# 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@ridetraffix.com](mailto:admin@ridetraffix.com). Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the 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.*

1. **Call to Order – Chair Bratt called meeting to order at 3:40 PM.**
2. **Roll Call – Chair Bratt asked Kellie Fahey to conduct roll call:**

**Present:** Director Laura Bratt (SRVUSD), Director Rachel Hurd (SRVUSD), Director Karen Stepper (Danville), Director Newell Arnerich (Danville), Director Marisol Rubio (San Ramon), Chris Weeks (San Ramon), Andy Dillard (Danville), Adam Cleary (Danville), Ilana Samuels (SRVUSD), Robert Sarmiento (Contra Costa County), Michael Conneran (TRAFFIX attorney), Kellie Fahey (Administrative Coordinator)

**Absent:** Director Hudson and Supervisor Andersen

1. **Public Comment**
2. **Order of the Agenda –** No Changes
3. **Consent Calendar**
   1. **Adopt** a Resolution of the Board of Directors of the Measure J Traffic Congestion Relief Agency declaring that meetings will be held in person
   2. **Approve** the Summary of Actions from January 17, 2023 Meeting

No public comment.

Motion to approve by Director Stepper, Second by Director Hurd

Motion passes 4-0

1. **Reports and Presentations**
   1. **Receive Update** from Administrative Coordinator on Pass Sales, Marketing and Outreach

Ms. Fahey reported that 1296 bus pass have been sold to date. This compares to 1237 at this time last year. So far, 21 passes have been sold at the Spring Promotion reduced rate. Monte Vista continues to have waitlists on all buses, SRVH is completely full and Cal High has 5 passes available. In January and February 23 replacement passes were requested and processed.

The Spring Promotion has been promoted heavily through the website, Constant Contact and shared with all elementary and middle schools through the school newsletters. Additionally, Ilana Israel Samuels provided the information to all Principals in the Principal reports. A second Constant Contact was sent out last week as a reminder to parents to spread the news.

Ms. Fahey, reported that there has been significant outreach to the elementary and middle schools. Several PTA presidents have contacted TRAFFIX and connections were made for invites to PTA meetings and school events. So far, 4 PTA meetings are on the calendar and 2 events are scheduled. Additionally, TRAFFIX has been in connection with elementary auction committees and 5 out of the 6 TRAFFIX served elementary schools were provided with baskets for their annual fundraisers. The auction basket contains a free bus pass along with swag that is branded with TRAFFIX logos.

The bus pass design contest will begin next week with a deadline for submission on May 6. This again was promoted through Constant Contact, the school district, website and school newsletters.

**B.1. Receive TRAFFIX Administrative Coordinator Report**

Ms. Fahey reported that there were three incidents in January/February and 1 in March. The March incident was the most significant which resulted in suspension of 3 students from the bus. A student had been bullied for months before reporting it to their parents. Video was pulled and the parents were contacted immediately. The students were suspended from the bus for 5 days and the principal of the school deemed their own punishment.

New pass sales for 2023/2024 will be available the week of April 24. A bus pass purchase schedule will be posted on the website by the end of this week. Additionally, the available pass purchases again will be will be heavily advertised through the same venues as noted earlier.

The new bell schedule was released by the school district. First Student will have the schedules to TRAFFIX by the end of April. Once school ends, the new schedules will be uploaded to the website.

The Town of Danville reported that there will be construction on Diablo road from March 23-April 13. This construction is to repair a damaged culvert and which needs to be replaced immediately. The road will be closed between each entrance to the Diablo neighborhood. (Alameda Diablo thru Avenida Nueva). The Diablo community will allow the buses to utilize their roadways during construction, as this will be closed to all nonresidents. The road closure information has been sent out to all TRAFFIX families via Constant Contact, school newsletters, and the website. Only one route GV5 afternoon route will need adjusted. At this time, TRAFFIX will not change the schedules unless after a few days, we find it necessary due to late buses.

Public Comment from Patrick Mullikin. Mr. Mullikan asked the Board about the process of adding a school to the TRAFFIX Program. Director Arnerich explained the main purpose of the program is to relieve traffic. It is primarily funded Measure J funds. The schools chosen to receive the service are based on an analysis of the worst traffic surrounding the school.

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

**First Student could not attend the meeting therefore, Ms. Fahey read their report.**

The months of January and February ran smooth with the expected normal hiccups. TRAFFIX is still experiencing a driver shortage. Currently, 3 people graduated from the last driver class. They are currently in, hands on training. As always, First Student is doing their best to recruit more drivers and make sure all routes are covered.

First Student has noted an uptick in pass sharing and some vandalism on the buses (including eating and chewed gum stuck on the seats and outside of the bus). The drivers are trying their best to be vigilant in catching the students that are perpetuating these behaviors.

On Wednesday, March 15, a bus had mechanical issues at Pine Valley MS and would not start. Two other buses circled back after their routes and picked up the students. There was a 15-minute delay for students to be picked up from the school site. School and parents were notified. A mechanic drove to the school site, changed out a part and the bus was able to travel back to the yard.

1. **Old Business**
   1. **Receive and Accept** the FY22TRAFFIX Audit

Ms. Fahey reported to the Board that the audit subcommittee met on January 30 at 11:00am, which included Board members Laura Bratt, Newell Arnerich and the auditor from MAZE David Alvey. Ms. Crockett from MAZE attended the meeting and reported that the audit was rated at the highest level with nothing to report.

No public comment.

Motion to approve by Director Hurd, Second by Director Stepper

Motion passes 5-0

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

TJKM consulting Project Manager could not attend the meeting. Kellie Fahey will report for TJKM.

* + - All the traffic counts for the LOS analysis (Task A) and the SimTraffic analysis (Task D) has been collected, although there may need to be some recounts once all the data is reviewed.
    - The LOS and SimTraffic model in Synchro is about 70% built-out (which includes all the variable inputs, such as roadway geometry, signal timing etc)
    - On track to deliver LOS results on schedule by the end of April.
    - The On-Site School Observations (Task B) is 30% complete and on track for complete by end of April depending on weather.
    - Information has been received for the GIS data from the School District to assist with the Enrollment Comparison and Route Catchment Map (Task C). Work on this component will begin this week.

Overall, the project is progressing on schedule despite the challenges with the weather.

1. **New Business** 
   1. **Receive and Approve** a recommendation of the TRAFFIX Technical Advisory Group (TAG), in conjuction with direction of TRAFFIX Legal Counsel to amend the Rules of the Board to eliminate the CAC.

Michael Conneran, TRAFFIX Legal Council, requested that the Board eliminate the official Citizen Advisory Committee due to strong feedback from members that do not want to meet in person and would rather stay online. By remaining as a remote committee would encourage more participation. Currently there are 3 members of the CAC.

No public comment.

Motion to approve by Director Arnerich, Second by Director Hurd

Motion passes 5-0

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

Andy Dillard recommended that pass fares for 2023.24 school year remain the same as 2022.23. Current fare for high school is $475 and middle/ elementary schools at $425 annually. Since covid, pass sales are starting to recover. Based on anaylsis, the end result is to keep the 40% reserve. Measure J revenues have been better than expected through covid. This has kept the bus rates low by keeping pass rates the same.

No public comment

Motion to approve by Director Arnerich, Second by Director Hurd

Motion passes 5-0

* 1. **Review and Approve** the Mid Year Budget

Ms. Fahey provided the Board with an update as to where TRAFFIX is at the mid-year for 2022/2023 fiscal year. It should be noted that the mid-year numbers are reflective as of January 30, 2023. There are two items that need to be discussed. The first item is revenue. There is a decrease in Parent contributions due to lower than expected ridership.

Second item to discuss is expenses. The TRAFFIX Administrative coordinator received an annual increase from the City of San Ramon of 5%. This is an additional expense of $8,950.

The original ridership estimate for fiscal year 2022/2023 was 1600 students. Currently there are 1296 student’s riders. The goal for bus pass sales for next year is 1400 students.

No public comment.

Motion to approve by Director Arnerich, Second by Director Stepper

Motion passes 5-0

* 1. **Review and Approve** TRAFFIX Meeting Schedule for 2023/2024

Ms. Fahey provided an updated to the TRAFFIX Meeting Schedule through January of 2024.

No public comment.

Motion to approve by Director Stepper, Second by Director Arnerich

Motion passes 5-0

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

Ms. Fahey provided the marketing and outreach plan for the 2023/24 school year. The main objective is to increase ridership particularly in the elementary schools and middle schools that have a history of lower performance. Additionally, to position TRAFFIX as trusted community asset. Outreach, school and parent communication is key to building trust and ridership.

This is outlined in the marketing plan and is being acted on with extensive outreach to the TRAFFIX served schools by way, of banners, PTA mtgs, bus pass design contest, community and school event attendance, school posters and constant contact email outreach.

Additionally, continuation of the annual traditions of celebrating Unity Day, School Bus Safety week and Bus Driver appreciation weeks.

The continuation and building up of the Citizens Advisory Committee is also key to keeping firm communication within the parents.

TAG recommends leaving the marketing budget at $12,990 as it was in 2022/2023.

Director Arnerich recommended that the TRAFFIX bus be in the Danville 4th of July parade. Ms. Fahey will look into it.

No public comment.

Motion to approve by Director Arnerich, Second by Director Rubio

Motion passes 5-0

* 1. **Receive Update** on SRVUSD Bell Schedule for 2023/2024

Ilana Israel Samuels reported to the Board that the bell schedules for elementary and middle school are changed for the 2023.24 school year. TRAFFIX served elementary schools will begin at 8:00am and middle schools at 8:45am. High school schedules will remain relatively the same.

**Adjournment:** The next scheduled meeting is Monday, May 22, 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.

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Cathy McSweeney, Communication/Admin Support Specialist

San Ramon Valley School District