



**MEASURE J TRAFFIC CONGESTION RELIEF AGENCY**

**BOARD OF DIRECTORS**

**Meeting Agenda**

**Monday, September 18, 2023**

**3:30 PM**

**San Ramon Valley School District Office**

**699 Old Orchard Drive**

**Danville, CA 94526**

Written public comment may be submitted in advance of the meeting via email to [admin@ridetraffic.com](mailto:admin@ridetraffic.com).

Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the TRAFFIX Board of Directors before or during the meeting.

Please submit public comments as soon as possible so that they can be provided to the TRAFFIX Board of Directors 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 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.*

- I. Call to Order**
- II. Roll Call**
- III. Public Comment**
- IV. Order of the Agenda**
- V. Consent Calendar**
  - A. Approve** the Summary of Actions from July 17, 2023 Meeting

**VI. Reports and Presentations**

- A. Receive Update** TRAFFIX Administrative Coordinator Report on TRAFFIX Pass Sales, Marketing, Operations and Outreach
- B. Receive Update** from First Student Location Manager Report

**VII. Old Business**

- A. Receive Update** on Level of Service Analysis

**VIII. Review New Business**

- A. Receive Update** on Unity Day October 31, 2023
- B. Receive Update** on National School Bus Safety Week October 16-20, 2023
- C. Receive Update** on San Ramon Light Parade
- D. Receive Update** and provide direction to staff regarding contract extension negotiations.

- IX. Adjournment:** The next scheduled meeting is Monday, November 13, 2023 at 3:30 PM.

**CERTIFICATION**

I hereby certify that the foregoing agenda was posted at the San Ramon Valley School District office, 699 Old Orchard Drive, Danville, CA, 72 hours in advance of the noted meeting.

*Ilana Israel Samuels*

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Ilana Israel Samuels, Director, Communications & Community Relations  
San Ramon Valley School District



## **TRAFFIX BOARD OF DIRECTORS**

Monday September 18, 2023

### **V. Consent Calendar**

**B. Approve** the Summary of Actions from  
July 17, 2023 Meeting



**MEASURE J TRAFFIC CONGESTION RELIEF AGENCY**

**BOARD OF DIRECTORS**

**Meeting Agenda**

**MONDAY July 17, 2023**

**3:00 PM**

**San Ramon Valley School District Office  
699 Old Orchard Drive  
Danville, CA 94526**

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*Any document provided to a majority of the members of the Measure J Traffic Congestion Relief Agency (TRAFFIX) Board of Directors 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 925-553-6253 during normal business hours.*

- I. Call to Order** – Chair Laura Bratt called the meeting to order at 3:04 pm.
- II. Roll Call** – Chair Laura Bratt asked Ilana Samuels to conduct roll call.
- III. Present:** Director Laura Bratt (SRVUSD), Supervisor Candace Andersen (CCTA), Director Rachel Hurd (SRVUSD), Director Karen Stepper (Danville), Director Scott Perkins (San Ramon), Chris Weeks (San Ramon), Andy Dillard (Danville), Adam Cleary (Danville), Ilana Samuels (SRVUSD), Robert Sarmiento (Contra Costa County), Michael Conneran (TRAFFIX attorney), Kellie Fahey (Administrative Coordinator)
- IV. Absent:** Director Arnerich and Director Rubio
- V. Public Comment:** Kerry Burke requested (via email) that routes be added for Twin Creeks Elementary and Iron Horse Middle School.
- VI. Order of the Agenda:** No changes to the agenda

## VII. Consent Calendar

### A. Approve the Summary of Actions from May 22, 2023 Meeting

Motion to approve by Director Stepper, Second Director Andersen as amended  
Director Rachel Hurd not present and Candace Andersen present at May 15, 2023  
Meeting.

## VIII. Reports and Presentations

### A. Receive Update prepared by Administrative Coordinator on Pass Sales, Marketing, Outreach and Operations. Reported to the BOD by Ilana Samuels (SRVUSD).

As of today, 855 passes have been purchased. This time last year 961 passes were purchased. Monte Vista is sold out with extensive waitlists. San Ramon Valley High has 14 seats available and Cal High has 22 seats available.

The rosters were scrubbed and sent to CI solutions on June 21, 2023 for pass processing. Once completed, CI Solutions will mail the passes to Mailstream for mailing. The mailing will include an updated welcome letter, which includes the rules for riding the bus. Going forward the passes will be processed and mailed from Mailstream.

Traffix staff is working hard on updating the bus schedules with the new bell schedules by the week. The High School schedules will stay relatively the same but the Middle School and Elementary schedules need to be adjusted. However, there is an issue with Minimum days and Assessment Week as the Middle and Elementary schools are released at the same time. (12:00/12:15) After discussing with Ilana, Kitt Bragg from the District made the decision to have staff coverage at Los Cerros and Pine Valley to provide supervision during the lag time. A notice has been sent out to all parents that have purchased a pass for their Middle School students. With a return request that the parent received the notification. Going forward, Planeteria is working on a notification system that will notify parents, prior to purchasing a pass, of the days students will be delayed at school

As far as outreach, the 4<sup>th</sup> of July parade participation was a success. Ms. Fahey and Ms. Bast are preparing to attend as many back to school registrations as possible.

Director Perkins asked if a bus could be added to the sold out routes. Director Andersen reported that this is not feasible due to expense of \$150,000 per bus. Director Bratt asked if County Connection bus services Monte Vista as it does at Cal High. Ms. Samuels explained that County Connection works with the schools before

the beginning of each year to accommodate new bell schedules. Director Andersen added that there are programs such as Pass to Class for students to take the County Connection bus.

Mr. Dillard suggested that the TRAFFIX website administrative Coordinator upload County Connection links with various alternative programs available.

- B. Receive** First Student Location Manager Report – Chris Weeks reported the information on behalf of First Student.

At this time, there will be a full complement of drivers ready for the start of the school year. All operations running smoothly.

## **IX. Old Business**

- A. Receive Update** on Mid-Year Route review

TAG met on July 11, 2023 to discuss four requests from parents for bus stop additions or adjustments.

**LC7:** Bus stop will be added on LC7 route at Mt. Sereno/Mtn Canyon Pl.

**LC2:** Bus stop moved due to safety concerns. (Contada Cir/Old Farm Rd)

**MV10:** Request denied to add an additional stop at Blackhawk west gate. Denied, as it would add too much time to the current route.

**SR21:** Request denied to add an additional stop near the Danville station. Denied, as it would add too much time to the current route.

An idea was presented from a parent to add bike racks in two locations (Blackhawk Plaza and Blackhawk Center). If the students had bike racks they could ride to the stop, lock them up and ride them back home after school. This has been turned over to Darlene Amaral with 511 Contra Costa Program. She will start the process and report to TRAFFIX.

Chris weeks commented that 511 Contra Costa will also look into installing bike lockers. The bus drivers could lock and unlock the lockers while at the bus stop.

- B. Receive Update** on Level of Service Analysis (LOS) conducted by TJKM Consulting Group

Mr. Weeks reported that 24 intersections throughout the valley show improvements and 10 intersections have degradations. The Sim Traffic analysis include the existing bus stops and indicate how they can be improved by reducing

system average delay. The Sim Analysis will be available soon along with the route catchment maps. This includes homes of enrolled students with a draft anticipated as early as mid-August. The analysis is two months behind due to the debate around how to deliver the maps while also prepping to get all stop points and turn by turn routes into GIS. This will upgrade how maps are used for TRAFFIX. San Ramon donated time to import stops into GIS. The last piece is putting in the “turn by turn” will be done by San Ramon GIS specialist at a future date. Expected to be completed by the end of August.

Director Hurd asked if the routes currently service the intersections studied. Mr. Dillard reported that the routes service 75 of existing intersections and 25 are not. Mr. Weeks will report back with San Ramon information.

The BOD would like an executive summary with maps of the LOS to share with the community. Also, a TRAFFIX presentation at a San Ramon Valley School Board meeting.

**C. Receive Update on Customer Service Survey**

Ms. Samuels reported that 116 parents participated in the Customer Service survey. Five parents were randomly selected to receive a \$25 gift card for participating.

Number one item on the feedback narrative requested to add bus services for the 7<sup>th</sup> period afternoon pickup and have one-way fare options.

Secondly, requests for more buses to be added to the TRAFFIX Program particularly serving Monte Vista.

Lastly, parents are hoping that the Middle School students do not have to arrive early in the morning for the upcoming school year. This has been resolved.

**D. Receive Update on the 4<sup>th</sup> of July Parade**

Social media helped in mobilizing parents and students to participate in the Danville parade TRAFFIX parade bus. Danville and San Ramon published the request on Twitter, Facebook, and Instagram. A total of 31 parents and children planned to attend the event. A few last-minute cancellations but overall, there was a nice turnout. (All parents signed Liability and photo waivers prior to the event).

Banners were adhered to both sides of the bus. Water, snacks and flags were provided for all those participating on the bus.

**Adjournment:** The next scheduled meeting is Monday, September 18, 2023 at 3:30 PM at the San Ramon Valley Unified School District office.

**CERTIFICATION**

I hereby certify that the foregoing agenda was posted at the San Ramon Valley School District Office, 699 Old Orchard Drive, Danville, CA 72 hours in advance of the noted meeting.

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Ilana Israel Samuels, Director, Communications & Community Relations  
San Ramon Valley Unified School District





## **TRAFFIX BOARD OF DIRECTORS**

Monday September 18, 2023

### **VI. Reports and Presentations**

**A. Receive Update** from Administrative Coordinator on Pass Sales, Marketing, Outreach and Operations

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







## **TRAFFIX BOARD OF DIRECTORS**

Monday, September 18, 2023

### **VII. Old Business**

#### **A. Receive Update on Level of Service Analysis**



## **TRAFFIX BOARD OF DIRECTORS**

Tuesday, January 17, 2023

### **VIII. New Business**

- A. Receive Update** on Unity Day October 31, 2023
- B. Receive Update** on National Bus Safety Week  
October 16-20, 2023
- C. Receive Update** on San Ramon Light Parade  
November 4, 2023
- D. Receive Update** on First Student contract renewal

**CHEF BALL CAP**

FRONT: 2.25"H x 4.5"W

Order# 25759343-1 To: \_\_\_\_\_

Date: 09-07-23 From: Jason Hock x8623



DOTTED LINE WILL NOT APPEAR ON YOUR IMPRINTED ITEM  
THIS ART PROOF SHOWS THE APPROXIMATE SIZE, COLOR AND PLACEMENT  
OF YOUR IMPRINT RELATIVE TO THE SIZE OF THE ITEM.

ACTUAL SIZE



imprint color(s): RA 2469 Orange



Item #122012

**CHEF BALL CAP**

FRONT LEFT PANEL: 2.25"H x 2.75"W

Order# 25759343-1 To: \_\_\_\_\_

Date: 09-07-23 From: Jason Hock x8623



DOTTED LINE WILL NOT APPEAR ON YOUR IMPRINTED ITEM  
THIS ART PROOF SHOWS THE APPROXIMATE SIZE, COLOR AND PLACEMENT  
OF YOUR IMPRINT RELATIVE TO THE SIZE OF THE ITEM.



imprint color(s): RA 2469 Orange



Item #122012

# SCHOOL BUS

## Safety Rules

1. **KEEP OFF THE ROAD,  
STAND ON THE SIDEWALK**

2. STAY IN THE DRIVER'S SIGHT

3. **USE THE HANDRAIL  
ON THE STEPS**



4. FIND A SEAT AND DON'T BE  
DISRUPTIVE

5. **KEEP THE BUS AISLE CLEAR BETWEEN  
STOPS**

6. **LEAVE NOTHING BEHIND ON THE BUS**

7. STAY CLEAR OF THE BUS DANGER ZONE

8. OBEY THE CROSSING GUARD

9. **REMEMBER TO LOOK LEFT,  
RIGHT, LEFT**



**Safe. Simple. Smart.**

# TRAFFIX



DATE: September 18, 2023

TO: TRAFFIX BOARD OF DIRECTORS

FROM: Michael Conneran, TRAFFIX Legal Counsel  
Kellie Fahey, TRAFFIX Administrative Coordinator

SUBJECT: Item VIII-A Receive update and provide direction to staff regarding contract extension negotiations.

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## **BACKGROUND**

Since the inception of the program in 2009, TRAFFIX has contracted with First Student, Inc. for the purposes of providing Student Transportation Services. During that time, the program has expanded to a fleet of 24 buses and 39 bus routes serving 11 schools throughout the San Ramon Valley. The current contract with First Student, Inc. is set to expire on July 31, 2024.

## **DISCUSSION**

Under the terms of the existing contract between TRAFFIX and First Student, we are in the final year of the five-year term that commenced on August 1, 2019. The contract provides for three one-year options, subject to the mutual consent of each party but does not fix an amount of compensation for those option terms. It does state that negotiations on the option should be complete by February 1, 2024.

First Student has indicated that it could provide better pricing for a longer option term, such as three or five years. While TRAFFIX could exercise all three one-year options at once, a five-year extension would be outside of the scope of the current contract. Normally, such an extension would require that the contract be reproposed, but, in the view of our legal counsel, the TRAFFIX Board could decide not to do that and instead enter into a sole-source contract for a five-year extension. Under the joint exercise of powers agreement that established TRAFFIX, TRAFFIX has the legal powers of a charter city and can therefore establish its own rules for procurements.

## **RECOMMENDATION**

Staff requests that the Board provide direction regarding negotiating a three- or five-year extension, or to take such other actions as the Board deems appropriate.