# MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

**TECHNICAL ADVISORY COMMITTEE**

# Summary of Actions

# Wednesday, May 4, 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

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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 – Katelyn Costa called the meeting to order at 11:00 AM**
2. **Roll Call – Ms. Fahey conducted roll call:**

**Katelyn Costa (Town of Danville), Lisa Bobadilla (City of San Ramon), Robert Sarmiento (Contra Costa County), Ilana Samuels (SRVUSD), Patricia Shannon (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 March 1, 2022 Meeting

Mr. Sarmiento commented the monthly P&L Statement should be attached with the summary of actions for future meetings. Ms. Bobadilla stated at the next TAC meeting the monthly P&L statements a will be available for March, April and May 2022, and moving forward will be included as part of the bi-monthly TRAFFIX TAC meeting

**Motion to approve by Lisa Bobadilla, Second by Robert Sarmiento**

**Vote 3-0 Motion Passed**

**Absent: Ilana Samuels**

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

Ms. Fahey reported on Bus Pass sales. There were glitches with the website due to high volume usage of pass purchasing. Planeteria was quick to respond to parent issues and handling of questions. Additionally, Planeteria was able to reverse charges on accounts that accidently purchased multiple passes or changed their minds. The auto waitlist system is working well and students are getting moved off the waitlist as issues are resolved

To date, 800 passes have been purchased. All MV and the one SRVH route are sold out. Cal High has 15 seats available. Middle and Elementary school passes are being purchased. .

To date, 7 Spring Promotion passes have been sold.

As far as outreach, TRAFFIX and First Student participated in an event on April 30 called Truck Times. The event was sponsored by the San Ramon Dougherty Rotary Club. First Student had a bus at the event and it was very well attended. All swag items and brochures for TRAFFIX were taken and there was a consistent line to go on the bus between 9:00 a.m. to -1:00 p.m.

TRAFFIX banners were distributed to all the elementary and middle schools and will be displayed at the entrance of each school.

On April 26, TRAFFIX honored First Students drivers and staff with lunch. Sandwiches from Panera were delivered to the First Student corporate yard.

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

Ms. Fahey reported that here are four vendor contracts up for renewal. Bridget Hanson and Planetarium will need to be approved by the Board on May 17, 2022. The JJACPA (Accountant) one-year contract extension has been completed and signed. Maze (Auditor) contract is good until June 30, 2023.

Ms. Bobadilla commented that despite the request from Planeteria for an increased monthly billing rate from $400 to $500 monthly she is recommending to continue with their service.

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

Ms. Shannon from First Student delivered the numbers from the monthly activity report.

Ms. Shannon updated TAC that First Student is down two drivers due to medical reasons. Route MV19B will be taken over by the cover driver and LC7 will be taken over by the Sr. trainer for the remainder of the year.

1. **Old Business**
   1. **Receive Verbal Update** on RFID System

Ms. Shannon reported that the RFID system is working well with no issues to report.

Ms. Fahey commented that she has reached out to First View to inquire about the status of using digital bus passes for the 2022-23 school year. She proposed that a QR code be initiated so that students in high and middle school could eliminate using a physical pass. Going to a digital system would significantly reduce cost and staff time**.**

1. **New Business** 
   1. **Receive Update** on Fiscal Year 2022/23 Financial Plan

Ms. Bobadilla presented the proposed draft budget for the 2022-23 fiscal year. She noted that there is a significant increase from the Measure J funds of approximately $500,000. The parent contributions are estimated at $665,000 based on selling 1,400 bus passes. The TDM funds were increased by $15,000 for a total of $90,000. The CSTA will remain the same at $361,000. This brings the total anticipated revenue to $3,426,000.

Total anticipated expenditures are $3,136,515. This amount includes an added expenditure of $100,000 for the fiscal year 2022-23 Operational Analysis Study. In the Fall 2022, a Level of Service (LOS) analysis will be conducted at all intersections that TRAFFIX currently serves (cost approximately $15,000 - $20,000). TRAFFIX is to reduce traffic at certain intersections. The remaining $80,000 will go towards a second analysis which will be performed in the Spring of 2023. The analysis will include Vehicle Miles Traveled (VMT) data as well as identifying possible new service areas, based on levels of traffic congestion. The analysis will be conducted throughout the entire San Ramon valley to provide information for potential service in other areas of the valley.

The final budget will be presented to the Board of Directors on May 17, 2022.

Ms. Samuels inquired if the reduced fare was reflected in the budget. Ms. Bobadilla commented that it was not. However, she felt it would not make a significant impact on the budget, as it would be implemented as a pilot program. There was discussion if the reduced fare of $100 would need to be voted by Board members before it was offered to students. Ms. Bobadilla replied, yes, it needs board approval.

**Motion to approve by Katelyn Costa, Second by Robert Sarmiento**

**Vote 4-0 Motion Passes**

**Present: Ilana Samuels (arrived 12:10pm)**

* 1. **Review and Approve** Marketing and Outreach plan forschool year 2022/2023

Ms. Fahey presented the proposed Marketing and Outreach plan. The annual amount anticipated for the 2022-23 school year is $12,990. She mentioned the $12,990 does not include the actual bus pass or bus pass holder cost. TRAFFIX will proceed to implementing the marketing plan to increase ridership and present Plan to the Board of Directors for approval.

**Motion to approve by Lisa Bobadilla, Second by Ilana Samuels**

**Vote 4-0 Motion Passes**

* 1. **Review and Approve** TRAFFIX meeting schedulefor Fiscal Year 2022/2023

Ms. Bobadilla stated that if the Board decided to go to in person meetings, the City of San Ramon would host the meetings, as the assumes the role of TRAFFIX Chair beginning July 1, 2022. .

**Motion to approve by Lisa Bobadilla, Second by Robert Sarmiento**

**Vote 4-0 Motion Passes**

* 1. **Receive Update** on bus pass design contest

Ms. Fahey presented the three entries for the bus pass design contest. There was an entry received from Neil Armstrong, Los Cerros and Pine Valley middle school. The Board will vote on a winner at the May 17, 2022 meeting.

* 1. **Review** Customer Service Survey for the 2021/22 school year

Ms. Fahey presented the draft customer service survey. . Several suggestions were made and noted for minor changes. Ms. Samuels offered to help circulate the survey.

Ms. Bobadilla suggested conducting a contest to encourage more parents to participate in the survey. Five names will be randomly drawn and each will receive a $25 gift card of their choice.

The survey will be sent in May and the results will be presented at the Board meeting on July 19, 2022.

* 1. **Discuss** transition of Chair and Vice Chair effective July 1, 2022

Ms. Bobadilla reminded TAC members of the TRAFFIX Chair and Vice Chair rotation schedule. the new Board Chair will be Sabina Zafar (City of San Ramon). The new Vice Chair will be from SRVUSD and announced at the Board meeting. These new positions will take effect July 1, 2022.

1. **A. Approve** TRAFFIX Board of DirectorsMeeting Agenda for May 17, 2022

Mr. Sarmiento requested that the agenda order be changed. The request for approval on the Planteria contract should be item A, Marketing and outreach item B and the Financial plan item C.

**Motion to approve by Katelyn Costa, Second by Robert Sarmiento**

**Vote 4-0 Motion Passes**

**Adjournment:** The next scheduled meeting is Wednesday, July 6, 2022 at 11:00 AM via Zoom

I, Marie Sunseri, City Clerk for the Town of Danville, hereby certify that the foregoing agenda was posted for the noted meeting 24 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 24 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]