



**MEASURE J TRAFFIC CONGESTION RELIEF AGENCY
BOARD OF DIRECTORS**

Meeting Agenda

MONDAY March 20, 2023

3:30 PM IN PERSON

**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. 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. Adopt** a Resolution of the Board of Directors of the Measure J Traffic Congestion Relief Agency declaring that meetings will be held in person
 - B. Approve** the Summary of Actions from January 17, 2023 Meeting

VI. Reports and Presentations

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

VII. Old Business

- A. Receive and Accept** the FY22 TRAFFIX Audit
- B. Receive Update** on Level of Service Analysis conducted by TJKM Consulting Group

VIII. New Business

- A. Receive and Approve** a recommendation of the TRAFFIX Technical Advisory Group (TAG), in conjunction with direction of TRAFFIX Legal Counsel to amend the Rules of the Board to eliminate the CAC
- B. Adopt** a Resolution of the Board of Directors of the Measure J Traffic Congestion Relief Agency for the TRAFFIX Bus Pass Rate Schedule for the 2023-2024 School Year
- C. Review and Approve** the Mid Year Budget
- D. Review and Approve** TRAFFIX Meeting Schedule for 2023/2024
- E. Review and Approve** Marketing & Outreach plan for 2023/2024
- F. Receive Update** on SRVUSD Bell Schedule for 2023/2024

Adjournment: The next scheduled meeting is Monday, May 15, 2023 at 3:30 PM at the San Ramon Valley 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.

Cathy McSweeney

Cathy McSweeney, Communication/Admin Support Specialist
San Ramon Valley School District



TRAFFIX BOARD OF DIRECTORS

Monday, March 20, 2023

V. Consent Calendar

- A. Approve** a Resolution of the Board of Directors of the Measure J Traffic Congestion Relief Agency declaring that meetings will be held in person



DATE: March 20, 2023

TO: TRAFFIX BOARD OF DIRECTORS

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

SUBJECT: Brown Act Remote Meeting Guidance

Discuss the remote meeting exceptions to the Ralph M. Brown Act (the Brown Act) in light of Assembly Bill (AB) 2449 and Governor Newsom's withdrawal of the COVID 19 State of Emergency, and options for future in-person meetings.

BACKGROUND

The Brown Act was enacted in 1953 to guarantee the public's right to attend and participate in meetings of legislative bodies of "local agencies." As "legislative bodies," a quorum of the Authority Board and any standing committees may only discuss matters within the body's subject matter jurisdiction when doing so in compliance with the many requirements set forth in the Brown Act, including that the meetings must be open and accessible to the public, that agendas describing all planned actions and discussions must be published at least 24 hours in advance of any Special Meeting or 72 hours in advance of any Regular Meeting, and that the Board and committees may only meet in Closed Session for specific reasons delineated in the law.

For many years, the Brown Act has permitted members of local legislative bodies to participate in public meetings via teleconference only when:

1. each remote location is open and accessible to the public, and connected to the main meeting location by telephone, video, or both;
2. the notice and agenda of the meeting identify the address of each remote location;
3. the agenda is posted at each remote location;
4. all votes are taken by roll call;
5. the public is given an opportunity to address the legislative body and otherwise participate at each remote location; and
6. at least a quorum of the legislative body participate from locations within the Authority's jurisdiction (but other members may participate from outside the jurisdiction).

Meetings During the COVID-19 State of Emergency

During the early months of the COVID-19 pandemic, Governor Newsom issued multiple Executive Orders that suspended certain portions of the Brown Act to enable fully remote meetings of local legislative bodies, without requiring compliance with certain aspects of the Brown Act teleconference rules enumerated above. These Executive Orders were later replaced by AB 361, enacted in 2021, which amended the Brown Act to permit local agencies, including cities, to meet remotely during a proclaimed State of Emergency without having to notice the remote locations from which members participate, or make those locations accessible to the public, provided the legislative bodies make certain findings regarding public health and safety.

On October 17, 2022, the Governor announced his intent to withdraw the COVID-19 State of Emergency on February 28, 2023. After the Governor withdraws the State of Emergency, the teleconference exceptions afforded by AB 361 will no longer be available to the Board and its committees.

Meetings After the COVID-19 State of Emergency

Once the flexibility provided under AB 361 is no longer available to local legislative bodies, the traditional teleconferencing rules under the Brown Act will again become the primary method of remote participation by Board and committee members who are unable – or choose not – to attend meetings in person.

However, in addition to the traditional teleconference rules, AB 2449 amended the Brown Act effective January 1, 2023 to provide an alternative way for members of local legislative bodies to participate in meetings remotely, even when there is no State of Emergency, until January 1, 2026. Under AB 2449, Board and standing committee members may participate in meetings without identifying the member's location on the agenda or making the location accessible to the public if:

- a. a quorum of members participate in the meeting in person from a singular physical location that is clearly identified on the agenda, open to the public, and situated within the Authority's jurisdiction;
- b. the public can remotely hear, visually observe, and address the body at the meeting through (i) audio-video teleconference or (ii) a combination of audio teleconference and live-streaming video technology;
- c. the agenda must provide notice of the means by which members of the public may access the meeting and offer public comment, and identify and include an opportunity for all persons to attend and address the legislative body;

- d. the member participating remotely under AB 2449 has:
 - i. notified the legislative body of their intent to participate remotely for "just cause," and provided a description of the reason; or
 - ii. made a request to participate remotely due to "emergency circumstances" and the legislative body takes action to approve the request; and
- e. the member participating remotely under AB 2449 uses both audio and visual technology to allow members of the public to see and hear them, and publicly discloses whether any other individual over the age of 18 is present at their remote location.

Just Cause

AB 2449 defines "just cause" as one or more of the following: (i) a childcare or caregiving need of a child, parent, grandparent, grandchild, sibling, spouse, or domestic partner that requires a member to participate remotely; (ii) a contagious illness that prevents a member from attending in person; (iii) a need related to a physical or mental disability, as defined by statute; or (iv) travel while on official business of the legislative body or another state or local agency.

Emergency Circumstances

"Emergency circumstances" is defined as physical or family medical emergencies that prevent members from attending in person.

Limitations

A member may rely upon the "just cause" exception no more than two times per calendar year. When combining the "just cause" and "emergency circumstances" exceptions, no member may participate remotely under AB 2449 for more than (a) three consecutive months, (b) 20% of the regular meetings in a calendar year (i.e., no more than 4 of 24 regular meetings per year), or (c) two meetings in a calendar year if the legislative body has fewer than 10 regular meetings in that year.

Absent additional legislative action at the State level, the remote meeting alternative created through AB 2449 will be repealed as of January 1, 2026.

Discussion

The purpose of this informational item is to solicit the Board's feedback and comments on the remote meeting rules. A summary sheet "Brown Act Meeting Guidance" is attached for your convenience. Once the State of Emergency ends, the Board will need to return to public meetings, although some members may participate remotely in compliance with the long-standing teleconference rules or through the new rules implemented by AB 2449.



Date: March 1, 2023

TO: TRAFFIX Board of Directors

FROM: TRAFFIX Technical Advisory Committee

SUBJECT: ITEM V.A. – Approve a Resolution of the board of Directors of the Measure J Traffic Congestion Relief Agency declaring that meeting will continue to be held via teleconference

BACKGROUND

On March 4, 2020, Governor Newsom declared a State of Emergency in response to the COVID-19 pandemic. On March 17, 2020, the Governor issued Executive Order N-29-20, suspending certain provisions of the Brown Act in response to the COVID-19 pandemic. Lastly, on June 11, 2021, the Governor issued Executive Order N-29-20 which specified that Executive Order N-29-20 would remain in effect through September 30, 2021, at which point it would expire. In short, those orders allowed local government agencies to conduct meetings 100% remotely, so long as members of the public still had the ability to view, listen and comment on items on the agenda.

On September 15, 2021, Governor signed into law AB 361, an urgency measure (meaning it became effective immediately) which largely continued the Executive Orders allowing for remote meetings.

Based on the Executive Order, the TRAFFIX implemented the use of Zoom for all meetings of its Board of Directors, Technical Advisory Committee, and Citizen Advisory Committee. This has promoted public safety while allowing for continuing the program's operations and ongoing public engagement.

DISCUSSION

AB 361 contains several requirements in order to continue the use of remote meetings, inclusive of the following:

- **There must be a state of emergency declared under the California Emergency Services Act. This effectively means the Governor must have declared the emergency.**
- **During the state of emergency, either state or local officials have imposed or recommended measures to promote social distancing, or that meeting in person would present an imminent risk to the health or safety of attendees.**
- **Local agencies must provide notice of each teleconference location from which a member of the legislative body will be participating in a public meeting.**
- **Each teleconference location must be accessible to the public.**
- **Members of the public must be able to address the legislative body at each teleconference location.**
- **Local agencies must post agendas at all teleconference locations.**
- **At least a quorum of the members of the local body must participate from locations within the boundaries of the territory over which the local body exercises jurisdiction.**
- **In order to continue to utilize remote meetings, TRAFFIX must reconsider the factors above every 30 days and adopt specified findings that the facts relied upon still exist.**

As described above, the State of California is still under an emergency declaration regarding COVID-19, and both state and local health officials continue to recommend social distancing to help stop the spread of the virus. The resolution applies to all of the TRAFFIX legislative bodies {as defined by the Brown Act}. TRAFFIX will continue to review and update the findings in compliance with AB 361.

- During that state of emergency, either state or local officials have imposed or recommended measures to promote social distancing or that meeting in person would present an imminent risk to the health or safety of attendees.
- Local agencies must provide notice of each teleconference location from which a member of the legislative body will be participating in a public meeting.
- Each teleconference location must be accessible to the public.
- Members of the public must be able to address the legislative body at each teleconference location.
- Local agencies must post agendas at all teleconference locations.
- At least a quorum of the members of the local body must participate from locations within the boundaries of the territory over which the local body exercises jurisdiction.
- In order to continue to utilize remote meetings, TRAFFIX must reconsider the factors above every 30 days and adopt specified findings that the facts relied upon still exist.

As described above, the State of California is still under an emergency declaration regarding COVID-19, and both state and local health officials continue to recommend social distancing to help stop the spread of the virus. The resolution applies to all of the TRAFFIX legislative bodies {as defined by the Brown Act}. TRAFFIX will continue to review and update the findings in compliance with AB 361.

RECOMMENDATION

Approve a Resolution of the Board of Directors of the Measure J Traffic Congestion Relief Agency declaring that meetings will continue to be held via teleconference.

ATTACHMENT A

Attachment A: Resolution No. 2-2023, a Resolution of the Board of Directors of the Measure J Traffic Congestion Relief Agency declaring that meetings will continue to be held via teleconference

RESOLUTION NO. 2-2023

A RESOLUTION OF BOARD OF DIRECTORS THE MEASURE J TRAFFIC CONGESTION RELIEF AGENCY DECLARING THAT MEETINGS WILL CONTINUE TO BE HELD VIA TELECONFERENCE

MEASURE J TRAFFIC CONGESTION
RELIEF AGENCY

WHEREAS, on March 4, 2020, Governor Newsom declared a State of Emergency to make additional resources available, formalize emergency actions already underway across multiple state agencies and departments, and help the State prepare for a broader spread of COVID-19; and

WHEREAS, on March 17, 2020, in response to the COVID-19 pandemic, Governor Newsom issued Executive Order N-29-20, which suspended certain provisions of the Ralph M. Brown Act in order to allow legislative bodies to conduct meetings electronically without a physical meeting place; and

WHEREAS, on June 11, 2021, Governor Newsom issued Executive Order N-08-21, which specified that Executive Order N-29-20 would remain in effect through September 30, 2021, at which point it would expire; and

WHEREAS, on September 16, 2021, the Governor signed Assembly Bill 361 into law as urgency legislation that goes into effect on October 1, 2021,

amending Government Code Section 54953 of the Brown Act to allow legislative bodies to continue to meet remotely during a proclaimed state of emergency where state or local officials have recommended measures to promote social distancing; and

WHEREAS, the Governor's proclaimed State of Emergency remains in effect, and State and local officials, including the California Department of Public Health and the Department of Industrial Relations, have imposed or recommended measures to promote social distancing.

NOW, THEREFORE, BE IT RESOLVED that, in order to ensure the health and safety of the public, meetings of the Measure J Traffic Congestion Relief Agency, its committees and subsidiary bodies, will continue to be held with board members participating via Teleconference in accordance with Assembly Bill 361 and the provisions of Government Code Section 54953(e).

PASSED AND ADOPTED this 20th Day of March 2023, by the following vote:

AYES:

NOES:

ABSENT:

Chair, Board of Directors

ATTEST:

Board Administrator



TRAFFIX BOARD OF DIRECTORS

Monday, March 20, 2023

V. Consent Calendar

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



MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

BOARD OF DIRECTORS

Meeting Agenda

TUESDAY, January 17, 2023

3:00 PM TELECONFERENCE

Assembly Bill 361 suspends certain provisions of the Brown Act, allowing public meetings to be held by teleconference. As a precaution to protect the health and safety of staff, officials, and the general public. Committee Members will not be physically in attendance, but will be available via video conference. There will be no physical location for members of the public to participate in the meeting. We encourage members of the public to access the meeting online using Zoom.

Committee members, staff and the public may participate remotely via Zoom :

Join Zoom Meeting <https://cityofsanramon.zoom.us/j/2922468539>

Meeting ID: 292 246 8539

One tap mobile

+16699006833,,2922468539# US (San Jose)

+16694449171,,2922468539# US

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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 – Chair Bratt called the meeting to order at 3:00 PM**
- II. **Roll Call – Chair Bratt asked Kellie Fahey to conduct roll call:**

Director Laura Bratt (SRVUSD), Director Rachel Hurd (SRVUSD), Director Karen Stepper (Danville), Director Newell Arnerich (Danville), Gayle Israel (Representing Contra Costa County), Chris Weeks (San Ramon), Andy Dillard (Danville), Robert Sarmiento (Contra Costa County), Ilana Samuels (SRVUSD), Michael Conneran (TRAFFIX Attorney), Henry

Cooper (First Student), Kellie Fahey (Administrative Coordinator) and Diane Bast (Assistant Administrative Coordinator)

Absent: Director Dave Hudson (San Ramon)

III. Public Comment – None Received

IV. Order of the Agenda – No Changes

V. Consent Calendar

Michael Conneran, TRAFFIX Legal counsel, reported to the Board of Directors that the resolution needs an adoption that next regular meeting will be held in person in light of assembly bill 361 emergency order is being suspended the first of March.

A. Adopt a Resolution of the Board of Directors of the Measure J Traffic Congestion Relief Agency declaring that meetings will continue to be held via teleconference

B. Approve the Summary of Actions from November 21, 2022 Meeting

Motion to approve by Director Arnerich, Second by Director Stepper

Roll Call to pass the motion:

Board Member: Arnerich, Hurd, Stepper, Bratt, Deputy Israel (representing Supervisor Candace Andersen)

Absent: Director Hudson

Motion passes 5-0

VI. Reports and Presentations

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

Hope everyone had a wonderful Holiday Season and ready to launch into 2023 with an exceptional New Year. Today, I would like to introduce Diane Bast as the new TRAFFIX assistant. Diane lives in San Ramon and has one daughter that just graduated from San Diego State and pursuing her teacher credential. Diane has worked at the City of San Ramon for five years and is very familiar with the governmental process. She is becoming familiar with the TRAFFIX program and already has been a tremendous help.

To date, 1282 passes sold. As a comparison there were 1226 passes sold at this point last January 2022. Since the last BOD mtg, 10 passes have been purchased.

The MV buses continue to have extensive waitlist, SRH is full and Cal High has four spots available.

There are 44 parents that have not completed the second payment due. Diane is working diligently on contacting parents to submit payment.

B. Receive Update from Administrative Coordinator on TRAFFIX Operations

Jumping into the operational side of TRAFFIX:

November and December ran smoothly with very few discipline issues (4 in total). Due to illness, there were several combined buses late December, which unfortunately created 8 parent complaints.

C. Receive First Student Location Manager Report

Henry Cooper from First Student thanked TRAFFIX for the support and nice Holiday lunch, as it was much appreciated. The months of November and December ran smoothly but TRAFFIX continues to experience a driver shortage. There were 13 drivers missing from the Program today. First Student is doing their best to recruit more drivers and make sure all the routes are covered to mitigate the impact on service. At the end of this month, there is a class of 10 drivers enrolled. However, there is a full complement of buses and they are all running fine.

Recently, First Student was able to fulfill two service requests. The first was a student requested to bring the service dog for the Blind in training onto the bus. The second was a student that needed to use his scooter to get to the bus stop. Hardware was installed under the bus to store the scooter properly. Both service requests were handled in a timely matter.

Chair Bratt asked if there was any public comment or questions from the Board.

Director Stepper asked Mr. Cooper if there was any incentives for the drivers if they maintain perfect attendance. Mr. Cooper commented that having this many driver callout is not the normal. Four of the drivers were off on leave of absence and the remaining out for various other reasons. Despite the drivers not getting paid Holiday pay if they do not work the day before and after the Holiday there was still an unusual amount of drivers out.

Chair Bratt asked Mr. Cooper if there were going to be any new protocols with the uptick in Covid. Mr. Cooper said that he and Ms. Fahey were working on a campaign of new signage for the buses. A sticker was printed and indicating if you are not feeling well masks were available.

Director Arnerich commented that the drivers seem to be a good positive group. Mr. Cooper noted that there is an attendance policy in place and discipline actions are taken on those drivers that are habitual call outs. There is a combination of reasons for driver callouts; sick, childcare issues, stalled cars etc. Layering these issues on top of drivers already out it makes matters worse.

No public comment or further discussion.

VII. Old Business

A. Receive Verbal Update TRAFFIX Audit

Ms. Fahey reported to the Board she received the draft audit this morning from Maze. Now that the audit is received, an audit subcommittee can be scheduled. Director Arnerich and Chair Bratt will attend the audit subcommittee.

No public comment or further discussion.

B. Approve Technical Advisory Group recommendation for TJKM Consulting Group to develop and prepare a RFP/RFQ traffic congestion and school site circulation study

Andy Dillard updated the Board on the progress of the Level of Service RFP/RFQ that was brought to the Board in November for approval. The RFP/RFQ was out for approximately one month. In that time, questions were responded to via addendum #1. Proposals were due on 12/21/22, of which, TRAFFIX received one. On 1/9/23 following the Holiday break, staff had a lengthy interview with TJKM Consulting firm. The interview consisted of the consultant and the TRAFFIX TAG to go over an extensive list of questions. This enabled staff to get more details on the consultant's proposal. At the end of the exercise, the TRAFFIX TAG convened and further discussed the proposal and agreed to move this for recommendation to hire TJKM to perform a study, which will take place through the spring into the summer for completion.

The study will consist of four primary components:

1. Collect data at 65 intersections and several roadway locations to determine the level of service analysis.
2. Extensive school site analysis to look at egress/ingress of vehicles to measure the daily traffic. This will not be just TRAFFIX served schools but other school sites as well.
3. Review current and past school enrollment to evaluate changes. Then, layer that on top of our routing/catchment areas on current enrollment to measure changes. This was similar to what was done on the initial study in 2007 when the first set of routes and schools were set.
4. TRAFFIX requested another alternative matrix from the consultant. The method came forward with a syntraffic model, which is a simulation tool that takes a greater look at public roadways. This will show how to measure the ingress/egress into school sites. This is another way to measure congestion in and around TRAFFIX school sites.

Pending approval of the contract with the consultant, TAG would like to proceed to enter into contract with TJKM Consulting and execute the agreement. The traffic counts would start early springtime, which is a critical path to this study, so they can move forward with the rest of the analysis.

The proposed cost for the study, the consultant came in just under \$100,000 (\$99,908) which was budgeted in the current TRAFFIX annual budget.

An extensive interview was held with the consultant. There was discussion regarding the previous TRAFFIX analysis performed by TJKM and how it needed to be improved. TAG felt that the new project manager was very capable and she had a lot of experience with good technical capabilities. TAG felt that TJKM was capable to deliver this project at this cost.

TAG would like to consider a contract with TJKM at the price point of \$99,908 pending approval of the Directors. TAG will work with Legal Counsel to prepare and execute a professional service agreement, which will allow us to move forward with the consultant and study.

Director Hurd asked Mr. Dillard if the consultant would be looking at current and past enrollment, as there is a fresh new study that has enrollment projections. SRVUSD can provide this information if it can be worked into the analysis. Mr. Dillard answered yes. Commenting that this would be very relevant for possible route changes in the future.

No public comment or further discussion.

Motion to approve by Director Newell, Second by Director Hurd

Roll Call to pass the motion:

Board Member: Arnerich, Hurd, Stepper, Bratt, Deputy Israel

Absent: Director Hudson

Motion passes 5-0

C. Receive Update on Fair Political Practice Commission (FPPC) Filing

Ms. Fahey reminded the Board that the 700 forms are due on April 3, 2023.

D. Receive Information on Student with Service Dog

Chris Weeks updated the Board of Directors on the service dog that is currently riding MV18 Bus with a student while training for the Guide Dogs for the Blind. Christian De La Paz and his Mother Kristine, contacted TRAFFIX early in the fall requesting permission to bring a "dog in training" on the bus. Mr. Weeks advised

the Board that a lot of research including legal advice, liability forms and insurance forms were completed. Additionally, a meeting between TRAFFIX, First Student and the De La Paz family was conducted to set up the expectations of the dog on the bus. At the end, it was determined that the First Student had to allow the dog on the bus legally. TAG went through a lengthy process to ensure the students and driver would be safe on the bus. Additionally, the ingress/egress of the dog loading the bus was clear and went smoothly. On January 12, 2023, Penrose (the dog) rode the bus for the first time. To date, Penrose has been a model-training dog without any deviations from his task. Penrose's training will be completed in March. This now has set a precedence for any training dogs going forward in the coming years. Once approved by Guide Dogs for the blind, we will post this information on Social Media.

Director Stepper asked if TRAFFIX would know who would be the recipient of the trained dog. Mr. Weeks answered that the dog now goes on to more extensive training and we do not know at this point, where Penrose will be placed.

Chair Bratt commented that this is a wonderful and touches on the idea of inclusion for the school district part of the strategic direction.

No public comment or further discussion.

E. Approve discounted rate for second semester bus pass sales for available seats

Ms. Fahey asked the Board Members for consideration in offering a discounted bus pass fee for the second semester of the school year. The recommendation is to charge 60% of the regular rate (Elementary/MS \$425 - \$255 HS \$475 - \$285). This offer would be for any bus with available seating up to 54 students per bus. Ms. Fahey reports that there have been four inquiry calls since Jan 3 requesting a lower rate as the SY is half over. Immediately advertising the reduced rate could increase the ridership numbers and encourage students to keep riding the bus this upcoming year. Last year, seven students participated in the spring promotion that was offered that last eight weeks of school.

Director Arnerich commented that he liked the idea. This cannot be something that will be sold but can take a reservation. The ticket sales are for excess capacity for school year 2022/2023 at this point. Ms. Israel reported that this would be for this year only. Director Hurd also commented that this is a promotion and nothing permanent. All agreed.

Chair Bratt commented that this would provide an opportunity for parents who want to try the bus at a lower price. Students in the lower grades can be

overwhelmed at the beginning of the school year and not ready to ride the bus. Now that half the school year is over, they may feel more comfortable.

Director Stepper asked how this discourages parents from only purchasing tickets in the second half of the year next year. She asked if it was for new students only. Director Hurd commented that this was a risk. Parents might rely on this and only purchase after January next year. However, as some point TRAFFIX needs to address low performance routes. This may be an opportunity for parents to support the bus program. It is hard to justify half-empty buses.

Ms. Fahey commented that this would be a 2022/2023 spring special in an attempt to fill empty seats on the bus for the remainder of the school year. Chair Bratt, agreed and commented that the focus is to fill the current available seats.

Mr. Weeks commented that as a point of clarification, does the low-income rate reduce as well. Ms. Fahey said yes it does.

No public comment or further discussion.

Motion to approve by Director Hurd, Second by Director Stepper

Roll Call to pass the motion:

Board Member: Arnerich, Andersen, Stepper, Bratt, Deputy Israel

Absent: Director Hudson

Motion passes 5-0

F. Approve location for future Board of Director meetings

Ms. Fahey reported to the Board of Directors that effective March 1, 2023 the Board meetings will be held in person. Legal Counsel confirmed this information. As Chair Bratt represents the SRVSD, the meetings will be held at the School District Office.

No public comment or further discussion.

Motion to approve by Director Stepper, Second by Director Hurd

Roll Call to pass the motion:

Board Member: Arnerich, Hurd, Stepper, Bratt, Deputy Israel

Absent: Director Hudson

Motion passes 5-0

G. Appoint new TRAFFIX Vice Chair for the Board of Directors

Robert Sarmiento requested verbal action for a new committee member. Director Bratt has moved from Vice Chair to Chair leaving the vacant seat for Vice Chair. As noted, in the staff report, the joint powers of attorney state the Board of Directors should elect a new Vice Chair for the remainder of 2022/2023 school year within the normal rotation. In which, this means the County would be next in line for Vice Chair. However, the Board has discretion in who will hold that seat.

No public comment or further discussion.

Motion to approve by Director Arnerich, Second by Director Hurd

Roll Call to pass the motion:

Board Member: Arnerich, Hurd, Stepper, Bratt, Deputy Israel

Absent: Director Hudson

Motion passes 5-0

Adjournment: The next scheduled meeting is Monday, March 20, 2023 at 3:30 PM.

CERTIFICATION

I hereby certify that the foregoing agenda was posted at the City of San Ramon, 7000 Bollinger Canyon Road, San Ramon, CA, 72 hours in advance of the noted meeting.

Christina Franco, City Clerk, City of San Ramon



TRAFFIX BOARD OF DIRECTORS

Monday, March 20, 2023

VI. Reports and Presentations

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

- B. Receive Update** from Administrative Coordinator on TRAFFIX Operations

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

Monthly Activity Report (2022-2023)
Through February 2023



Month	2022-2023 TRAFFIX Pass Sales & Marketing				2022-2023 TRAFFIX Operations			
	2022-2023 Passes Sold	2022-2023 Refunds	2022-2023 Replacement Passes	Marketing Special Promotion	Customer Concerns (Customer-reported)	Student Conduct (Customer-reported)	Number of Emails	Number of 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								
April 2023								
May 2023								
June 2023								
March 2022								
April 2022								
May 2022								
June 2022								
Systemwide	1,231	99	115	1	264	18	773	650

*Net sales

Month	First Student									
	Number of Operating Days	Number of Runs	Events with NO Liquidated Damages	Liquidated Damages for Late Buses	Liquidated Damages Combined, Mechanical or Other Instances	Number of Requests Received (Play Dates)	Number of Customer Contacts	Student Conduct (Number of Driver Reported Incidents)	Number of Collisions	
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	

Monthly Activity Report (2022-2023)
Through February 2023



	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-23	Feb-23
February 2023	18	1404	0	0	0	0	0	0	0	0	0	7	0
March 2023													2
April 2023													
May 2023													
June 2023													
Systemwide	71	5,538	8	0	0	0	0	0	0	0	0	58	19

	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23
Late Buses	0	0	0	0	0	0	0			
Combined Buses (solid out routes)	5	2	1	1	1	1	1			
Not Reported	0	0	0	0	0	0	0			



CONTACT INFORMATION/ROSTER
For Internal Distribution Only

<p align="center">BOARD OF DIRECTORS UPDATED 3/17/23 FOR THE TERM BEGINNING ON 7/1/2023 AND ENDING ON 06/30/2024 BOARD CHAIR: LAURA BRATT, SRVUSD BOARD OF EDUCATION BOARD VICE CHAIR: CANDACE ANDERSEN, CONTRA COSTA CO. DIST 2 SUPERVISOR</p>			
Name	PHONE	E-MAIL	ADDRESS
Laura Bratt (CHAIR) SRVUSD Board of Education	(415) 412-4982	LBratt@srvusd.net	699 Old Orchard Drive Danville, CA 94526
Candace Andersen (VICE CHAIR) Contra Costa Co. Dist. 2 Supervisor	(925) 957-8860	candace.andersen@bos.cccounty.us	309 Diablo Road Danville, CA 94526
Newell Arnerich Danville Town Council	(510) 366-0716	arnerich@danville.ca.gov	510 La Gonda Way Danville, CA 94526
Dave Hudson San Ramon City Council	(925) 570-0106	dHUDSON@sanramon.ca.gov	7000 Bollinger Canyon Rd. San Ramon, CA 94583
Gayle Israel Contra Costa Co. District 2 Supervisor Deputy	(925) 957-8860	Gayle.israel@bos.cccounty.us	309 Diablo Road Danville, CA 94526
Rachel Hurd SRVUSD Board of Education	(925) 819-0351	rhurd@srvusd.net	699 Old Orchard Road Danville, CA 94526
Karen Steeper Danville Town Council	(925) 314-3378	kstepper@danville.ca.gov	510 La Gonda Way Danville, CA 94526
Marisol Rubio San Ramon City Council	(925) 964-5946	mrubio@sanramon.ca.gov	7000 Bollinger Canyon Rd. San Ramon, CA 94583
Alternates			
Ken Carlson (alternate) Contra Costa Co. Dist. 4 Supervisor	(925) 655-2350	Ken.Carlson@bos.cccounty.us	309 Diablo Road Danville, CA 94526
Officers			
Robert Sarmiento Contra Costa County, Dept. of Conservation & Development	(925) 255-2198	Robert.Sarmiento@dcd.cccounty.us	30 Muir Road Martinez, CA 94553
Andy Dillard, Danville Transportation Specialist	(925) 314-3382	ADillard@danville.ca.gov	510 La Gonda Way Danville, CA 94526
Adam Cleary, Danville Transportation Specialist	(925) 314-3310	Acleary@danville.ca.gov	510 La Gonda Way Danville, CA 94526
Chris Weeks (TREASURER) City of San Ramon	(925) 973-2547 (925) 678-4955 (cell)	cweeks@sanramon.ca.gov	7000 Bollinger Canyon Road San Ramon, CA 94583

Ilana Israel Samuels, SRVUSD Communications & Community Relations Director	(925) 451-2553	ilsamuels@srvusd.net	699 Old Orchard Drive Danville, CA 94526
Kellie Fahey (SECRETARY) TRAFFIX Administrative Coordinator	(925) 553-6253	admin@ridetraffic.com	7000 Bollinger Canyon Road San Ramon, CA 94583
Michael N. Conneran (ATTORNEY) Measure J Congestion Relief Agency	(415) 995-5042 (415) 596-8957 (cell)	mconneran@hansonbridgett.com	425 Market Street, 26 th Floor San Francisco, CA 94105



CONTACT INFORMATION/ROSTER
For Internal Distribution Only

TECHNICAL ADVISORY COMMITTEE (TAG) UPDATED 2/17/2023			
Andy Dillard, Danville Transportation Manager	(925) 314-3384 (925) 324-0073 (cell)	adillard@danville.ca.gov	510 La Gonda Way Danville, CA 94526
Adam Cleary, Danville Transportation Manager	(925) 314-3384	acleary@danville.ca.gov	510 La Gonda Way Danville, CA 94526
Chris Weeks (TREASURER) Transportation Division Manager	(925) 973-2547 (925) 678-4955 (cell)	cweeks@sanramon.ca.gov	7000 Bollinger Canyon Road San Ramon, CA 94583
Ilana Israel Samuels (CHAIR) Communications & Community Relations Director	(925) 451-2553	ilsamuels@srvusd.net	699 Old Orchard Drive Danville, CA 94526
Robert Sarmiento (VICE CHAIR) Contra Costa County, Dept. of Conservation & Development	(925) 674-7822 (415) 341-2737 (cell)	Robert.Sarmiento@dcd.cccounty.us	30 Muir Road Martinez, CA 94553
Kellie Fahey (SECRETARY) TRAFFIX Administrative Coordinator	(925) 553-6253	Kfahey@SanRamon.ca.gov	7000 Bollinger Canyon Road San Ramon, CA 94583
INTERESTED PARTIES			
Henry Cooper, First Student Operations Manager	(925) 529-4353 (925) 595-8066 (cell)	Henry.cooper@firstgroup.com	2368 Bates Avenue Concord, CA 94520
Michael Conneran, Partner (LEGAL COUNSEL) Hanson Bridgett LLP	(415) 995-5042 (415) 596-8957 (cell)	mconneran@hansonbridgett.com	425 Market St., 26 th Floor San Francisco, CA 94105



TRAFFIX BOARD OF DIRECTORS

Monday, March 20, 2023

VII. Old Business

- A. Review and Accept** the FY22 TRAFFIX Audit
- B. Receive Update** on Level of Service Analysis conducted by TJKM Consulting Group

**MEASURE J TRAFFIC CONGESTION
RELIEF AGENCY (TRAFFIX)
MEMORANDUM ON INTERNAL CONTROL
AND
REQUIRED COMMUNICATIONS
FOR THE YEAR ENDED JUNE 30, 2022**

**MEASURE J TRAFFIC CONGESTION RELIEF AGENCY (TRAFFIX)
MEMORANDUM ON INTERNAL CONTROL
AND
REQUIRED COMMUNICATIONS**

For the Year Ended June 30, 2022

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MEMORANDUM ON INTERNAL CONTROL

To the Board of Directors
of the Measure J Traffic Congestion Relief Agency (TRAFFIX)
San Ramon, California

In planning and performing our audit of the basic financial statements of TRAFFIX, as of and for the year ended June 30, 2022, in accordance with auditing standards generally accepted in the United States of America, we considered TRAFFIX's internal control over financial reporting (internal control) as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinions on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of TRAFFIX's internal control. Accordingly, we do not express an opinion on the effectiveness of the TRAFFIX's internal control.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct misstatements on a timely basis. A material weakness is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of TRAFFIX's financial statements will not be prevented, or detected and corrected, on a timely basis.

Our consideration of internal control was for the limited purpose described in the first paragraph and was not designed to identify all deficiencies in internal control that might be material weaknesses. In addition, because of inherent limitations in internal control, including the possibility of management override of controls, misstatements due to error or fraud may occur and not be detected by such controls. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses may exist that have not been identified.

This communication is intended solely for the information and use of management, Board of Directors, others within the organization, and agencies and is not intended to be and should not be used by anyone other than these specified parties.

Maze + Associates

Pleasant Hill, California
January 30, 2023

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REQUIRED COMMUNICATIONS

To the Board of Directors
of the Measure J Traffic Congestion Relief Agency
San Ramon, California

We have audited the basic financial statements of the Measure J Traffic Congestion Relief Agency (TRAFFIX) for the year ended June 30, 2022. Professional standards require that we communicate to you the following information related to our audit under generally accepted auditing standards.

Significant Audit Matters

Qualitative Aspects of Accounting Practices

Accounting Policies - Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by the District are described in Note 1 to the financial statements. No new accounting policies were adopted and the application of existing policies was not changed during the year, except as follows:

GASB 87 – Leases

The objective of this Statement is to better meet the information needs of financial statement users by improving accounting and financial reporting for leases by governments. This Statement increases the usefulness of governments' financial statements by requiring recognition of certain lease assets and liabilities for leases that previously were classified as operating leases and recognized as inflows of resources or outflows of resources based on the payment provisions of the contract. It establishes a single model for lease accounting based on the foundational principle that leases are financings of the right to use an underlying asset. Under this Statement, a lessee is required to recognize a lease liability and an intangible right-to-use lease asset, and a lessor is required to recognize a lease receivable and a deferred inflow of resources, thereby enhancing the relevance and consistency of information about governments' leasing activities.

A lease is defined as a contract that conveys control of the right to use another entity's nonfinancial asset (the underlying asset) as specified in the contract for a period of time in an exchange or exchange-like transaction. Examples of nonfinancial assets include buildings, land, vehicles, and equipment. Any contract that meets this definition should be accounted for under the leases guidance, unless specifically excluded in this Statement.

The pronouncement became effective, but did not have a material effect on the financial statements.

Unusual Transactions, Controversial or Emerging Areas - We noted no transactions entered into by the District during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

Accounting Estimates - Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected.

Disclosures - The financial statement disclosures are neutral, consistent, and clear.

Difficulties Encountered in Performing the Audit

We encountered no significant difficulties in dealing with management in performing and completing our audit.

Corrected and Uncorrected Misstatements

Professional standards require us to accumulate all known and likely misstatements identified during the audit, other than those that are clearly trivial, and communicate them to the appropriate level of management. We did not propose any audit adjustments that, in our judgment, could have a significant effect, either individually or in the aggregate, on the TRAFFIX's financial reporting process.

Professional standards require us to accumulate all known and likely uncorrected misstatements identified during the audit, other than those that are trivial, and communicate them to the appropriate level of management. We have no such misstatements to report to the Board of Directors.

Disagreements with Management

For purposes of this letter, a disagreement with management is a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

Management Representations

We have requested certain representations from management that are included in a management representation letter dated January 30, 2023.

Management Consultations with Other Independent Accountants

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to TRAFFIX's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

Other Audit Findings or Issues

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the governmental unit's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

This information is intended solely for the use of the Board of Directors and management and is not intended to be, and should not be, used by anyone other than these specified parties.

Maze + Associates

Pleasant Hill, California
January 30, 2023

**MEASURE J TRAFFIC CONGESTION
RELIEF AGENCY (TRAFFIX)
BASIC FINANCIAL STATEMENTS
FOR THE YEAR ENDED JUNE 30, 2022**

**MEASURE J TRAFFIX CONGESTION RELIEF AGENCY (TRAFFIX)
BASIC FINANCIAL STATEMENTS
FOR THE YEAR ENDED JUNE 30, 2022**

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INDEPENDENT AUDITOR'S REPORT

To the Board of Directors of the
Measure J Traffic Congestion Relief Agency (TRAFFIX)
San Ramon, California

Report on the Financial Statements

Opinion

We have audited the accompanying financial statements of the governmental activities and General Fund of the Measure J Traffic Congestion Relief Agency (TRAFFIX), California, as of and for the year ended June 30, 2022, and the related notes to the financial statements, which collectively comprise TRAFFIX's basic financial statements as listed in the Table of Contents.

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities and the General Fund of the TRAFFIX as of June 30, 2022, and the changes in its net position and budgetary comparisons listed as part of the basic financial statements for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinions

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of TRAFFIX and to meet our other ethical responsibilities, in accordance with the relevant ethical requirement relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about TRAFFIX's ability to continue as a going concern for twelve months beyond the financial statement date, including any currently known information that may raise substantial doubt shortly thereafter.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if, individually or in the aggregate, they could reasonably be expected to influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of TRAFFIX's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about TRAFFIX's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

Other Matters

Other Information

TRAFFIX has not presented Management's Discussion and Analysis that the Governmental Accounting Standards Board has determined is necessary to supplement, although not required to be a part of, the basic financial statements.

Maze + Associates

Pleasant Hill, California

January 30, 2023

MEASURE J TRAFFIC CONGESTION RELIEF AGENCY (TRAFFIX)
STATEMENT OF NET POSITION
JUNE 30, 2022

	Governmental Activities
ASSETS	
Cash and Investments (Note 3)	\$2,943,966
Accounts Receivable - Measure J	195,997
Prepaid Expense	2,055
Total Assets	3,142,018
LIABILITIES	
Accounts Payable	18,767
Unearned Revenue	386,035
Total Liabilities	404,802
NET POSITION (Note 5)	
Unrestricted	2,737,216
Net Position	\$2,737,216

See accompanying notes to financial statements

MEASURE J TRAFFIC CONGESTION RELIEF AGENCY (TRAFFIX)
STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED JUNE 30, 2022

	<u>Governmental Activities</u>
PROGRAM REVENUES	
Intergovernmental Allocations:	
Measure J	\$1,993,411
Transportation Demand Management Funds	90,000
Parent Contributions (Fare Box)	294,402
Interest	<u>108</u>
Total Program Revenues	<u>2,649,061</u>
PROGRAM EXPENSES	
<i>Public Ways and Facilities:</i>	
Contract Services	2,964,273
Marketing and Sales	4,591
Supplies	
Website	17,012
Hosting Fees	<u>3,139</u>
Total Program Expenses	<u>2,989,015</u>
Change in Net Position	(339,954)
Net Position-Beginning	<u>3,077,170</u>
Net Position-Ending	<u><u>\$2,737,216</u></u>

See accompanying notes to financial statements

**MEASURE J TRAFFIC CONGESTION RELIEF AGENCY (TRAFFIX)
GOVERNMENTAL FUNDS - General Fund
BALANCE SHEET
JUNE 30, 2022**

ASSETS

Cash and Investments (Note 3)	\$2,943,966
Accounts Receivable - Measure J	195,997
Prepaid Expense	<u>2,055</u>
Total Assets	<u><u>\$3,142,018</u></u>

LIABILITIES

Accounts Payable	\$18,767
Unearned Revenue	<u>386,035</u>
Total Liabilities	<u>404,802</u>

DEFERRED INFLOWS OF RESOURCES

Deferred CCCTA Remittances	<u>195,997</u>
Total Deferred Inflow of Resources	<u>195,997</u>

FUND BALANCES (Note 5)

Unassigned	<u>2,541,219</u>
Total Fund Balance	<u>2,541,219</u>
Total Liabilities, Deferred Inflows of Resources and Fund Balance	<u><u>\$3,142,018</u></u>

**RECONCILIATION OF THE GOVERNMENTAL FUND BALANCE
TO THE STATEMENT OF NET POSITION**

Fund balance from above	\$2,541,219
-------------------------	-------------

Amounts reported for Governmental Activities in the Statement of Net Position are different from those reported in the Governmental Funds above because of the following:

The deferred inflows of resources below are not due and payable in the current period and therefore are not reported in the Governmental Funds.

	<u>195,997</u>
Net Position of Governmental Activities	<u><u>\$2,737,216</u></u>

See accompanying notes to financial statements

**MEASURE J TRAFFIC CONGESTION RELIEF AGENCY (TRAFFIX)
STATEMENT OF REVENUES, EXPENDITURES
AND CHANGES IN FUND BALANCE
BUDGET AND ACTUAL
FOR THE YEAR ENDED JUNE 30, 2022**

	<u>Budget</u>		<u>Actual</u>	<u>Variance Final Budget Positive (Negative)</u>
	<u>Original</u>	<u>Amended</u>		
REVENUES				
Intergovernmental Allocations:				
Measure J	\$1,840,000	\$1,840,000	\$1,987,411	\$147,411
Management Funds	75,000	90,000	90,000	
County Service Area T-1 Funds	290,174	271,820	271,140	(680)
Parent Contributions (Fare Box)	645,125	677,845	294,402	(383,443)
Miscellaneous - Interest	283	283	108	(175)
Total Revenues	<u>2,850,582</u>	<u>2,879,948</u>	<u>2,643,061</u>	<u>(236,887)</u>
EXPENDITURES				
Contract Services	2,967,413	3,022,968	2,964,273	58,695
Marketing and Sales	19,740	19,740	4,591	15,149
Public Notification				
Supplies	3,000	3,000		3,000
Website	12,500	12,500	17,012	(4,512)
Hosting Fees	2,000	2,000	3,139	(1,139)
Total Expenditures	<u>3,004,653</u>	<u>3,060,208</u>	<u>2,989,015</u>	<u>71,193</u>
NET CHANGE IN FUND BALANCE	<u><u>(\$154,071)</u></u>	<u><u>(\$180,260)</u></u>	<u><u>(345,954)</u></u>	<u><u>(\$165,694)</u></u>
Fund balance at beginning of year			<u>2,887,173</u>	
FUND BALANCE AT END OF YEAR			<u><u>\$2,541,219</u></u>	

See accompanying notes to financial statements

MEASURE J TRAFFIC CONGESTION RELIEF AGENCY (TRAFFIX)
 Reconciliation of the
NET CHANGE IN FUND BALANCES - TOTAL GOVERNMENTAL FUNDS
 with the
STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED JUNE 30, 2022

The schedule below reconciles the Net Change in Fund Balance reported on the Governmental Funds Statement of Revenues, Expenditures and Changes in Fund Balance, which measures only changes in current assets and current liabilities on the modified accrual basis, with the Change in Net Position of Governmental Activities reported in the Statement of Activities, which is prepared on the full accrual basis.

NET CHANGE IN FUND BALANCES - TOTAL GOVERNMENTAL FUNDS	(\$345,954)
--	-------------

Amounts reported for governmental activities in the Statement of Activities are different because of the following:

The amount below included in the Statement of Activities does not provide or (require) the use of current financial resources and therefore is not reported as revenue in governmental funds (net change)

Deferred CCCTA Remittances	<u>6,000</u>
----------------------------	--------------

CHANGE IN NET POSITION OF GOVERNMENTAL ACTIVITIES	<u><u>(\$339,954)</u></u>
---	---------------------------

See accompanying notes to financial statements

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MEASURE J TRAFFIX CONGESTION RELIEF AGENCY (TRAFFIX)
NOTES TO BASIC FINANCIAL STATEMENTS
For The Year Ended June 30, 2022

NOTE 1 – GENERAL

The Measure J Traffic Congestion Relief Agency (TRAFFIX) was established on October 18, 2008 under a joint powers agreement (JPA Agreement) among its members to reduce traffic congestion caused by parents driving their children to and from school through some of the San Ramon Valley's most congested intersections.

TRAFFIX is governed by a Board of Directors consisting of two representatives from each of the following members: the Town of Danville, the City of San Ramon and the San Ramon Valley Joint Unified School District, and one member from Contra Costa County. TRAFFIX has no employees and contracts out its services.

TRAFFIX contracts with JJACPA, Inc. for the maintenance of monthly bookkeeping, processing of disbursements and preparation of monthly Profit and Loss Statements and Balance Sheets.

Parents of students participating in the program must purchase annual bus passes online at the TRAFFIX website: <http://www.ridetraffix.com/>. However, bus pass revenues, termed Parent Contributions (Fare Box), in the accompanying financial statements are not sufficient to fund TRAFFIX operations. Expenses incurred in excess of these revenues are reimbursed primarily by Contra Costa County Measure J funds collected from a one-half cent sales tax measure approved by the voters of Contra Costa in 2004. Funds are to be expended in an effort to reduce congestion by providing alternatives to commuting in single occupancy vehicles. The Contra Costa Transportation Authority is responsible for administering Measure J and distributes funds to participating entities. Measure J funds allocated to TRAFFIX's members have been reallocated to TRAFFIX pursuant to the JPA agreement.

NOTE 2 – SIGNIFICANT ACCOUNTING POLICIES

The accounting policies of TRAFFIX conform with generally accepted accounting principles applicable to governments. The following is a summary of the significant policies:

A. *Basis of Presentation*

TRAFFIX's Basic Financial Statements are prepared in conformity with accounting principles generally accepted in the United States of America. The Government Accounting Standards Board is the acknowledged standard setting body for establishing accounting and financial reporting standards followed by governmental entities in the U.S.A.

These Statements require that the financial statements described below be presented.

Agency-wide Statements: The Statement of Net Position and the Statement of Activities display information about the primary government (TRAFFIX). These statements include the financial activities of the overall government. Governmental activities generally are financed through interest revenue and contributions from members.

MEASURE J TRAFFIX CONGESTION RELIEF AGENCY (TRAFFIX)
NOTES TO BASIC FINANCIAL STATEMENTS
For The Year Ended June 30, 2022

NOTE 2 – SIGNIFICANT ACCOUNTING POLICIES (Continued)

The Statement of Activities presents a comparison between direct expenses and program revenues for each function of TRAFFIX's governmental activities. Direct expenses are those that are specifically associated with a program or function and, therefore, are clearly identifiable to a particular function.

B. Major Funds

Major funds are defined as funds that have either assets, liabilities, revenues or expenditures equal to ten percent of their fund-type total and five percent of the grand total. The General Fund is TRAFFIX's only fund and is always a major fund.

General Fund - The General Fund is the general operating fund of TRAFFIX. It is used to account for all financial resources. The major revenue sources for this Fund are Measure J revenues and fare box revenues. Expenditures are made for operation services and program administration.

C. Basis of Accounting

The Agency-wide financial statements are reported using the *economic resources measurement focus* and the full *accrual basis* of accounting. Revenues are recorded when *earned* and expenses are recorded at the time liabilities are *incurred*, regardless of when the related cash flows take place.

Governmental funds are reported using the *current financial resources* measurement focus and the *modified accrual* basis of accounting. Under this method, revenues are recognized when *measurable* and *available*. The Agency considers all revenues reported in the governmental fund to be available if the revenues are collected within sixty days after year-end. Expenditures are recorded when the related fund liability is incurred, except for principal and interest on general long-term debt, claims and judgments, and compensated absences, which are recognized as expenditures to the extent they have matured. Governmental capital asset acquisitions are reported as *expenditures* in governmental funds.

Exchange transactions, in which TRAFFIX receives user fees such as Parent Contributions (Fare Box) revenues in exchange for services are recognized when the service is performed. Parent Contributions (Fare Box) collected for the subsequent school year are deferred and recognized as revenues when services have been provided.

Non-exchange transactions, in which TRAFFIX gives or receives value without directly receiving or giving equal value in exchange, include grants and contributions. On an accrual basis, Measure J and Transportation Demand Management revenues are recognized in the fiscal year in which all eligibility requirements have been satisfied.

MEASURE J TRAFFIX CONGESTION RELIEF AGENCY (TRAFFIX)
NOTES TO BASIC FINANCIAL STATEMENTS
For The Year Ended June 30, 2022

NOTE 2 – SIGNIFICANT ACCOUNTING POLICIES (Continued)

D. *Deferred Outflows/Inflows of Resources*

In addition to assets, the statement of financial position or balance sheet will sometimes report a separate section for deferred outflows of resources. This separate financial statement element, *deferred outflows of resources*, represents a consumption of net assets or fund balance that applies to a future period(s) and so will *not* be recognized as an outflow of resources (expense/expenditure) until then.

In addition to liabilities, the statement of financial position or balance sheet will sometimes report a separate section for deferred inflows of resources. This separate financial statement element, *deferred inflows of resources*, represents an acquisition of net assets or fund balance that applies to a future period(s) and so will *not* be recognized as an inflow of resources (revenue) until that time. The Agency has only one item, which arises only under a modified accrual basis of accounting that qualifies for reporting in this category. Accordingly, the item, deferred CCTA remittances, is reported only in the governmental fund balance sheet. The governmental fund reports unavailable revenues from one source: accounts receivable. These amounts are deferred and recognized as an inflow of resources in the period that the amounts become available.

E. *Budgets and Budgetary Accounting*

TRAFFIX follows these procedures in establishing the budgetary data reflected in the financial statements:

- Prior to the end of the fiscal year, a proposed operating budget is submitted to the Board of Directors for the fiscal year commencing the following July 1. The operating budget includes proposed expenditures and the means of financing them. The budget is legally enacted through adoption of a motion.
- Formal budgetary integration is employed as a management control device during the year. Budgets are adopted on a basis consistent with generally accepted accounting principles.
- Expenditures may not exceed appropriations at the fund level. Additional appropriations or interfund transfers must be approved by the Board.

**MEASURE J TRAFFIX CONGESTION RELIEF AGENCY (TRAFFIX)
NOTES TO BASIC FINANCIAL STATEMENTS
For The Year Ended June 30, 2022**

NOTE 2 – SIGNIFICANT ACCOUNTING POLICIES (Continued)

F. Risk Management

The Joint Exercise of Powers Agreement for TRAFFIX requires that TRAFFIX have insurance in an amount sufficient to protect TRAFFIX and its Members. Insurance shall include coverage for automobile liability, comprehensive general liability, public officials' errors and omissions, workers' compensation, excess liability and other perils as directed by the Board of Directors.

The Agency is a member of the Special Liability Insurance Program (SLIP) which provides annual coverage for general liability, automobile liability, public official errors and omissions and employment practices.

The following is a summary of the insurance policies in force carried by TRAFFIX as of June 30, 2022:

Type of Coverage	Limits	Deductibles
General Liability	\$2,000,000	\$1,000
Automobile Liability	1,000,000	1,000
Public Officials Errors and Omissions	2,000,000	1,000
Employment Practices Liability	2,000,000	10,000

G. Fair Value Measurements

Fair value is defined as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. TRAFFIX categorizes its fair value measurements within the fair value hierarchy established by generally accepted accounting principles. The fair value hierarchy categorizes the inputs to valuation techniques used to measure fair value into three levels based on the extent to which inputs used in measuring fair value are observable in the market.

Level 1 inputs are quoted prices (unadjusted) in active markets for identical assets or liabilities.

Level 2 inputs are inputs – other than quoted prices included within level 1 – that are observable for an asset or liability, either directly or indirectly.

Level 3 inputs are unobservable inputs for an asset or liability.

If the fair value of an asset or liability is measured using inputs from more than one level of the fair value hierarchy, the measurement is considered to be based on the lowest priority level input that is significant to the entire measurement.

**MEASURE J TRAFFIX CONGESTION RELIEF AGENCY (TRAFFIX)
NOTES TO BASIC FINANCIAL STATEMENTS
For The Year Ended June 30, 2022**

NOTE 3 – CASH AND INVESTMENTS

A. Classification

Cash and investments as of June 30, 2022, consist of the following:

	2022
Deposits with financial institutions	\$2,559,669
Investments:	
Money market funds	2,505
Certificate of deposit	381,792
Total cash and investments	\$2,943,966

Custodial credit risk for deposits is the risk that, in the event of the failure of a depository financial institution, TRAFFIX will not be able to recover its deposits or will not be able to recover collateral securities that are in the possession of an outside party. Under California Government Code Section 53651 through 53652, depending on specific types of eligible securities, a bank must deposit eligible securities posted as collateral with its Agent having a fair value of 110% to 150% of TRAFFIX’s cash on deposit. All of TRAFFIX’s deposits are either insured by the Federal Depository Insurance Corporation (FDIC) or collateralized with pledged securities held in the trust department of the financial institutions in TRAFFIX’s name.

B. Fair Value Hierarchy

TRAFFIX categorizes its fair value measurements within the fair value hierarchy established by generally accepted accounting principles. The hierarchy is based on the valuation inputs used to measure fair value of the assets. Level 1 inputs are quoted prices in an active market for identical assets; Level 2 inputs are significant other observable inputs; and Level 3 inputs are significant unobservable inputs.

Deposits with financial institutions, money market funds and certificates of deposit are measured at cost. Fair value is defined as the quoted market value on the last trading day of the period. These prices are obtained from various pricing sources by the custodian bank.

NOTE 4 – CAPITAL ASSETS

Major outlays for capital assets and improvements are capitalized as projects are constructed. All capital assets are valued at historical cost or estimated historical cost if actual historical cost is not available. Contributed capital assets are valued at their estimated fair market value on the date contributed.

The purpose of depreciation is to spread the cost of capital assets equitably among all users over the life of these assets. The amount charged to depreciation expense each period represents that period’s pro rata share of the cost of capital assets.

Depreciation of capital assets in service is provided using the straight line method which means the cost of the asset is divided by its expected useful life in periods and the result is charged to expense each period until the asset is fully depreciated. TRAFFIX has assigned 5 years for the useful life of website design costs, which were fully depreciated as of June 30, 2022.

MEASURE J TRAFFIX CONGESTION RELIEF AGENCY (TRAFFIX)
NOTES TO BASIC FINANCIAL STATEMENTS
For The Year Ended June 30, 2022

NOTE 5 – NET POSITION AND FUND BALANCES

Net Position is measured on the full accrual basis while Fund Balance is measured on the modified accrual basis.

A. Net Position

Net Position is the excess of all the Agency's assets and deferred outflows over all its liabilities and deferred inflows, regardless of fund. Net Position is divided into three captions, which are determined only at the Government-wide level. However, TRAFFIX only has two categories and are described below:

Net Investment in Capital Assets describes the portion of Net Position which is represented by the current net book value of the Agency's capital assets.

Unrestricted describes the portion of Net Position which is not restricted to use.

B. Fund Balances

Governmental fund balances represent the net current assets of each fund. Net current assets generally represent a fund's cash and receivables, less its liabilities. Portions of a fund's balance may be nonspendable, restricted, committed or assigned for future expenditures.

The Agency's fund balances are classified base on spending constraints imposed on the use of resources. For programs with multiple funding sources, the Agency prioritizes and expends funds in the following order: Unassigned, Restricted, Committed, Assigned. Each category in the following hierarchy is ranked according to the degree of spending constraint.

Nonspendable fund balances represent balances that are either not in spendable form or are legally or contractually required to be maintained intact.

Restricted fund balances have external regulations imposed by outside entities, such as other governments, which restrict the expenditures of the restricted funds to the purpose intended by the entity which provided the funds. TRAFFIX cannot modify or remove these restrictions or reserves.

Commitments are imposed by TRAFFIX's Board to reflect future spending plans or concerns about the availability of future resources. Commitments may be modified, amended or removed by Board action.

Assigned fund balances are amounts constrained by TRAFFIX's intent to be used for a specific purpose, but are neither restricted nor committed.

Unassigned fund balances are those which are not unspendable, restricted, committed, or assigned.

NOTE 6 – TRANSPORTATION SERVICE CONTRACTOR

TRAFFIX has an agreement with a third party Contractor to provide transportation services to students attending schools within the City of San Ramon and Town of Danville. TRAFFIX incurred \$2,714,203 in fiscal year 2022. The term of the contract is for five school years and ends August 1, 2024.

MEASURE J TRAFFIX CONGESTION RELIEF AGENCY (TRAFFIX)
NOTES TO BASIC FINANCIAL STATEMENTS
For The Year Ended June 30, 2022

NOTE 7 – RELATED PARTY TRANSACTIONS

Beginning July 2018, the City of San Ramon provides transportation program administrative services. Although TRAFFIX was created in part by the City of San Ramon, it is not part of the City's reporting entity. Program administrative services are billed separately and at amounts that will approximately recover the City's cost of providing such services. During the year ended June 30, 2022, expenditures for services provided by the City totaled \$161,623.

NOTE 8 – COMMITMENTS AND CONTINGENT LIABILITIES

TRAFFIX is subject to litigation arising in the normal course of business. In the opinion of legal counsel there is no pending litigation which is likely to have a material adverse effect on the financial position of TRAFFIX.



TRAFFIX BOARD OF DIRECTORS

Monday, March 20, 2023

VIII. New Business

- A. Review and Approve** a recommendation of the TRAFFIX Technical Advisory Group (TAG), in conjunction with direction of TRAFFIX Legal Counsel to amend the Rules of the Board to eliminate the CAC



DATE: March 21, 2023
TO: Board of Directors
FROM: Michael Conneran, TRAFFIX Legal Counsel
SUBJECT: Review and Approve a recommendation to eliminate the Citizen Advisory Committee.

BACKGROUND

TRAFFIX established a Citizen Advisory Committee (CAC) to obtain input from the community, particularly families using the TRAFFIX service, regarding TRAFFIX general operations and pending matters. The CAC was established as an official body of TRAFFIX and therefore is subject to the Brown Act, which requires it to publish agendas and have its meetings be open to the public. During the pandemic, the public meeting requirements of the Brown Act were suspended, permitting the CAC to meet remotely. With the termination of the Governor's Emergency Order, meetings of bodies subject to the Brown Act must again be held in person. Members of the CAC have requested that they be allowed to continue to meet remotely. The ability of the CAC to meet remotely would encourage more community participation.

The Board recently acted to dissolve the TRAFFIX Technical Advisory Committee as an official body, in order to permit the staff members from the TRAFFIX member agencies to meet on a less formal basis. With this action the Board is being asked to consider a similar action, to dissolve the current CAC. This action would allow for interested community members to meet less formally, and to do so remotely if they so choose. Such gatherings would no longer involve a body formed by official action of the Board and would not be subject to the Brown Act. Since the CAC is not mentioned in the Rules of the Board, no amendment of the Rules is required.

RECOMMENDATION

A action by the Board to dissolve the Citizen Advisory Committee and to instruct staff to convene an informal group of community members to obtain input regarding the TRAFFIX bus service. This can be accomplished by a majority vote of the Board. Your favorable consideration is requested.

RESOLUTION NO. 3-2023

A RESOLUTION OF BOARD OF DIRECTORS THE MEASURE J TRAFFIC CONGESTION
RELIEF AGENCY ELIMINATING THE CITIZENS ADVISORY COMMITTEE

MEASURE J TRAFFIC CONGESTION
RELIEF AGENCY

WHEREAS, TRAFFIX established a Citizen Advisory Committee (CAC) to obtain input from the community, particularly families using the TRAFFIX service, regarding TRAFFIX general operations; and

WHEREAS, during the pandemic, the public meeting requirements of the Brown Act were suspended, permitting the CAC to meet remotely; and

WHEREAS, members of the CAC have requested that they be allowed to continue to meet remotely, which will encourage more community participation; and

WHEREAS, only legislative and advisory bodies that are formed by an official action of the superior legislative body are subject to the Brown Act public meeting requirements; and

WHEREAS, the agency can best continue to obtain input from the community by eliminating the official Citizens Advisory Committee and permitting staff to schedule informal meetings with parents and members of the community to obtain input regarding TRAFFIX and the services it provides.

NOW, THEREFORE, BE IT RESOLVED that the TRAFFIX Citizens Advisory Committee is eliminated as an official body of the Measure J Traffic Congestion Relief Agency.

PASSED AND ADOPTED this 20th day of March 2023, by the following vote:

AYES:

NOES:

ABSENT:

Chair, Board of Directors

ATTEST:

Board Administrator



TRAFFIX BOARD OF DIRECTORS

Monday, March 20, 2023

VIII. New Business

- B. Adopt** a Resolution of the Board of Directors of the Measure J Traffic Relief Congestion Relief Agency for the TRAFFIX Bus Pass Rate Schedule for the 2023-2024 School Year



DATE: March 20, 2023

TO: TRAFFIX Board of Directors

FROM: TRAFFIX Technical Advisory Group
By: TRAFFIX Administrative Coordinator, Kellie Fahey

SUBJECT: **ITEM- VIII. B. Discuss and Recommend Approval** of the TRAFFIX Bus Pass Rate Schedule for the 2023-2024 School Year

BACKGROUND:

Annually, the TRAFFIX Technical Advisory Group (TAG) recommends a TRAFFIX Bus Pass Rate Schedule for the TRAFFIX Board of Directors' ("TRAFFIX Board") consideration and adoption.

During the 2022-2023 school year, the TRAFFIX Board approved a TRAFFIX Pass Rate Schedule (Resolution 2022-02) for the 2022-2023 school year that included a Standard Fare rate and a Promotional Fare rate. In addition, the Board approved a Dual Payment option for its customers. For the 2023-2024 school year, the TAG recommends maintaining the current pass fare price, based on the following factors:

1. Low ridership numbers post-COVID. (See the table below.)

School Year	Bus Passes Sold
2019-2020 (Pre-COVID)	1,702
2020-2021 (COVID)	258
2021-2022 (Post-COVID)	1,241
2022-2023 (Post-COVID)	1,285

Given the need to increase ridership on many routes, maintaining the existing fare will help to recruit new riders; and

2. Leaving the pass rates the same will maintain our 40% reserve, given that the Measure J revenues have not decreased.

It is recommended that the Board authorize the TAG to proceed with preparing a Pass Rate Schedule for the 2023-2024 school year in-step with the current TRAFFIX Reserve Policy baseline that establishes maintaining 40% in cash reserves. The following is the proposed Pass Rate Schedule for the 2023-2024 school year that includes a Standard Fare rate, a Promotional Fare rate, and Dual Payments options.



RECOMMENDATION:

The TAG requests that the Board adopt a resolution to establish the TRAFFIX Pass Rate Schedule for the 2023-2024 School Year.

Attachment: Resolution No. 2023-3

Exhibit 1: TRAFFIX Bus Rate Schedule for the 2023-24 School Year

EXHIBIT 1:
TRAFFIX Bus Rate Schedule
2023-24 School Year

Standard Fare	
▪ Lump Sum Payment	\$475.00
Promotional Fare* (available to elementary and middle schools only)	
▪ Lump Sum Payment (pass must be purchased by June 2, 2023)	\$425.00
▪	
Dual Payment Option (High School Fare)	
▪ Dual Payment Option (due at purchase)	\$250.00
▪ Dual Payment Option (due November 1, 2023)	\$225.00
Dual Payment Option (Middle and Elementary)	
▪ Dual Payment Option (due at purchase)	\$250.00
▪ Dual Payment Option (due November 1, 2023)	\$225.00

RESOLUTION NO. 2023-03

MEASURE J TRAFFIC CONGESTION RELIEF AGENCY OBA TRAFFIX

**COUNTY OF CONTRA COSTA
STATE OF CALIFORNIA**

ADOPTING 2023-2024 SCHOOL YEAR TRAFFIX BUS RATE SCHEDULE

WHEREAS, on October 18, 2008, the Measure J Traffic Congestion Relief Agency dba TRAFFIX was formed to provide school bus service to selected school sites in the San Ramon Valley to reduce traffic congestion; and

WHEREAS, the TRAFFIX Board of Directors (Board) consists of 7 elected officials representing the City of San Ramon (2), the Town of Danville (2), the San Ramon Valley Unified School District (2) and the County of Contra Costa (1); and

WHEREAS, the Board has entered into a contract with First Student to provide bus service utilizing a fleet of 24 school buses; and

WHEREAS, the Board of Directors of the Measure J Traffic Congestion Relief Agency dba TAAFFIX desires to adopt the attached TRAFFIX Bus Rate Schedule for the 2023-2024 School Year.

NOW THEREORE, BE IT RESOLVED that the Measure J Traffic Congestion Relief Agency dba TRAFFIX adopts the TRAFFIX Bus Rate Schedule (Exhibit 1) for the 2023-2024 School Year is hereby adopted.

PASSED AND ADOPTED this 20th day of March 2023, by the following

VOTES:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

**Laura Bratt
Chair, Board of Directors
TRAFFIX, Measure J Traffic Congestion
Relief Agency**

**Kellie Fahey
Secretary, Board of Directors
TRAFFIX, Measure J Traffic Congestion Relief Agency**

Exhibit 1: TRAFFIX Bus Rate Schedule for the 2023-2024 School Year

**Exhibit 1:
TRAFFIX Bus Rate Schedule
2023-2024 School Year**

TRAFFIX Bus Rate Schedule: 2023-2024

Standard Fare

- **Lump Sum Payment** **\$475**
- **Promotional Fare (available to elementary and middle Schools only)** **\$425**
- **Lump Sum Payment (pass must be purchased by June 2, 2023)**
- **Dual Payment Option - (High School Fare)** **\$250**
- **Dual Payment Option (due at purchase)** **\$225**
- **Dual Payment Option (due November 1, 2023)**

- **Dual Payment Option - (middle and elementary)** **\$250**
- **Dual Payment Option (due at purchase)** **\$225**
- **Dual Payment Option (due November 1, 2023)**



TRAFFIX BOARD OF DIRECTORS

Monday, March 20, 2023

VIII. New Business

C. Receive and Approve the Mid Year Budget



DATE: March 20, 2023
TO: TRAFFIX Board of Directors
FROM: TRAFFIX Technical Advisory Committee
SUBJECT: ITEM- VII.B Approve 2022-2023 Mid-Year Financial Plan

BACKGROUND:

TRAFFIX adopts an annual financial plan to forecast and track revenues and expenditures for the TRAFFIX program. This mid-year review of the annual budget is adjusted to more closely reflect actual and anticipated revenues and expenditures.

FISCAL IMPACT:

Adjustments between the approved 2022-23 Financial Plan and the proposed 2022-23 Mid-Year Financial Plan are described in the table below:

2022-2023 Mid-Year Expenditure Changes:

Budget Item	Amount of Increase/Decrease	Reason/Notes
Revenue - 4200-00 Parent Contribution (Fare Box)	-\$116,422.00	Decrease in revenue due to lower-than-expected ridership. Ridership projection for FY 22-23 budget was 1,600 students vs. 1,285 students who actually purchased a bus pass.
Expenditures - 7100-01 Program Administration	-\$8,950.00	Admin Coordinator annual income was increased by 5% by the City of San Ramon effective Dec. 2022.

RECOMMENDATION:

TRAFFIX TAG requests that the Board of Directors approve the 2022-2023 Mid-Year Financial Plan.

ATTACHMENT

- A. 2022-2023 Proposed TRAFFIX Mid-Year Financial Plan

TRAFFIX - Measure J Traffic Congestion Relief						
FY 2022-2023 Financial Plan						
Statement of Revenue & Expenditures - DRAF					0	
		Proposed Financial Plan/Budget July 1, 2022 - June 30, 2023	ADOPTED MID YEAR Financial Plan FY2022-23	NOTE S	Changes	
REVENUES:						
	Transfer from Reserves					\$ -
	4100-00 Measure J Sales Tax Revenue	\$ 2,400,000.00	\$ 2,400,000.00		1	-
	4200-00 Parent Contributions (Fare Box)					-
	School Year 2020-2021					-
	School Year 2021-2022					-
	School Year 2022-2023	677,845.00	561,423.00		2	(116,422.00)
		\$ 3,077,845.00	\$ 2,961,423.00			(116,422.00)
	4300-00 Other Funds					-
	4300-01 TDM Funds	90,000.00	90,000.00		3	-
	4300-02 CCC CSA-T1	271,000.00	271,000.00		4	-
	Total 4300-00 Other Funds	361,000.00	361,000.00			-
	Total Income	\$ 3,438,845.00	\$ 3,322,423.00			\$ (116,422.00)
	Gross Profit	\$ 3,438,845.00	\$ 3,322,423.00			\$ (116,422.00)
EXPENDITURES:						
	7100-00 Contract Services					
	7100-01 Program Administration	179,000.00	187,950.00		5	8,950.00
	7100-02 Service Operator	2,846,275.00	2,846,275.00		6	-
	7100-03 Audit	6,000.00	6,000.00			-
	7100-04 Consulting Services					-
	7100-05 Insurance	6,500.00	8,778.00		7	\$2,278
	7100-06 Legal Counsel	15,000.00	15,000.00		8	-
	7100-07 Treasurer/Accounting	12,000.00	12,000.00		9	-
	7100-08 Banking Service Charges/CC Charges	22,000.00	22,000.00		10	-
	Total 7100-00 Contract Services	\$ 3,086,775.00	\$ 3,098,003.00			11,228.00
	7300-00 Leases					
	7300-01 Office/Meeting Space					
	Total 7300-00 Leases					

TRAFFIX - Measure J Traffic Congestion Relief						
FY 2022-2023 Financial Plan						
Statement of Revenue & Expenditures - DRAF						
		Proposed Financial Plan/Budget July 1, 2022 - June 30, 2023	ADOPTED MID YEAR Financial Plan FY2022-23	NOTE S	Changes	
7400-00 Marketing & Sales						
7400-01 Bus Pass Production & Mailing		7,000.00	7,000.00	11		-
7400-02 Printing & Postage		200.00	200.00	12		-
7400-03 Promotional Materials / Online Marketing		12,540.00	12,540.00	13		-
Total 7400-00 Marketing & Sales		\$ 19,740.00	\$ 19,740.00			
7500-00 Public Notification						
7500-01 Public Document Printing						
7500-02 Postage						
Total 7500-00 Public Notification						
7600-00 Software, Website, CRM Data Maintenance						
7600-01 License Fees/ Hosting (Annual)		6,000.00	6,000.00	14		-
7600-02 Software Support / Maintenance Fees (Annual)		6,500.00	6,500.00			-
Total 7600-00 Software, Website, CRM Data Maintenance		\$ 12,500.00	\$ 12,500.00			-

TRAFFIX - Measure J Traffic Congestion Relief					
FY 2022-2023 Financial Plan					
Statement of Revenue & Expenditures - DRAFT					
		Proposed Financial Plan/Budget July 1, 2022 - June 30, 2023	ADOPTED MID YEAR Financial Plan FY2022-23	NOTES	Changes
7700-00 Supplies		3,000.00	3,000.00		-
Total 7700-00 Supplies		\$ 3,000.00	\$ 3,000.00		-
7800-00 Email & Telephone					
7800-01 Telephone - Google Voice					
7800-02 SMS/Text Messaging Hosting Fees		\$ 2,000.00	\$ 2,000.00	15	-
Total 7800-00 Email & Telephone		\$ 2,000.00	\$ 2,000.00		
7900-00 Miscellaneous Expenses					
7910-00 Monitoring Program					
7920-00 General Contingency		\$ 10,000.00	\$ 10,000.00		-
7930-00 Operation Analysis Study		\$ 100,000.00	\$ 100,000.00	16.00	-
Total Expenses		\$ 3,136,515.00	\$ 3,147,743.00		11,228.00
NET OPERATING INCOME:		\$ 302,330.00	\$ 174,680.00		(127,650.00)
NON-OPERATING INCOME:					
4400-00 Interest		283.00	283.00		-
Total Other Income		283.00	283.00		-
Net Other Income		\$ 283.00	\$ 283.00		-
REVENUE OVER (UNDER) EXPENDITURES		\$ 302,613.00	\$ 174,963.00		(127,650.00)
Prior Year Carry-over(Unreserved) Funds		\$ 1,374,557.00	\$ 1,502,207.00		127,650.00
Ending Unreserved Balance Prior to Current Reservations		\$ 1,677,170.00	\$ 1,677,170.00		-
	1	4100-00 Measure J Revenue - \$2,400,000 is the estimated 12			
	2	4200-00 Parent Contributions - Estimated parent contributions \$677,525.00 with no rate increase FY 2022-2023.			Parent Contributions to \$561,423 through January 2023
	3	4300-01 TDM Funds- SWAT Recommendation - \$90,000 in TDM Funds			

TRAFFIX - Measure J Traffic Congestion Relief				
FY 2022-2023 Financial Plan				
Statement of Revenue & Expenditures - DRAFT				
	Proposed Financial Plan/Budget July 1, 2022 - June 30, 2023	ADOPTED MID YEAR Financial Plan FY2022-23	NOTES	
4	4300-02 CCC CSA T-1 - CSA T-1 Reimbursements are calculated for three buses servicing the CSA			\$490,235.52
5	7100-01 Program Administration - Program Management reflects a total employee compensation package of \$179,000 for 12 months for the Administrative Coordinator who is a full-time, limited term employee of the City of San Ramon.			Admin Coordinator annual income increased by 5% by the City of San Ramon effective Dec. 2022
6	7100-02 Service Provider Cost- \$2,846,275.00. This reflects the contract amount of			
7	7100-05 Insurance - Insurance	\$8,778		
8				
9	7100-07 Treasurer/Accounting -			
10	7100-08 Banking Service Charges - Forecasting more "normal" pass sale rate and charges associated with 1,500+ transactions, the	11,432.00		
11	7400-01 Bus Pass Production & Mailing - This amount reflects the estimate of 1000+ passes made, sorted and mailed			
12	7400-02 Printing & Postage - This covers the purchase of copy paper for day to day printing,			
13	7400-03 Marketing / Promotional Materials - Marketing budget per			
14	7600-01 License Fees/Hosting - Includes website hosting, Go Daddy Renewal OR code			
15	7800-02 SMS/Text Messaging Hosting - Increase in anticipated			



TRAFFIX BOARD OF DIRECTORS

Monday, March 20, 2023

VIII. New Business

**D. Receive and Approve TRAFFIX Meeting Schedule for
2023/2024**

2023-2024 School Year Meeting Schedule

TRAFFIX Board of Directors (BOD) *

Monday, March 20, 2023	3:30 PM
Monday, May 15, 2023	3:30 PM
Monday, July 17, 2023	3:00 PM
Monday, September 18, 2023	3:30 PM
Monday, November 20, 2023	3:30 PM
Monday, January 15, 2024	3:00 PM

TRAFFIX Technical Advisory Committee (TAG) *

Wednesday, May 3, 2023	11:00 AM
Wednesday, July 5, 2023	11:00 AM
Wednesday, September 5, 2023	11:00 AM
Wednesday, November 1, 2023	11:00 AM
Wednesday, January 3, 2024	11:00 AM

TRAFFIX Citizens Advisory Committee (CAC) *

Tuesday, May 9, 2023	11:00 AM
Tuesday, November 28, 2023	11:00 AM
Tuesday, February 27, 2024	11:00 AM
Tuesday, May 27, 2024	11:00 AM

*** All TAG & CAC Meetings will be held via Zoom**



TRAFFIX BOARD OF DIRECTORS

Monday, March 20, 2023

VIII. New Business

E. Review and Approve Marketing & Outreach plan for
2023/2024

F. Receive Update on SRVUSD Bell Schedule for
2023/2024



Safe. Simple. Smart.

Driven to reduce traffic!

2023-2024 TRAFFIX Marketing Plan (PROPOSED)



TRAFFIX Schools 2023-2024

Ridership and Marketing Targets

(For 2023-2024, no new school sites proposed)

Low Ridership Schools – Primary Marketing Target

- ▶ Country Club
- ▶ Green Valley
- ▶ Neil Armstrong
- ▶ Vista Grande
- ▶ Walt Disney
- ▶ Los Cerros

Mid-Range Ridership – Secondary Marketing Target

- ▶ Coyote Creek
- ▶ Pine Valley

High Ridership – Consistently Sold Out

- ▶ Cal High
- ▶ Monte Vista
- ▶ San Ramon Valley

Marketing Challenges & Goals

CHALLENGES

- Confined Marketing Area (school specific)
- Some continued concerns about COVID

GOALS

- Increase TRAFFIX Ridership on low and mid-range ridership schools
- Increase Bus Awareness and Safety Among TRAFFIX Families and entire community
- Improve Bus Operations to Foster Strong Program Reputation
- Position TRAFFIX as a Trusted Community Member and Asset
- Educate Customer to Self-Serve
- Increase Return on Investment (ROI) – Marketing Measurement
 - Number of Pass Sales
 - Customer Satisfaction Survey



Marketing Methods

Promoting TRAFFIX for 2023 - 2024





Communications & Branding

- Website – continue to keep it clean, easy to navigate, professional, informative, and mobile device friendly
- School Newsletters (PTAs)
- Direct Neighborhood Promotion
- School Office Posters
- Attendance at School Events (PTA Mtgs & Events)
- School-Site Banners
- Donations to School Auctions (Free Ticket)
- Brochure
- Bus Driver BRAVOS

Events & Celebrations

- School Events (Such as PTA Meetings, Open Houses, Back-To-School Nights, Carnivals, etc.)
- School Bus Safety Week (October 2023)
- Unity Day (October 2023)
- School Bus Driver Appreciation Week



Promotions & Campaigns



- Monthly Promotional / Informational Emails sent through Constant Contact
- Spring Promotion for 2024
- TRAFFIX Bus Pass Design Contest
- Share all of the above widely on the website, social media and in school newsletters!

Successful Program Operations Lead to a Great Reputation!

Citizens Advisory Committee (CAC)

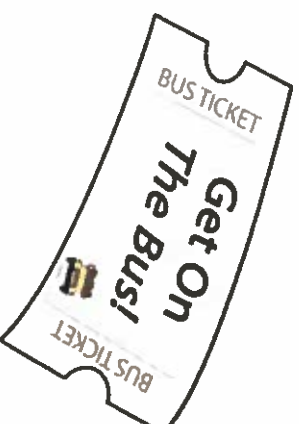
- ▶ CAC Marketing Contributions
 - Branded as “AmBUSadors”
 - Assist with Driver Appreciation Ceremonies
 - School Site Liaison
 - School Event Presence and Promotion

The CAC member coordinates with the TRAFFIX Administrative Coordinator to help promote the program at their school sites and in their communities as opportunities and time allow. This could include communicating TRAFFIX information, representing TRAFFIX at school meetings and/or assisting at school event TRAFFIX tables (registration, open house, carnivals, etc.).



Key Marketing MESSAGES

- ▶ Convenient and Cost-Effective (Save on car wear/tear and gas)
- ▶ Reliable (FirstView App)
- ▶ Payment Plan Available / Reduced rates /waivers
- ▶ Develops Independence and Responsibility
- ▶ Fosters Fun and Friendship
- ▶ Reduces Traffic Congestion – Gets Cars off the Roadways (vehicle trips saved)
- ▶ Leverage the program’s permanency in the community
 - Celebrates TRAFFIX longevity and promotes TRAFFIX as sustainable, credible, trustworthy, etc.
- ▶ Potential Supplemental Taglines:
 - Driven to Reduce Traffic Congestion!
 - It’s Better on the Bus!



Marketing Budget: Anticipated Costs

Proposed Budget for 2023-2024

Item	Annual Cost	Notes
Constant Contact	\$1140	Monthly rate \$95
Promotional Items	\$4000	Max \$2/item for up to 2000 total pieces
Driver / CAC Shirts, Hats, etc.	\$2500	Used as driver and CAC appreciation gifts and to promote TRAFFIX
Bus Magnets	\$1000	50 (12"x24") outside bus magnets
School Office Posters	\$350	Waiting for quote from Excel Graphics for 12x24 posters for school sites
Miscellaneous	\$3000	
GRAND TOTAL	\$12,990	Estimated Annual Marketing Communication Budget School Year 2023-2024 (requires board approval)

Thank you!!

 **Safe. Simple. Smart.**

TRAFFIX

Questions?