



MEASURE J TRAFFIC CONGESTION RELIEF AGENCY BOARD OF DIRECTORS

Meeting Agenda MONDAY November 13, 2023

3:30 PM

**San Ramon Valley Unified 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 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 that is not already included in the agenda packet will be made available for public inspection at the meeting. Members of the public may arrange to view documents after the meeting by calling the TRAFFIX Administrative Coordinator at 925-553-6253 during normal business hours.

- I. Call to Order**
- II. Roll Call**
- III. Public Comment**
- IV. Order of the Agenda**
- V. Consent Calendar**
 - a. Approve** the Summary of Actions from September 18, 2023 Meeting
- VI. Reports and Presentations**
 - a. Receive Update** prepared by Administrative Coordinator on Pass Sales, Operations, Marketing and Outreach
 - b. Receive** First Student Location Manager Report
- VII. Old Business**
 - a. Review** Milestone Calendar
 - b. Review and Approve** Meeting Calendar through May 2024
 - c. Receive Verbal Update** Level of Service Analysis

VIII. Appoint a subcommittee for the annual audit.

Adjournment: The next scheduled meeting is Monday, January 22, 2024 at 3:00pm at the San Ramon Valley Unified School District Office, 699 Old Orchard Drive, Danville, CA. The agenda will be posted 72 hours in advance of the noted meeting.

CERTIFICATION

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

Ilana Israel Samuels

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



TRAFFIX BOARD OF DIRECTORS

Monday November 13, 2023

Consent Calendar

- A. Approve the Summary of Actions from the
September 18, 2023 meeting**



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

Meeting Agenda

Monday, September 18, 2023

3:30 PM

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

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I. Call to Order – Chair Bratt called the meeting to order at 3:34 pm.

II. Roll Call – Chair Bratt asked Kellie Fahey to conduct roll call.

Present: Director Laura Bratt (SRVUSD), Supervisor Candace Andersen (CCTA), Director Rachel Hurd (SRVUSD), Director Karen Stepper (Danville), Director Newell Arnerich (San Ramon), Chris Weeks (San Ramon), Andy Dillard (Danville), Adam Cleary (Danville), Robert Sarmiento (Contra Costa County), Matt Sanchez (SRVUSD), Michael Conneran (TRAFFIX attorney), Kellie Fahey (Administrative Coordinator) **Absent:** Director Perkins and Director Rubio

III. Public Comment - None

IV. Order of the Agenda – No changes to the agenda

V. Consent Calendar

A. Approve the Summary of Actions from July 17, 2023 Meeting Motion to approve by Director Stepper, Second Director Andersen Approved as revised on Page 4, second paragraph.
Motion Passes 5-0

VI. Reports and Presentations

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

Ms. Fahey reported that 1253 bus passes have been purchased. Monte Vista buses are sold out with extensive waitlists on all routes. San Ramon Valley High has five spots available and Cal High has four spots available. The final pass sales number last year was **1296**.

In August of 2022 the pass sales were 1334. However, there were 39 refunds due to Middle School bell schedule challenges, in which, have now been resolved.

San Ramon School District has issued 64 bus pass waivers. Of the 64 waivers, 25 are new riders and 39 were already utilizing the TRAFFIX program.

First Student has reported five incidents since the beginning of the school year. Three of the incidents occurred on the Monte Vista buses and one at Pine Valley Middle School. The violations included moving around on the bus, not wearing seatbelts and using loud voices. The fifth incident happened on the San Ramon Valley High school bus. The SRVH driver reported that he suspected students were vaping and drinking on the bus on the drive to school. As the identity of the students were unknown, TRAFFIX requested that an Assistant Principal talk to the students on the bus. This also happened on a Monte Vista route and an assistant principal talked to the students in the same manner.

There was discussion from the Board about cameras on the bus. Mr. Cooper reported that the seat backs are very high giving the students the ability to hide behind to vape without being noted.

TRAFFIX Staff tabled at all back to school and registration events at the Middle and Elementary schools. Going forward the outreach will focus on social media, PTA meetings and other school events.

New TRAFFIX brochures have been delivered to all the TRAFFIX served schools for parents to pick up in the school lobbies.

A Driver Appreciation Holiday party will be scheduled in early December.

B. Receive Update from First Student Location Manager Report

Mr. Cooper reported that it has been a good start to the new school year. TRAFFIX is currently down two drivers; however, charter drivers are being utilized to cover these spots. There are ten trainees in the pipeline, with two awaiting the CHP test.

This is the second year of having the First View app. Due to several bell schedule changes it is took longer than usual to get adjusted. However, all routes have settled into their assigned schedules.

VII. Old Business

A. Receive Update on Level of Service Analysis

Chris Weeks reported that the Level of Service analysis report was received just prior to the Board mtg by TAG and had not yet been reviewed. TAG would like to propose that a special meeting be set in October to discuss the report submitted by TJKM Consulting.

The Board discussed at length that a full understanding of the report is mandatory. The parents in the SRVUSD community that are not served by TRAFFIX are requiring an answer as to why their schools are not being served.

Director Arnerich commented that ample time would be needed to get a full understanding and to discuss any ramifications of the suggested changes. Analysis of the report will take multiple meetings.

Director Hurd commented that the school district needs to understand the big picture of the program including why tiering is essential.

Mr. Weeks commented that as a group we can integrate and understand the report that has been given. TJKM has agreed to attend meetings upon the understanding that more money needs to be allocated to them.

Director Hurd commented the Programs job is to maximize taxpayer dollars by sustaining and growing the program. The data provided through the analysis is giving a huge opportunity to show where traffic is located in the San Ramon Valley. Director Bratt commented that the school district experts need to be pulled into the meetings to help make decisions.

Director Arnerich commented that the school is chosen for the service are located in the worst amount of traffic.

Director Hurd commented that upon formation of the Program bus routes were developed and determined upon the length of the route. Over time, this was changed and the students would meet up in one place to gather for the bus. This process needs to be tested in its validity.

Mr. Dillard suggested that TAG prepare extensive PowerPoints for the presentation. This would be helpful for an overall baseline to the Program. Director Andersen requested a TRAFFIX Town Hall meeting for the public after the initial meetings were completed. An invitation will be extended to School District officials, the CAC and the community at large.

VIII. Review New Business

A. Receive Update on Unity Day October 31, 2023

Ms. Fahey reported that baseball hats have been ordered for the drivers and staff at First Student. The drivers will be encouraged to wear t-shirts from previous years in addition to the hats.

B. Receive Update on National School Bus Safety Week October 16-20, 2023

A poster has been created that will be hung up in each bus during the week of bus safety. The poster will be laminated for the ability to reuse every year. Additionally, a rubber wristband (National Safety Week & I am a safe rider) will be given out to all students as they enter the bus.

C. Receive Update on San Ramon Light Parade

The 40-year Birthday of San Ramon is being celebrated with a light parade. The parade route will be on Camino Ramon, between Norris and Bishop Drive on Nov. 4, 2023, at 6:30pm. First Student has offered to donate the bus and fuel for the parade. TRAFFIX will pay for the labor of the driver. Additionally, TRAFFIX will have the parade fee waived for being a partner with the City of San Ramon. The bus will be decorated with LED lighting on the in and outside of the bus. Additionally, the banners will be strung on the outside of the bus lit up with smaller lights.

D. Receive Update and provide direction to staff regarding contract extension negotiations.

Michael Conneran reported that the current First Student contract ends on July 31, 2024. The deadline to respond to First Student of TRAFFIX's renewal plan is February 1, 2024. The purpose of this agenda item is to receive input from the Board if this is something you would like to consider with the options provided.

Options:

Three – one-year extensions: Exercise year-by-year extensions with this being the most expensive route.

Five-year extension - This will be the best price. Under the powers of the agency, the Board can legally entertain this extension.

Conversation ensued within the board of the length of time the Program will remain in place, which is 10 more years (unless more funding is received beyond that time).

Director Newell commented that if the five-year extension is the least expensive of the options, then that would be the route to take. Noting that performance of First Student has vastly improved. A five-year extension and using reserves for one year would wrap up the contract. The relationship with First Student is strong and TRAFFIX needs to take

advantage of this. Additionally, the drivers will feel more secure if a longer-term contract is in place.

Mr. Conneran suggested getting a three and five year pricing extension quotes.

Director Hurd asked if there were any downsides of committing to a 5-year extension. Mr. Conneran answered that a downside would be the age of the equipment. Rolling into the sixth year a mandate would need to be in place for new equipment.

Director Arnerich added that a list of ages and maintenance/service records should be requested to consider which buses should be swapped out.

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

CERTIFICATION

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

Ilana Israel Samuels

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



TRAFFIX BOARD OF DIRECTORS

Monday November 13, 2023

VI. Reports and Presentation

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

B. Receive First Student Location Manager Report



TRAFFIX BOARD OF DIRECTORS

Monday November 13, 2023

Old Business

A. Review Milestone Calendar

B. Review and Approve Meeting Calendar through May 2024

C. Receive Verbal Update Level of Service Analysis

VIII. Appoint a subcommittee for the annual audit

Month	Activity	Responsible or Review Entity
JANUARY		
January	Financial Plan (Mid Year) - DRAFT and Review with TRAFFIX Treasurer	Administrative Coordinator/TRAFFIX Treasurer
January	FPPC Filing - Conflict of Interest Code (due April 1)	Board
January	Invoice - CSA T-1 Semi-Annual	Administrative Coordinator
FEBRUARY		
February	Audit - Subcommittee Meets to Review Documents/Findings	Board Audit Subcommittee
February	Marketing Plan - DRAFT	Administrative Coordinator
MARCH		
March	Audit Documents/Findings to Board for Approval	Board
March	Audit Documents/Findings to TAG for Approval	TAG
March	Bus Pass Rates - Confirmation	Administrative Coordinator/TAG/Board
March	Financial Plan (Mid Year) to Board for Approval	Board
March	Financial Plan (Mid Year) to TAG for Approval	TAG
March	Financial Plan (New Year) - Draft documents for review by TRAFFIX Treasurer	TRAFFIX Treasurer/Administrative Coordinator
March	Marketing Plan to Board for Approval	Board
March	Marketing Plan to TAG for Approval	TAG
March	Vendor Contract Renewal	Administrative Coordinator
March	Spring Sales Plan to TAG for Approval	Administrative Coordinator/TAG/Board
APRIL		
April	Bus Pass Design Contest	Administrative Coordinator/Mailstream
April	Bus Pass Sales - (After Spring Break)	Administrative Coordinator
April	School Bus Driver Appreciation Day	Administrative Coordinator
MAY		
May	Bus Pass Design to Board for Approval	Board
May	Bus Pass Design to TAG for Approval	TAG
May	Bus Pass Supply - Order Blanks	Administrative Coordinator
May	Citizen's Advisory Committee (CAC) - Appointments	TAG/Board
May	Customer Service Survey - Distribute	Administrative Coordinator
May	Customer Service Survey - Draft	Administrative Coordinator
May	Customer Service Survey to Board for Approval	Board
May	Customer Service Survey to TAG for Approval	TAG
May	Finals Bus Schedules - Finalize and Communicate	Administrative Coordinator/First Student
May	Financial Plan (Next Year) to Board for Approval	Board
May	Financial Plan (Next Year) to TAG for Approval	TAG
May	Leadership - Nominate/Elect Chair/Vice-Chair	Board

Month	Activity	Responsible or Review Entity
May	Leadership - Update Rosters (TAG, CAC, Board)	Administrative Coordinator
May	PCI Compliance (Security Metrics) Renewal & SAQ (Sales Assessment Questionnaire)	Administrative Coordinator/Planeteria
May	TRAFFIX Meeting Schedule - Finalize and Communicate (TAG/Board/CAC)	Administrative Coordinator/TAG/Board/CAC
JUNE		
June	Leadership - Execute Transition Docs at Mechanics Bank	TAG
June	SRVUSD MOU to TAG for Approval	TAG
JULY		
July	Bus Pass Distribution Prep - Finalize Distribution List and Forward to Mailstream	Administrative Coordinator
July	Conflict of Interest Code / FPPC Filing - Review	TAG/Board
July	Customer Service Survey Results to TAG/BOARD	TAG/Board
July	Parent Welcome Letters - Prepare and Forward to Mailstream	Administrative Coordinator
July	Principal/Office Manager Meeting	Administrative Coordinator/SRVUSD TAG Rep
July	Route Review - Year End	TAG
July	SRVUSD MOU to Board for Approval	Board
AUGUST		
August	Bus Passes/Parent Letters - Mail to Customers	Administrative Coordinator/Mailstream
August	Bus Routes/Stops - Final Adjustments before School Starts	TAG
August	Table Events at TRAFFIX school sites to promote the Program	Administrative Coordinator
August	CCTA Quarterly Payment (10% withholding)	CCTA
August	School Bus Driver Kick-Off Breakfast	Administrative Coordinator
SEPTEMBER		
September	Insurance - Standard Liability Insurance Renewal (SLIP) - Application and Payment	Administrative Coordinator
September	Invoice - CSA T-1 Semi-Annual	Administrative Coordinator
OCTOBER		
October	National School Bus Safety Week	Administrative Coordinator
October	Unity Day	Administrative Coordinator
DECEMBER		
December	Audit - Conducted by Auditor	Administrative Coordinator
December	Audit - Establish Board Audit Subcommittee - Schedule Audit Meeting	Administrative Coordinator/Board
December	Audit Checklist (Compile Documents)	Auditor/Administrative Coordinator
December	Finals Bus Schedules - Finalize and Communicate	Administrative Coordinator/First Student
December	School Bus Driver Holiday Event	Administrative Coordinator

Month	Activity	Responsible or Review Entity
December	SRVUSD Instructional Calendar, Bell Schedules and Minimum Day Schedules - Secure from SRVUSD	Administrative Coordinator
December	SRVUSD Student Registration Data - Secure New Data from SRVUSD and Forward to Planeteria for Generation of Neighborhood Data	Administrative Coordinator



DATE: November 13, 2023
TO: TRAFFIX BOARD OF DIRECTORS
FROM: Kellie Fahey, TRAFFIX Administrative Coordinator
SUBJECT: Item VIII.B. Review and Approve meeting calendar through May 2024

BACKGROUND

The appointment of the Board Chair and the approval of the annual meeting calendar should take place at the May Board of Directors meeting.

DISCUSSION

The annual meeting calendar should be reviewed and approved at the May Board of Directors meeting every year. Due to COVID and turnover of TRAFFIX staff, the calendar was not approved through May 2024. The March and May 2024 meetings were not scheduled and approved. TAG is requesting that the meetings for March 2024 and May 2024 be reviewed and approved to put the approval routine back on schedule. Then, at the May 2024 meeting, a full year meeting calendar through May 2025 will be presented for approval by the Board of Directors.



2024-2025 School Year Meeting Schedule

TRAFFIX Board of Directors (BOD) *

Monday, March 18, 2024	3:30pm
Monday, May 20, 2024	3:30 PM

TRAFFIX Technical Advisory Group (TAG) **

Wednesday, March 13, 2024	11:00 AM
Wednesday, May 8, 2024	11:00 AM

TRAFFIX Citizens Advisory Committee (CAC) **

Tuesday, February 27, 2024	11:00 AM
Tuesday, May 28, 2024	11:00 AM

**** All Board meetings will be held via Zoom until further notice ****

***** All TAG and CAC meetings will be held via Zoom until further notice***



TRAFFIX BOARD OF DIRECTORS

Monday November 13, 2023

Adjournment:

The next scheduled regular meeting is Monday January 22, 2023 at 3:00pm at the San Ramon Valley School District Office.