could be a change when we present to the Board in which it will be reflected on the spreadsheet received by JJACPA. .

Ms. Bobadilla stated that TDM funds for last year were anticipated at $75,000 however we received an increase to $90,000.

The CCSA T-1 fund is not expected to change. Ms. Bobadilla and Ms. Fahey are scheduled to meet with Mr. Sarmiento to review the reimbursement process, since TRAFFIX has not yet processed the Fall CCT1 funds. Ms. Bobadilla asked Mr. Sarmiento if he anticipated any changes and he replied “no”. However, he did ask Ms. Fahey if 3 T1 routes were sold out. Ms. Fahey relied “no”. Mr. Sarmiento commented that there may be a little difference if that was the case due to current ridership.

Ms. Bobadilla stated that expenditures, include: Program Administrator. This position is 100% reimbursed to the City of San Ramon for the Coordinator position. Last years adopted budget was $184,000. For mid-year it is reduced to $154,000. The prior Coordinator left which resulted in two months’ savings. Despite Ms. Fahey helping out before her actual hire date, she was not being paid the same rate as the coordinator position. Her actual hire date was December 6, 2021.

Remaining expenditures include:

Service Operator First Student. No anticipated changes will be made.

Audit. Ms. Bobadilla commented that there are no anticpated additoanl expenditures for the audit. and adding

Insurance. Ms. Bobadilla commented there would be no change.

Legal Counsel is at $15,000 with no changes.

Treasurer accounting services at $12,000 with no changes.

Bank Charges. Ms. Bobadilla reported that the bank charges were significantly higher than the budgeted amount. Last year, $22,000 was approved as part of the Financial Plan; however, as of Decemember 31, the amount is already at $32,540. She commented that TAC needs to reevaluate and do an analysis as to why the charges have increased.

Bus pass production and mailing project is $7000 and not anticipating any changes.

Promotional materials and online marketing is $12,540 and not anticipating any changes.

Website license fees/hosting is $6000 with no projected changes.

Website software is $12,500 and supplies $3000 no changes.

Email/text messaging at $2000 with no changes.

Ms. Bobadilla stated that the significant changes are the credit card processing fees, program administration, and TDM funds. Ms. Bobadilla noted that the increase in bank charges needed to be addressed and deeply analyzed as to which credit cards are creating the significant increase. She expressed concern that this will be a number that will continue to go up next year.

Ms. Bobadilla will have JJACPA update the spreadsheet and have it ready to present for the upcoming Board meeting. She will have the increases/decreases highlighted on different line items and a memo for the board packet.

Mr. Dillard asked if Ms. Bobadilla knew where we were regarding reserves. He commented that the spreadsheet did not show reserves. This particular spreadsheet only goes back to 2018. Ms. Bobadilla replied that with last year we did not have to use the reserves however; she will have JJACPA provide the update and it will be reflected on new financial plan. Mr. Dillard commented that it appeared we are down 50-60% on pass sales and given that expenditures are coming in lower, we don’t need to dip into the reserves. Ms. Bobadilla agreed. Mr. Dillard, brought up the discussion of the 5 year forecast. He is anticipating an increase in bus fares this year. They both agreed that this should be brought up to the board at next meeting. Bus pass fares have not been increased due to COVID. Ms. Bobadilla commented that she wasn’t sure that the Board had an appetite for an increase for the 2022-2023 school year. Mr. Dillard commented that he would refer to the 5-year budget for the next Board meeting as an increase was supposed to happen each year for 5 consecutive years.

Ms. Bobadilla stated that for Fiscal Year 2022-2023, there are several line items such as Monitoring Program, General Contingency & Operational Analysis study that have not been done for the past two years. An Analysis study should be done in the Fall or Spring 2022-2023. Money will need to be added to the 2022-2023 Fiscal Year to pay for that. Additionally, there hasn’t been any money put into the General Contingency funds. It wasn’t needed this year but should be considered for the 2022-2023 Fiscal Year budget. Mr. Dillard agreed. He stated that when this is presented to the board it will be helpful to show the board where TRAFFIX is at in terms of the reserves as well. It will give them a level of comfort knowing that even during COVID all contracts were paid and reserves were still not utilized. Originally the Authority had dire projections due to COVID but none of that came to fruition. In fact, sales revenues have maintained and have been steady, there was not a single decrease from the Authority in sales tax revenues.

**B. Review and Recommend** Bus Pass Sales Schedule for 2022-23 School Year

Ms. Fahey reported that a Bus Pass Sales Schedule was being prepared. As in the past, the schedule will be broken down by school so as to not have the website crash with a rush to purchase tickets. First it will start with Monte Vista on April 12/13. Then move to the next week with Cal High and SRV on April 19/20. Then follow with all Middle Schools the week of April 21/22 and finally Elementary Schools April 26/27. Ms. Fahey asked if the Board needed to approve the schedule. Ms. Bobadilla commented that we just need to inform the board but do not need approval. However, before passes are sold the Board needs to approve the fares for 2022-2023 School year. She suggested that two options be brought to the board meeting.

Mr. Dillard commented that due to COVID, it threw off our assessments and created a huge drop in ridership. He questioned if the current 1200 riders is the new normal or do we forecast a higher number. Mr. Dillard stated that he didn’t think the fare should be status quo as it may hurt the 40% reserve policy. Ms. Bobadilla, stated that the fare was based on 1700 students.

Mr. Sarmiento asked if the T1 buses needed to be opened to registration first for the Monte Vista route as done in previous years. In the past they have a 2-3 day leeway before the other routes are open for registration. Ms. Bobadilla stated that we should update the schedule to reflect the T1 riders will be first on the schedule. Then whatever seats are left, they can be open to other riders. Mr. Sarmiento concurred.

* 1. **Review and Recommend** Spring Promotion Bus Pass Sales

Ms. Fahey stated that TRAFFIX is in discussions of presenting a Spring Promotion for Bus Sales to the BOD on March 15. Price and schools are yet to be determined. The objective is to increase ridership by offering a very reduced rate for the last 4-8 weeks of school. Ms. Fahey commented that this promotion is to encourage parents to purchase a bus pass for the following school year instead of driving their children to school.

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

Mr. Dillard stated that over the last several weeks there has been discussions with Ilana Samuels and her team at SRVUSD regarding bell schedule changes for 2022-2023 due to the new State Mandate SB328 in which, all High Schools in California cannot start before 8:30am. Additionally, the District is moving the start time for all Elementary schools to start at 8:30 a.m. instead of 8:45 a.m. Over the past weeks, discussions have take place regarding Middle Schools served by TRAFFIX starting at 8:00am and potentially the High Schools will stagger their block schedules. This has been sent to the union for review.

Ms. Samuels stated that tradionally the block schedule at Monte Vista has been two days a week (Tuesdays and Fridays) to coordinate with the opposite schedule with Los Cerro’s Middle School. This leaves Mondays as the only day with the same schedule.

In discussing the school year 2022-2023 Ms. Samuels stated that the optional 7th period is not conclusive in the amount of enrollment that will happen. However, the District anticipates that 50% of students will take the 7th period. As Monte Vista has s strong culture of taking an “A” period.

Ms. Samuels asked if students were dropped off earlier on block days. Mr. Dillard replied that on block days its Elementary first, then Middle Schools . Mr. Dillard stated he wanted to keep the same scheulde to have time in between the two morning drops. He stated that his biggest concern is the Monte Vista and Elementary with all starting at 8:30am. He expressed that if Monte Vista could start one more day at 9:20 it would really help traffic. Ms. Samuels commented that they may have Monte Vista have a late start either Tuesday/Thursday or Wednesday/Friday for block days. Then continue to swap with Los Cerro’s for the opposite schedules.

Ms. Samuels commented that the bell schedule memorandum has not been finalized by the union yet. However, her understanding is that the common start and end times for TRAFFIX has been agreed upon. Mr. Dillard asked if the bell schedule would be agreed upon by Spring Break. Ms. Samuels answered that was a good gauge. Mr. Dillard commented that it will alter pass sales if it is not determined. When pass sales are marketed it needs to be clear if TRAFFIX will only pick up after the 6th period dismissal.

Discussion ensued regarding not servicing the current 0 period. Mr. Dillard commented that it is TRAFFIX policy and we cannot make the runs. However, in this new schedule if there is a huge crossover of kids taking a 7th period with dismissal at 3:45 release TRAFFIX wants to get the most ridership. Regardless, this decision needs to be made before passes go on sale.

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

Ms. Bobadilla stated that Basecamp was a good project collaboration tool for TRAFFIX at the beginning, given the multiple agencies involved. It was used for sharing documents, meeting minutes, storing documentation etc. However, the City of San Ramon has been housing the documents, since it assumes the oversight role of TRAFFIX Administrator. As a result, TRAFFIX is no longer utilizing Basecamp. The current cost is $49 a month to maintain the site. Ms. Bobadilla recommended to TAC that TRAFFIX discontinue Basecamp. As there are documents on the site that TRAFFIX will need to be saved, they will be transferred to the City of San Ramon server. Mr. Dillard supported the decision as did Mr. Sarmiento and Ms. Samuels.

Ms. Samuels mentioned that the mask mandate has been lifted and it is now optional. Additionally, so far vaccinations will not be required for the upcoming school year. If something changes she will let TRAFFIX know. Mr. Cooper commented that First Student will follow the same guidelines and rules as the School District for mask wearing on the bus.

**IX. A. Approve** TRAFFIX Board of DirectorsMeeting Agenda for March 15, 2022

**Passed 4-0**

**Adjournment:** Meeting ended at 1:00pm

The next scheduled meeting is Wednesday, May 4, 2022 at 11:00 AM via Zoom

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