



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**

Written public comment may be submitted in advance of the meeting via email to 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 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 925-553-6253 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 May 22, 2023 Meeting

VI. Reports and Presentations

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

VII. Old Business

- A. **Receive Update** on Mid Year Route review
- B. **Receive Update** on Level of Service Analysis (LOS) conducted by TJKM Consulting Group
- C. **Receive Update** on Customer Service Survey
- D. **Receive Update** on the 4th of July Parade

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.



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



TRAFFIX BOARD OF DIRECTORS

Monday, July 17, 2023

V. Consent Calendar

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



MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

BOARD OF DIRECTORS

Meeting Agenda

MONDAY May 22, 2023

3:30 PM

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

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- I. **Call to Order – Chair Laura Bratt called the meeting to order at 3:32 pm.**
- II. **Roll Call – Chair Laura Bratt asked Kellie Fahey to conduct roll.**

Present: Director Laura Bratt (SRVUSD), Director Rachel Hurd (SRVUSD), Director Karen Stepper (Danville), Director Newell Arnerich (Danville), Director Marisol Rubio (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)

Absent: Director Hudson and Director Hurd

- III. **Public Comment – No Public Comment**
- IV. **Order of the Agenda – No changes to the agenda**

V. Consent Calendar

A. Approve the Summary of Actions from March 20, 2023, Meeting

Motion to approve by Director Andersen, Second Director Arnerich

Motion Passes 4-0

VI. Reports and Presentations

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

Ms. Fahey reported that 1298 bus passes have been sold to date for the 2022/23 school year. To date 691 passes have been sold for the 2023/24 school year. Comparatively 839 passes had been purchased this time last year. However, the pass sales began 12 days earlier.

Monte Vista routes were sold out immediately this year and have extensive waitlists. SRVH also is sold out with a waitlist. Cal High has 34 seats still available.

Despite spreading out staggered sales dates over a 2-week period, the website was delayed during pass sales for the MV10, MV18, MV25 and MV20 pass sale day due to the high volume of usage at 10:00am when pass sales were available. Parents purchased multiple passes accidentally while trying to obtain a pass. Additionally, parents used multiple devices to log into the website and purchase tickets simultaneously.

Duplicate transactions were reversed when parents purchased multiple passes in an effort to redistribute passes to waiting customers.

Director Andersen mentioned that there should be a system of accountability for parents that purchase multiple passes and the fees incurred by passes being reversed should be paid by parents. For the next pass sales event, parents need to be notified that fees will be passed on to parents if a refund is required due to a multiple pass purchase.

Director Arnerich asked why there is not enough capacity in the website to sustain the bandwidth needed at pass sales time. He feels the backend of the system needs to be fixed.

Director Andersen replied that having a robust website capable of alleviating all delay for just a 1-2 days a year rush would be very expensive.

Ms. Fahey told the Board that TAG will be meeting with Planeteria to discuss several issues that need to be improved on the website and will raise the bandwidth question at that time.

The rosters are currently being cleaned up to remove duplicate pass purchases to make room for waitlisted students on the Monte Vista buses.

The Spring promotion was a success. Twenty-four passes were purchased compared to seven last year.

There will be an opportunity to train a new service dog in the Fall. The same family will be training a new puppy and his name is Emmett.

School outreach has been extensive. TRAFFIX admin has been tabling at school open houses, PTA meeting, San Ramon Bike Rodeo as well as doing outreach in school newsletters and a TRAFFIX bus event at Truck Town.

All six elementary schools received a basket of TRAFFIX merchandise and a bus pass to auction off at their annual fundraisers. Once all winners are identified, a unique code will be issued to each recipient family to register for the free bus pass in the 2023/24 school year.

Driver Appreciation Day was on May 4, 2023, was at the First Student Concord location. A Taco Truck brunch was provided for all the drivers and staff.

There were fifteen submissions to the Bus Pass Design contest. TAG voted a winner, Ellie Cabrales, who attends Neil Armstrong Elementary and is in the 3rd grade. She will be awarded a certificate and basket of TRAFFIX items.

Director Stepper requested that there should be second and third place.

A long-standing CAC member, Sherri Draper, resigned from the committee. She is going back to work and can no longer attend the meetings. Sherri has been an integral part of the CAC from the inception of the program. She rarely missed a meeting and helped at every Driver Appreciation celebration. A bouquet of flowers was sent to Sherri on behalf of the BOD and TAG to thank her for her service.

B. Receive Update from Administrative Coordinator on TRAFFIX Operations

The end of the school year has run smoothly. There were just five incident reports. The incidents were violations of bus rules such as dropping garbage and failure to wear a seat belt.

Email and phone inquiries have increased significantly due to the start of pass sales. Once the school year has ended the new schedules will be uploaded to the website.

A new brochure will be produced for the upcoming school year with updated photos of students.

B.1 Receive First Student Location Manager Report

Henry Cooper thanked TRAFFIX for the continued support and for providing driver appreciation events.

Mr. Cooper reported that TRAFFIX had been short a few drivers but is now fully staffed. Currently there is new class of graduating drivers and there will be another at the end of Summer for new drivers. First Student is expecting all drivers to return for the new school year. As of now, 100% of the drivers have confirmed they plan to return for the 2023/24 school year.

All twenty-six TRAFFIX buses are running well. Twenty-four of the buses run daily with two spare buses. Per the contract, there should be four spare buses, but First Student can pull buses from the charter business if needed to make up the difference.

The service dog situation has created a policy that can be put into place easily now if needed for the school year.

There was a major detour in Danville this past Spring. However, there were no repercussions for TRAFFIX and the detours ran smoothly.

VII. Old Business

A. Receive updated roster

Ms. Fahey reported to the Board that a new roster has been sent to each person individually via email.

B. Receive Update on Level of Service Analysis conducted by TJKM Consulting Group

Chris Weeks reported that data collection has been completed by TJKM for the TRAFFIX level of service analysis. The report will indicate which intersections are getting worse or better. Additionally, the ingress and egress at each of the thirty-three SRVUSD schools has been evaluated. Recommendations to improve congestion, safety and conflict points will be produced in the final report.

The bus route catchment analysis is pending some work from the San Ramon Engineering GIS department. The GIS specialist is creating maps using data received from First Student to create usable maps for a GPS line which will indicate the route

in GIS. Sim Traffic is an additional tool used by TJKM to provide new ways to serve the schools.

Director Stepper asked if any changes will be made in the upcoming school year. If so, then the SRVUSD MOU that is set to be approved in this meeting wouldn't be valid. Mr. Dillard explained that if any changes were going to be made it would be in the 2024/25 school year.

Director Arnerich commented that no new schools will be added as the budget will not allow extra expenses. He stated that the Program is in serious financial trouble and will be out of money by 2028. There are fundamental issues with funding. The money provided by CCTA is exactly what the Program will receive and "true up" will be added.

Director Stepper commented that the Program may not add a school, but it could change a school if needed.

Mr. Weeks commented that at some point the routes need to be moved around as school population changes. The analysis is being done to see trends and recommendations on how to improve.

Director Stepper replied that at the last school board meeting it was discussed that the student population is in a decline. Director Bratt mentioned that San Ramon is a destination district and continues to grow. Director Arnerich commented that TRAFFIX is designed to improve traffic flow at the older schools. Dougherty Valley will most likely never have the TRAFFIX bus service as its designed very well.

C. Receive Update on program of unduplicated student passes purchased by SRVUSD

Ilana Samuels reported that the pass waivers have been communicated and unique codes have been provided to the fifty families that were interested and eligible. The 'interested list' was closely cross checked to ensure that families receiving the waivers were eligible.

VIII. New Business

A. Discuss TRAFFIX participation in the Danville 4th of July Parade

Ms. Fahey reported that a bus can be part of the parade but currently there is no available staff or students that have been identified as available to attend. The bus could probably have banners strung on each side and decorations added. The parade cost in total will be \$1400. Director Arnerich and Director Stepper preferred to have students on the bus. Supervisor Andersen suggested reaching out to the Town of Danville to obtain more students to ride in the parade.

B. Review and Approve Customer Service Survey for the 2022/23 school year

Ms. Fahey reported that the annual customer service survey will be sent out to parents this week. As an incentive to take the survey, five participants will randomly be chosen to receive a \$25.00 gift card.

Motion to approve by Director Andersen, Second Director Stepper

Motion Passes 5-0

C. Elect TRAFFIX Chair and Vice Chair for the 2023/24 School Year

The Board discussed keeping the current Chair, Director Bratt and Vice Chair, Supervisor Andersen to remain in positions until the end of the FY 2023/24.

Motion to approve by Supervisor Andersen, Second Director Arnerich

Motion Passes 5-0

D. Review and Approve contract with MAZE Auditing

Motion to approve by Director Arnerich, Second Director Stepper

Motion Passes 5-0

E. Review and Approve contract with JJACPA Accounting firm

Motion to approve by Supervisor Andersen, Second Director Rubio

Motion Passes 5-0

F. Review and Approve SRVUSD MOU renewal

Motion to approve by Director Arnerich, Second Director Rubio

Motion Passes 5-0

G. Review and Approve how to add a permanent part time assistant to the TRAFFIX Program

Ms. Fahey discussed that TAG is requesting that a part time assistant for the Program who is currently being paid from the TRAFFIX contingency fund be placed as a line item on the budget. Questions from the board were confirmed by Ms. Fahey that the part time assistant would work up to fifteen hours a week with a total amount annually not to exceed \$18,200. Additionally, confirmed that the part time position does not receive benefits.

Motion to approve by Supervisor Andersen, Second Director Rubio

Motion Passes 5-0

H. Review and Approve TRAFFIX Financial Plan for FY 2023/24

Director Arnerich asked if the revenue from CCTA an estimate was or actual. Ms. Fahey confirmed that the revenue was an estimate. Director Arnerich commented that the money guaranteed by CCTA is exactly what will be received as there is no longer a “true up” at the end of the year. Revenue will most likely drop next year from CCTA due to sales tax.

Director Arnerich expressed concern that the Program is using \$500,000 from the reserves to stay in business. The TRAFFIX extra salary expenses is adding to the deficit. He commented that rates need to be raised and the buses need to be filled in order to stay in business. Director Stepper commented that the parents need to be warned before pass sales start in May of 2024 that the rates will be increased. Also, Director stepper commented that the costs for benefits provided to the Administrative Coordinator from the City of San Ramon seem to be high compared to what is offered by the Town of Danville.

Director Bratt commented that the LOS analysis may provide that there is a higher need at another school. Director Arnerich commented that the TRAFFIX Program is solely for traffic congestion relief. The analysis is being done for a totally different reason than financial consideration.

Motion to approve by Supervisor Andersen, Second Director Arnerich

Motion Passes 5-0

Adjournment: The next scheduled meeting is Monday, July 17, 2023, at 3:00 PM at the San Ramon Valley School District office.

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



TRAFFIX BOARD OF DIRECTORS

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VI. Reports and Presentations

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

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

Monthly Activity Report Through June 2023

Safe. Simple. Smart.



Month	2022-2023 TRAFFIX Pass Sales & Marketing				2022-2023 TRAFFIX Operations						
	2022-2023	2022-2023	2022-2023	Marketing	2022-2023 TRAFFIX Operations	Student Conduct	Number of	Number of			
	Passes Sold	Refunds	Replace Passes	Special Promo	Customer-reported	(Customer-reported)	Emails	Phone Calls			
Prior to end of FY	863		-17		-	-	-	-			
June 2022	74	34	27	0	-	-	-	-			
July 2022	24	10	17	0	-	-	127	68			
August 2022	270	39	15	0	246	4	365	325			
September 2022	20	5	21	0	8	2	43	64			
October 2022	34	0	17	0	2	5	56	72			
November 2022	8	7	8	0	2	2	51	34			
December 2022	2	3	4	0	6	2	36	24			
January 2023	4	0	6	0	0	1	58	34			
February 2023	12	1	17	1	0	2	37	29			
March 2023	13	0	8	1	2	5	87	53			
April 2023	1	0	4	1	1	0	232	92			
May 2023	691	17	0	0	32	0	521	460			
June 2023	123	4	0	0	0	0	162	48			
July 2023											
August 2023											
September 2023											
October 2023											
Systemwide	2,139	120	127	3	299	23	1,306	1,303			
<i>*Net sales</i>											
Month	First Student										
	Number of	Number of	Events with	Liquid Damages	Liquidated Damages	Requested	Customer	Student	Number of		
	Operat Days	Runs	NO Liquidated	for Late Buses	Combined/Mechan	Play Dates	Contacts	Driver Reported	Collisions		
			Damages		or Other Instances			Incidents			
June 2022	0	0	0	0	0	0	0	0	0		
July 2022	0	0	0	0	0	0	0	0	0		
August 2022	16	1248	5	0	0	6	0	4	0		
September 2022	19	1482	2	0	0	12	0	4	0		
October 2022	21	1638	1	0	0	18	1	4	0		
November 2022	15	1170	0	0	0	12	0	1	0		
December 2022	16	1248	0	0	0	1	0	3	0		
January 2023	15	1170	0	0	0	2	0	1	0		
February 2023	18	1404	0	0	0	7	0	2	0		
March 2023	22	1716	0	0	0	20	0	5	0		
April 2023	15	1170	0	0	0	9	0	0	0		
May 2023	22	1716	0	0	0	28	0	0	0		



TRAFFIX BOARD OF DIRECTORS

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VII. Old Business

- A. Review Update** on Mid Year Route Review
- B. Receive Update** on Level of Service Analysis conducted by TJKM Consulting Group
- C. Receive Update** on Customer Service Survey
- D. Receive Update** on the 4th of July Parade

Constant Contact Survey Results

Campaign Name: 22/23 Customer Service Survey Created 2023/04/25, 2:09:08 PM PDT

Survey Starts: 360

Survey Submits: 116

Export Date: 06/22/2023 01:19 PM

Question	Answer Choice	Percentage	Number of Responses	Responses Ratio
[Faint question text]	Strongly Agree	56%	66	56%
	Agree	26%	31	26%
	Disagree	0%	1	0%
	Strongly Disagree	0%	0	0%
	Don't Know	15%	18	15%
	Total Responses			116

Answer Choice	Percentage	Number of Responses	Responses Ratio
Strongly Agree	56%	66	56%
Agree	26%	31	26%
Disagree	0%	1	0%
Strongly Disagree	0%	0	0%
Don't Know	15%	18	15%
Total Responses		116	100%





MULTIPLE CHOICE

My school bus driver provides timely pickup and drop off services.

Answer Choice	Percentage	Number of Responses	Responses Ratio
Strongly Agree	51%	60	51%
Agree	38%	45	38%
Disagree	4%	5	4%
Strongly Disagree	1%	2	1%
Don't Know	3%	4	3%
Total Responses		116	100%





MULTIPLE CHOICE

Student bus rules are enforced appropriately by the bus driver.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Strongly Agree			51	43%
Agree			39	33%
Disagree			6	5%
Strongly Agree			0	0%
Don't Know			20	17%
Total Responses			116	100%



MULTIPLE CHOICE

How is the quality of communication from TRAFFIX?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Excellent			47	40%
Good			43	37%
Acceptable			21	18%
Unacceptable			4	3%
Other			1	0%
Total Responses			116	100%

MULTIPLE CHOICE

Overall, I am satisfied with my child(rens) school bus Transportation to and from school.

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Strongly Agree			55	47%
Agree			51	43%
Disagree			6	5%
Strongly Disagree			3	2%
Don't Know			1	0%
Total Responses			116	100%

MULTIPLE CHOICE

What is the MAIN reason you chose to sign up your student to be a TRAFFIX rider?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
I am a strong proponent of getting cars off the road and reducing traffic.			18	15%
The bus saves me time.			46	39%
The bus saves me money.			0	0%
The bus is convenient.			40	34%
My student wanted to ride with friends.			2	1%
Riding the bus helps my student become more independent.			5	4%
Other:			5	4%
Total Responses			116	100%

OPEN QUESTION

How can we improve our service?

At SRVHS there is a 7-period, why can't there be a bus for those students who want to learn. We pay for a round trip but only get one way.

Make sure kids know their bus driver's name. The driver switched a few times on our route and my son didn't know the name of the driver. Can name be posted in the front of the bus? It would be nice if driver got to know kids'names as well.

The pine valley route for bent creek residents was very inconvenient for morning school pick up. I am hoping it improves in the fall

82 Response(s)