



MEASURE J TRAFFIC CONGESTION RELIEF AGENCY BOARD OF DIRECTORS

Meeting Agenda MONDAY March 18, 2024

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 925-973-2649 during normal business hours.

- I. Call to Order**
- II. Roll Call**
- III. Public Comment**
- IV. Order of the Agenda**
- V. Consent Calendar**
 - a. Approve** the Summary of Actions from January 22, 2024 Meeting

- VI. Old Business**
 - a. Receive and Approve** the TRAFFIX Audit Fiscal Year ending June 30, 2023
 - b. Approve the Level of Service Analysis** conducted by TJKM Consulting

VII. Reports and Presentations

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

VIII. New Business

- a. **Review and Approve** the Mid Year Budget
- b. **Review and Approve** 2024 Spring Promotion for Bus Pass Sales
- c. **Review and Approve** one year contract extension with First Student
- d. **Discuss and Approve** the TRAFFIX Bus Pass Fare Rate Schedule for the 2024/2025 school year
- e. **Discuss** Potential investment of TRAFFIX reserve funds
- f. **Review and Approve** 2024-2025 TRAFFIX Marketing and Outreach Plan

Adjournment: The next scheduled meeting is Monday, May 20, 2024 at 3:30pm 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 March 18, 2024

Consent Calendar

- V. A. Approve the Summary of Actions from the
January 22, 2024 meeting**



MEASURE J TRAFFIC CONGESTION RELIEF AGENCY BOARD OF DIRECTORS

Meeting Agenda MONDAY January 22, 2023

3:00 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 925-973-2649 during normal business hours.

- I. **Call to Order** – Chair Bratt called the meeting to order at 3:05pm
- 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 Scott Perkins (San Ramon), Chris Weeks (San Ramon), Andy Dillard (Danville), Adam Cleary (Danville), Robert Sarmiento (Contra Costa County), Michael Conneran (TRAFFIX attorney), Kellie Fahey (Administrative Coordinator)

Absent: Director Rubio, Director Arnerich

- III. **Public Comment** – Public comment from Kerry Burke was sent to the Board of Directors prior to the meeting.
- IV. **Order of the Agenda** - No changes

V. Consent Calendar

a. Approve the Summary of Actions from November 13, 2023 Meeting

The Summary of Actions from November 13, 2023, are approved as amended with the addition of Rachel Hurd being present at the meeting.

Motion to approve by Director Stepper, Second Director Perkins

Motion Passes 5-0

b. Approve the Summary of Actions from December 18, 2023 Special

The Summary of Actions from December 18, 2023 are approved as amended with the addition of Scott Perkins being present at the meeting.

Motion to approve by Director Stepper, Second Director Andersen

Motion Passes 5-0

c. Reports and Presentations

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

Passes: As of today, 1282 passes have been purchased. Monte Vista continues to be sold out. Final pass sales this time last year was 1281. Since the last meeting on Sept. 18, 16 new passes have been sold.

Second Payments from the payment plan: 13 outstanding payments still due. Ms. Fahey will call to follow up on remaining unpaid accounts.

Refunds: There were four refunds total in October and three in November.

Incidents: There were eight incidents reported since October and November.

Bus pass sales will be the week of April 29 through May 3, 2024. This will be advertised on the website, district website, feeder schools, and save the date alert notifications leading up to bus pass sale week.

Outreach and Marketing: Currently, the primary focus of marketing has been social media. Director Bratt and Hurd requested that a collaboration between the JPA be done instead of individual posts.

All the TRAFFIX served school websites have been updated with direct links to the website as well as the carousel at the top of each website.

Plastic holders for posters were installed on every TRAFFIX bus on at the inside entry. New posters will be placed throughout the year.

d. Receive First Student Location Manager Report

Mr. Cooper reported that all is going well. All drivers returned from Winter break. Well positioned to have a strong finish to the school year.

VI. Old Business

a. Receive Update on annual audit

Short of signature cards from Mechanics Bank, all documentation has been MAZE audit company. The subcommittee will held on February 23, 2023. MAZE will also present the findings at the March Board meeting.

b. Receive Update on First Student contract renewal

Chris Weeks reported that the contract renewal with First Student was still being negotiated. First Student initially offered a 40% rate increase attached to three-to-five-year contract renewal. First Student did offer pricing for a one-year extension with a 29.3% rate increase. TAG did counter back with a 19% increase, in which, First Student declined.

Mr. Dillard commented that the TRAFFIX Ad Hoc subcommittee met twice and gave TAG direction to go back and work on the one-, three- and five-year contract proposal. Overall, there was an initial proposal and two counter proposals. The three- and five-year proposals were significant with an increase upwards of 49%. Based at the current numbers and pass fare costs the Program cannot sustain a three- or five-year contract without significant pass rate increase. Mr. Dillard commented that it is not feasible to move forward with a three- or five-year contract.

First Student did offer pricing for a one-year extension with a 29.3% rate increase. TAG did counter back with a 19% increase, in which, First Student declined.

The Board advised TAG to incur rate step increases each year moving forward. TAG advised starting the first year with a 33% increase for pass sales. If passes were increased 100%, we would break even no reserves would be tapped. With a 50% pass rate increase there will be a negative of \$230,000. With the 33% increase the will be \$350,000. All scenarios will require significant increases to pass sales.

Director Hurd asked where TAG is leaning toward for the 2025.26 school year. Director Perkins commented that an extension for one year and then go out for a RFP.

Director Bratt requested that there be an explanation to 33% increase.

Director Bratt asked what the 33% increase would be for next year.

Mr. Dillard provided the information:
High School current pass price is \$475
With a 33% increase the rate would be: \$632

Middle and Elementary current pass price is: \$425
With a 33% increase the rate would be: \$565

Director Andersen concurred that a price increase of 33% is a good deal. The reserves will help cover some of the costs. She also agreed that the Program would need to go for a RFP next year.

Ilana Samuels confirmed that the district can still cover the pass waivers with an increased rate.

Chris Weeks and Andy Dillard confirmed that the Program cannot sustain the prices increase proposed by first Student over a 4-5 year contract. The Program would be out of business by the third year.

Mr. Dillard commented that the next year will provide an opportunity to research additional funding.

Director Hurd stated that a Trustee, Richard Severly, reached out to her regarding state school transportation funds. The Trustee asked Director Hurd if the school board be interested in writing the legislature to make this possible. Potentially, this could be another way to get funding.

Michael commented that this is a 5 year contract which holds three one year options that are not priced. TRAFFIX would be exercising the first of the one year extensions to the contract. The price is set and an amendment to the contract will be brought back to the Board for approval at the March meeting. If go out to RFP, we still hold the 2nd and 3rd year option but will need to negotiate the rate.

Director Stepper asked if the reserve amount is a required number. Mr. Conneran told her there is no requirement. With sales tax being stronger than expected, the reserves have built up. TRAFFIX has not had to subsidize until now but going forward with the rate increase a subsidy would be in place. Along with future years to come. Director Stepper requested the anticipated percentage of passengers will be lost due to the rate increase. Mr. Dillard answered that based on the history of Lamorinda's price increase and lost ridership, 30% can be expected.

VII. New Business

- a. **Receive Update and Approval** on Mid-Year route review.

Ms. Fahey reported on the Mid Year route review.

The mid year route review is conducted in July and December of every year. The purpose is to review all existing bus stops and routes based on student ridership.

Based on a deep dive of the existing routes and utilizing the data provided from the LOS study several changes have been proposed. These changes have been reviewed by First Student and TAG requests approval from the BOD for three of the most significant adjustments.

The first change is to combine the two current buses servicing Country Club Elementary into one bus. The tiered side (Pine Valley) will remain the same as PV14 and PV15. The new route (formerly CC14) will be moved to Coyote Creek. This route will cover the Gale Ranch neighborhood. As it is closer to PV than the other two route servicing Coyote Creek, time will not be a factor. The added bus to Coyote Creek is pending final approval based on parking availability for the bus in the afternoon.

The second change is to merge two routes Green Valley elementary (GV8/GV9) and Los Cerros (LC8/LC9) into one bus. This route services the Magee Ranch neighborhood. LC9 currently services Diablo, however, this route was reassigned to another bus Los Cerros (LC5). The LC5 route was blended into LC1 and LC2 (23/34 -21 riders - 22/23 20 riders).

The last significant change is to add a bus to California High School. The proposed added bus would run up east on Crow Canyon, loop through the Country Brook neighborhood, continue up to the Cobblestone community, and up to Canyon Crest. Then turn around and go back down Crow Canyon and left on Alcosta. There it would stop at Woodland/Alcosta (Across from Iron Horse middle school) proceed to Bollinger (Central Park), loop through Summerwood neighborhood and back to Cal High.

By adding an additional bus to service Cal High, the current bus could add a stop on Westside drive in San Ramon, in which, is requested by parents every year. This would add more ridership to the CA17 bus which tends to always have 6-8 seats available.

As Traffix is not in a position to add more buses, this would relieve congestion at Golden View Elementary and Iron Horse Middle School.

Both being on the list of top five congested schools in the district.

See list below for several minor changes created to increase efficiency and expand routes for add ridership.

PV11: Move a stop Tareyton @ Yarmouth to PV13

PV13: Add stop at Liros Ct.

**For further reach and to obtain more ridership these routes will be expanded:

LC6: Add 2 stops: Stone Valley @ Bryan

Emmons Canyon @ Country Oak

GV6: Add stops: Verde Mesa @ Pulido

Pulido @ Cameo

Montana @ Cameo

Motion to approve by Director Hurd, Second Director Andersen

Motion Passes 5-0

- b. **Appoint** Kellie Fahey, Administrative Coordinator, as secretary of the Board of Directors

Motion to approve by Director Andersen, Second Director Hurd

Motion Passes 5-0

Adjournment: The next scheduled meeting is Monday, March 18, 2024 at 3:30pm 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, Director, Communications &
Community Relations San Ramon Valley Unified
School District



TRAFFIX BOARD OF DIRECTORS

Monday March 18, 2024

Old Business

A. Receive and Approve the TRAFFIX Audit Fiscal Year ending June 30, 2023

B. Approve the Level of Service Analysis conducted by TJKM Consulting



DATE: March 18, 2024
TO: TRAFFIX Board of Directors
FROM: TRAFFIX Technical Advisory Group (TAG)
SUBJECT: **ITEM VI.A. – Receive and Approve** TRAFFIX Audit Fiscal Year Ending June 30, 2023

Background

Each December, an independent auditor performs an audit of the financial statements of The Measure J Congestion Relief Agency (TRAFFIX). The TRAFFIX Board of Directors then appoints an ad-hoc audit subcommittee to receive and review the auditor's reports and recommendations. The audit subcommittee met on Friday, February 23, 2024 to receive and review the auditor's findings.

Recommendation

Staff recommends that the TRAFFIX Board of Directors receive the report of the ad-hoc audit subcommittee and approve the TRAFFIX fiscal year audit ending June 30, 2023.

ATTACHMENT

- a. Audit Booklet

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, 2023, 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.

Pleasant Hill, California

DATE

**MEASURE J TRAFFIC CONGESTION
RELIEF AGENCY (TRAFFIX)
BASIC FINANCIAL STATEMENTS
FOR THE YEAR ENDED JUNE 30, 2023**

FINAL DRAFT

**MEASURE J TRAFFIX CONGESTION RELIEF AGENCY (TRAFFIX)
BASIC FINANCIAL STATEMENTS
FOR THE YEAR ENDED JUNE 30, 2023**

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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, 2023, 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, 2023, 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, there is a substantial likelihood that individually or in the aggregate, they would 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.

Pleasant Hill, California

DATE

**MEASURE J TRAFFIC CONGESTION RELIEF AGENCY (TRAFFIX)
STATEMENT OF NET POSITION
JUNE 30, 2023**

	Governmental Activities
ASSETS	
Cash and Investments (Note 3)	\$3,184,373
Accounts Receivable - Measure J	219,997
TDM Funds Receivable	90,000
Prepaid Expense	2,195
Total Assets	3,496,565
LIABILITIES	
Accounts Payable	22,047
Unearned Revenue	336,520
Total Liabilities	358,567
NET POSITION (Note 5)	
Unrestricted	3,137,998
Net Position	\$3,137,998

See accompanying notes to financial statements

**MEASURE J TRAFFIC CONGESTION RELIEF AGENCY (TRAFFIX)
STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED JUNE 30, 2023**

	<u>Governmental Activities</u>
PROGRAM REVENUES	
Intergovernmental Allocations:	
Measure J	\$2,446,144
Transportation Demand Management Funds	90,000
Parent Contributions (Fare Box)	557,377
Interest	<u>5,380</u>
Total Program Revenues	<u>3,559,179</u>
PROGRAM EXPENSES	
<i>Public Ways and Facilities:</i>	
Contract Services	3,033,260
Marketing and Sales	7,689
Website	25,235
Hosting Fees	5,520
Monitoring	<u>86,693</u>
Total Program Expenses	<u>3,158,397</u>
Change in Net Position	400,782
Net Position-Beginning	<u>2,737,216</u>
Net Position-Ending	<u><u>\$3,137,998</u></u>

See accompanying notes to financial statements

**MEASURE J TRAFFIC CONGESTION RELIEF AGENCY (TRAFFIX)
GOVERNMENTAL FUNDS - GENERAL FUND
BALANCE SHEET
JUNE 30, 2023**

ASSETS

Cash and Investments (Note 3)	\$3,184,373
Accounts Receivable - Measure J	219,997
TDM Funds Receivable	90,000
Prepaid Expense	<u>2,195</u>
Total Assets	<u><u>\$3,496,565</u></u>

LIABILITIES

Accounts Payable	\$22,047
Unearned Revenue	<u>336,520</u>
Total Liabilities	<u>358,567</u>

DEFERRED INFLOWS OF RESOURCES

Deferred CCCTA Remittances	<u>219,997</u>
Total Deferred Inflow of Resources	<u>219,997</u>

FUND BALANCES (Note 5)

Unassigned	<u>2,918,001</u>
Total Fund Balance	<u>2,918,001</u>
Total Liabilities, Deferred Inflows of Resources and Fund Balance	<u><u>\$3,496,565</u></u>

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

Fund balance from above	\$2,918,001
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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>219,997</u>
Net Position of Governmental Activities	<u><u>\$3,137,998</u></u>

See accompanying notes to financial statements

**MEASURE J TRAFFIC CONGESTION RELIEF AGENCY (TRAFFIX)
GOVERNMENTAL FUNDS - GENERAL FUND
STATEMENT OF REVENUES, EXPENDITURES
AND CHANGES IN FUND BALANCE
BUDGET AND ACTUAL
FOR THE YEAR ENDED JUNE 30, 2023**

	<u>Budget</u>		<u>Actual</u>	<u>Variance Final Budget Positive (Negative)</u>
	<u>Original</u>	<u>Amended</u>		
REVENUES				
Intergovernmental Allocations:				
Measure J	\$2,400,000	\$2,400,000	\$2,422,144	\$22,144
Management Funds	90,000	90,000	90,000	
County Service Area T-1 Funds	271,000	271,000	460,278	189,278
Parent Contributions (Fare Box)	677,525	677,525	557,377	(120,148)
Miscellaneous - Interest	283	283	5,380	5,097
Total Revenues	<u>3,438,808</u>	<u>3,438,808</u>	<u>3,535,179</u>	<u>96,371</u>
EXPENDITURES				
Contract Services	3,086,775	3,089,053	3,033,260	55,793
Marketing and Sales	19,740	19,740	7,689	12,051
Supplies	3,000	3,000		3,000
Website	12,500	12,500	25,235	(12,735)
Hosting Fees	2,000	2,000	5,520	(3,520)
Monitoring			86,693	(86,693)
Total Expenditures	<u>3,124,015</u>	<u>3,126,293</u>	<u>3,158,397</u>	<u>(32,104)</u>
NET CHANGE IN FUND BALANCE	<u><u>\$314,793</u></u>	<u><u>\$312,515</u></u>	376,782	<u><u>\$64,267</u></u>
Fund balance at beginning of year			<u>2,541,219</u>	
FUND BALANCE AT END OF YEAR			<u><u>\$2,918,001</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, 2023

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	\$376,782
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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>24,000</u>
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CHANGE IN NET POSITION OF GOVERNMENTAL ACTIVITIES

	<u><u>\$400,782</u></u>
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See accompanying notes to financial statements

FINAL DRAFT

FINAL DRAFT

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MEASURE J TRAFFIX CONGESTION RELIEF AGENCY (TRAFFIX)
NOTES TO BASIC FINANCIAL STATEMENTS
For The Year Ended June 30, 2023

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.ridetraffic.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, 2023

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, 2023**

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, 2023**

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, 2023:

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, 2023**

NOTE 3 – CASH AND INVESTMENTS

A. Classification

Cash and investments as of June 30, 2023 consist of the following:

Deposits with financial institutions	\$2,800,076
Investments:	
Money market funds	2,505
Certificate of deposit	381,792
Total cash and investments	\$3,184,373

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, 2023.

MEASURE J TRAFFIX CONGESTION RELIEF AGENCY (TRAFFIX)
NOTES TO BASIC FINANCIAL STATEMENTS
For The Year Ended June 30, 2023

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 one category and is described below:

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 \$2,789,598 in fiscal year 2023. 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, 2023**

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, 2023, expenditures for services provided by the City totaled \$178,373.

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.

FINAL DRAFT

**MEASURE J TRAFFIC CONGESTION
RELIEF AGENCY (TRAFFIX)
REQUIRED COMMUNICATIONS
FOR THE YEAR ENDED JUNE 30, 2023**

FINAL DRAFT

**MEASURE J TRAFFIC CONGESTION RELIEF AGENCY (TRAFFIX)
REQUIRED COMMUNICATIONS**

For the Year Ended June 30, 2023

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FINAL DRAFT

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, 2023. 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:

The following pronouncements became effective, but did not have a material effect on the financial statements:

GASB 91 – Conduit Debt Obligations

GASB 94 – Public-Private and Public-Public Partnerships and Availability Payment Arrangements

GASB 96 – Subscription Based Information Technology Arrangements

GASB 99 – Omnibus 2022, paragraphs 11-25

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 **DATE**.

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.

Pleasant Hill, California

DATE



TRAFFIX BOARD OF DIRECTORS

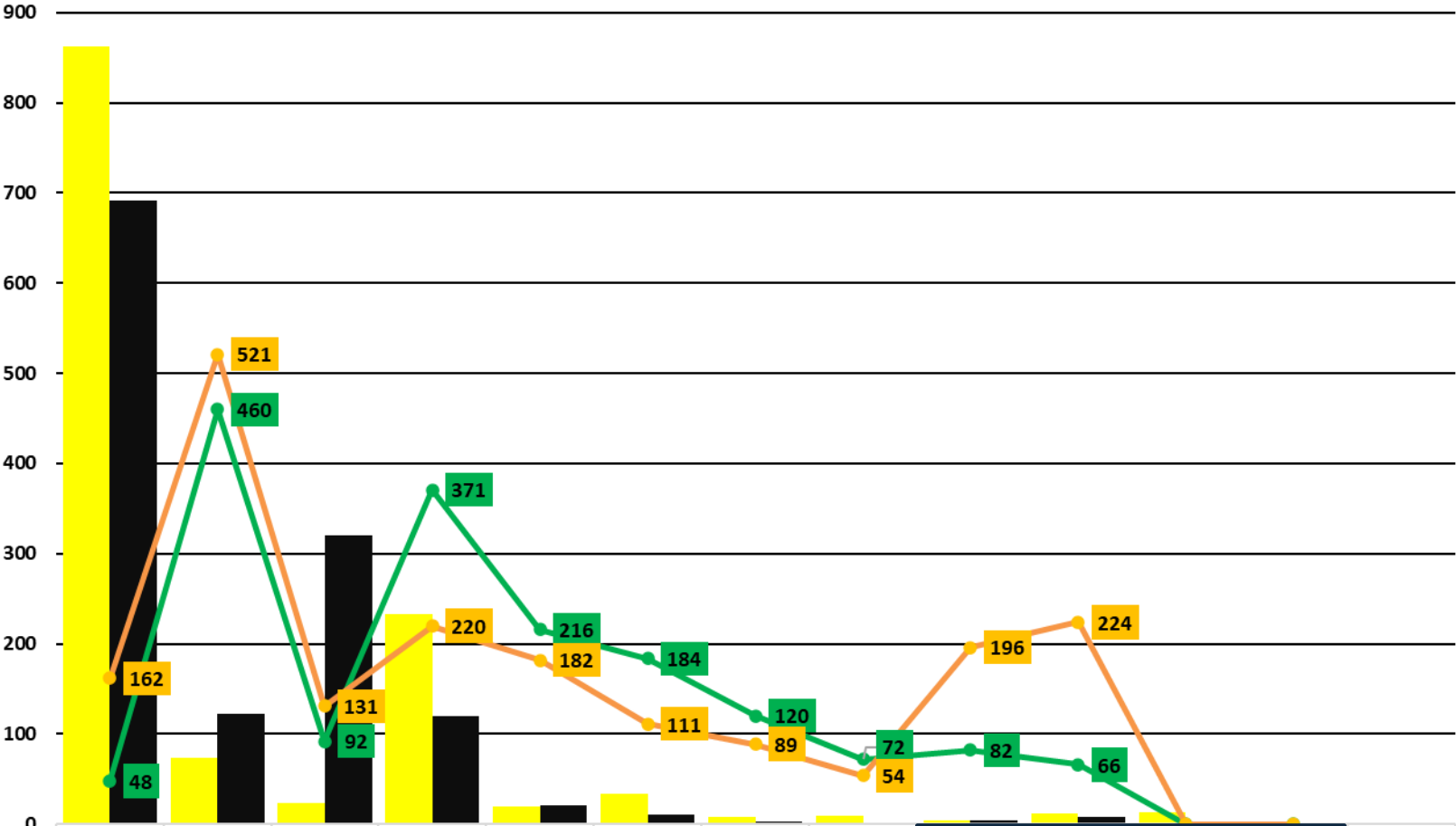
Monday Monday 18, 2024

VII. Reports and Presentation

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

B. Receive First Student Location Manager Report

2022/2023 v 2023/2024 Traffic Pass Sales & Outreach



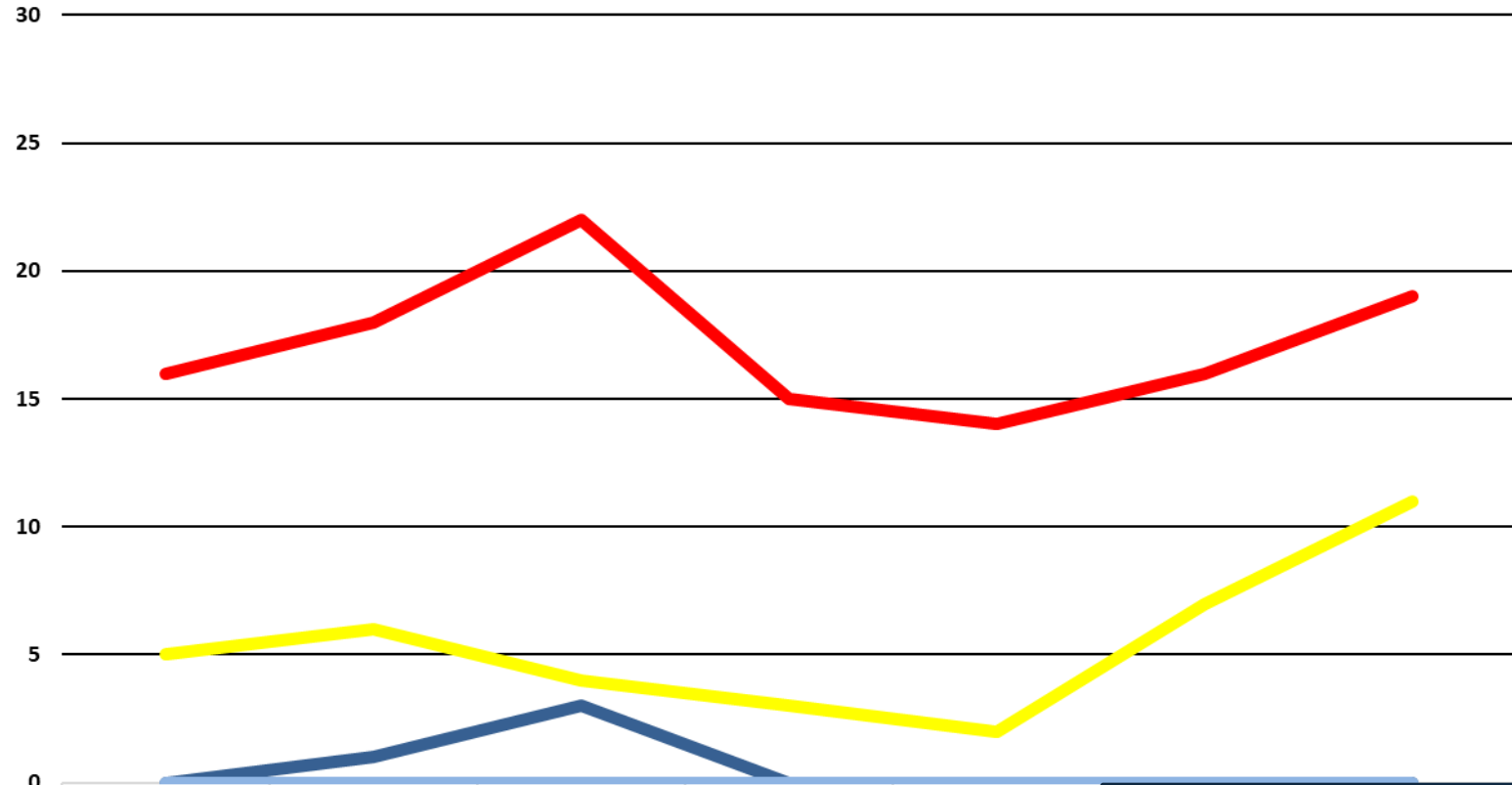
	May	June	July	August	September	October	November	December	January	February	March	April	TOTAL
22/23	863	74	24	233	20	34	8	10	4	12	13	1	1,296
23/24	691	123	320	120	21	11	3	0	4	8	0	0	1,301
Phone Call Activity	48	460	92	371	216	184	120	72	82	66	0	0	1,711
Email Activity	162	521	131	220	182	111	89	54	196	224	0	0	1,890

■ 22/23
 ■ 23/24
 —●— Phone Call Activity
 —●— Email Activity

2024 /25 SY TRAFFIX Pass Sales & Business Activity

	22/23	23/24	23/24	
Month	Passes Sold	Passes Sold	Phone Call Activity	Email Activity
May	863	691	48	162
June	74	123	460	521
July	24	320	92	131
August	233	120	371	220
September	20	21	216	182
October	34	11	184	111
November	8	3	120	89
December	10	0	72	54
January	4	4	82	196
February	12	8	66	224
March	13	0	0	0
April	1	0	0	0
TOTAL	1,296	1,301	1,711	1,890

First Student Operations Report



	August 2023	September 2023	October 2023	November 2023	December 2023	January 2024	February 2024
— Driver Reported Incidents	5	6	4	3	2	7	11
— Combined Buses	0	1	3	0	0	0	0
— Late Bus	0	0	0	0	0	0	0
— Number of Operat Days	16	18	22	15	14	16	19
Number of Runs	1,248	1,404	1,716	1,170	1,092	1,248	1,482

Month	First Student				
	Number of Operat Days	Number of Runs	Late Bus	Combined Buses	Driver Reported Incidents
August 2023	16	1,248	0	0	5
September 2023	18	1,404	0	1	6
October 2023	22	1,716	0	3	4
November 2023	15	1,170	0	0	3
December 2023	14	1,092	0	0	2
January 2024	16	1,248	0	0	7
February 2024	19	1,482	0	0	11
March 2024					
April 2024					
May 2024					
June 2024					
July 2024					
TOTAL	120	9,360	0	4	38



TRAFFIX

SCHOOL BUS PROGRAM

safe • simple • smart

LOOKING FOR A SAFE, CONVENIENT, AND FUN WAY TO GET YOUR STUDENT TO AND FROM SCHOOL?

TRAFFIX HAS BEEN OPERATING SCHOOL BUS SERVICE AS A TRAFFIC REDUCTION STRATEGY IN SAN RAMON VALLEY SINCE 2009

GET YOUR PASS TODAY!

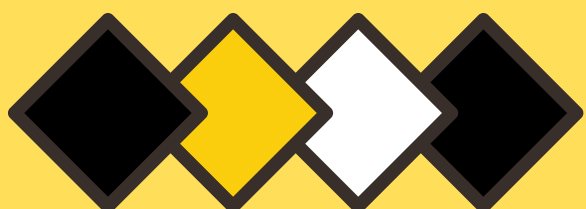


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admin@ridetrafix.com

SCAN ME!



NO EATING



ON THE BUS

Thank You!

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Happy, St. Patrick's Day

From

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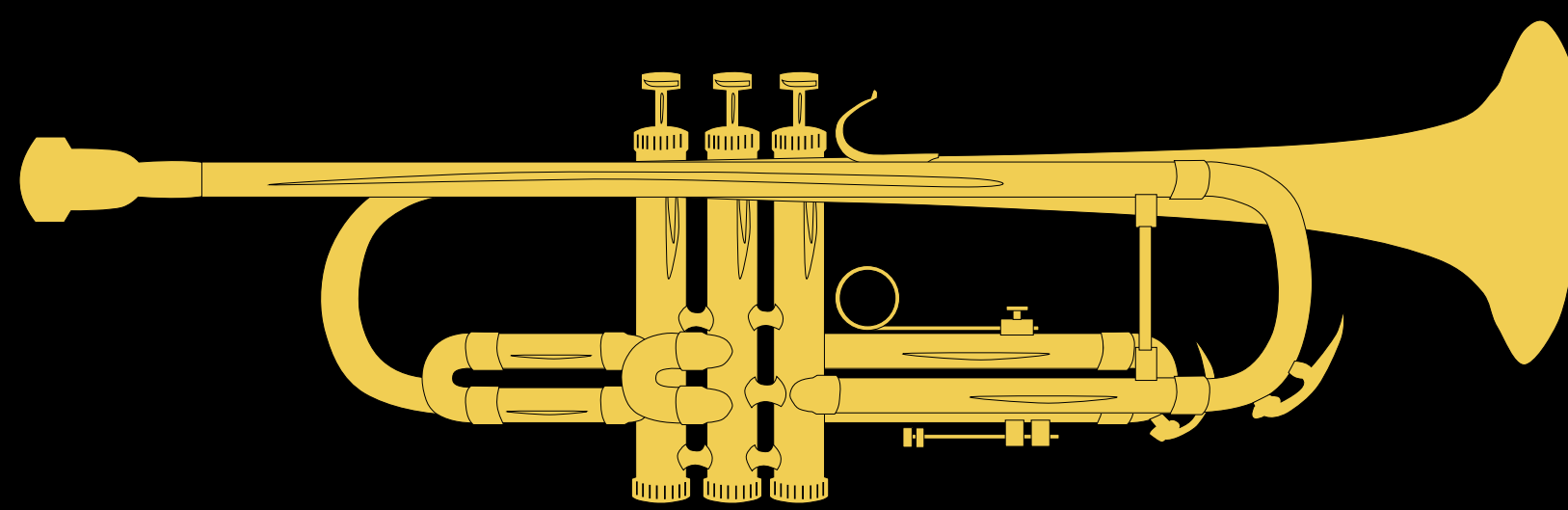
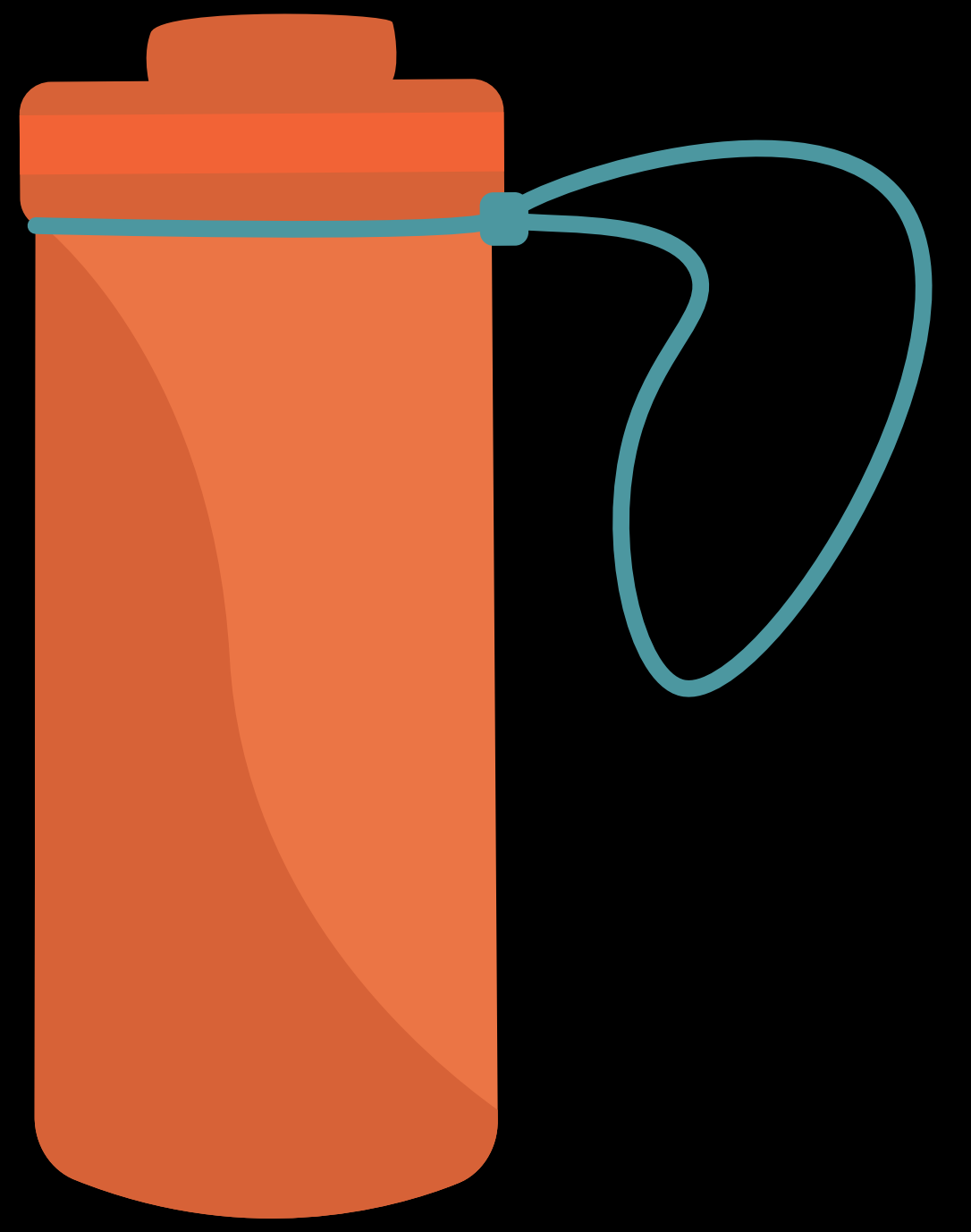


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REMEMBER

TO TAKE YOUR BELONGINGS



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TRAFFIX BOARD OF DIRECTORS Monday March 18, 2024

VIII. New Business

- A. **Review and Approve** the Mid Year Budget
- B. **Review and Approve** 2024 Spring Promotion for Bus Pass Sales
- C. **Review and Approve** one year contract extension with First Student
- D. **Discuss and Approve** the TRAFFIX Bus Pass Fare Rate Schedule for the 2024/2025 school year
- E. **Discuss** Potential investment of TRAFFIX reserve funds
- F. **Review and Approve** 2024-2025 TRAFFIX Marketing and Outreach Plan



DATE: March 18, 2024
 TO: TRAFFIX Board of Directors
 FROM: TRAFFIX Technical Advisory Group
 SUBJECT: **ITEM- VIII A - Review and Approve** 2023-2024 Mid-Year Financial Plan

BACKGROUND:

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

FISCAL IMPACT:

The expenditure changes between the approved 2023-24 Financial Plan and 2023-24 Mid-Year Financial Plan are described in the Fiscal Impact section below:

2023-2024 Mid-Year Expenditure Changes:

Budget Item	Amount of Increase/Decrease	Reason/Notes
Revenue - 4200-00 Parent Contribution (Fare Box)	(\$146,065)	Decrease in revenue due to lower than expected ridership. Ridership projection for FY 23-24 budget was 1,400 students vs. 1,269 students
Revenue – 4300-02 CCC CSA-T1	(\$8,278)	Less than expected revenue from T-1 buses.
Insurance – 7100-05	\$582.00	Savings in insurance premium.
Audit – 7100-03	\$1,335.00	Savings in audit annual fee
Marketing & Sales – 7400-01 Bus Pass Production & Mailing (Mailstream)	(\$1,215.00)	Higher than expected bus pass, production, mailing and replacement pass fees
Telephone Goole Voice – 7800-02	\$1,700.00	Increase in alert text messages to enhance better communication with parents.

RECOMMENDATION:

TRAFFIX TAG request the Board of Directors to approve the 2023-2024 Mid-Year Financial Plan.

ATTACHMENT

- A. 2023-2024 Proposed TRAFFIX Mid-Year Financial Plan

TRAFFIX - Measure J Traffic Congestion Relief Agency				
FY 2023-2024 Mid Year Financial Plan				
Statement of Revenue & Expenditures - DRAFT				
	Adopted Financial Plan/Budget July 1, 2023 - June 30, 2024	DRAFT Mid Year Financial Plan/Budget July, 1 2023 - June 30 2024	Changes	Notes
REVENUES:				
Transfer from Reserves				
4100-00 Measure J Sales Tax Revenue	\$ 2,786,025.00	\$ 2,786,025.00	-	1
4200-00 Parent Contributions (Fare Box)			-	
School Year 2023-2024	677,525.00	485,000.00	(192,525.00)	2
Sub Total	\$ 3,463,550.00	\$ 3,271,025.00		
4300-00 Other Funds			-	
4300-01 TDM Funds	90,000.00	90,000.00	-	3
4300-02 CCC CSA-T1	310,623.00	302,345.00	(8,278.00)	4
Total 4300-00 Other Funds	400,623.00	392,345.00		
Total Income	3,864,173.00	3,663,370.00		
Gross Profit	\$ 3,864,173.00	\$ 3,663,370.00	(200,803.00)	
EXPENDITURES:				
7100-00 Contract Services			-	
7100-01A Program Administrator Assistant	\$ 20,000.00	\$ 20,000.00	-	4A
7100-01 Program Administration	187,950.00	187,950.00	-	5
7100-02 Service Operator	2,859,105.00	2,859,105.00	-	6
7100-03 Audit	6,435.00	5,100.00	1,335.00	7
7100-04 Consulting Services	-	-	-	
7100-05 Insurance	10,094.00	\$9,512.00	582.00	8
7100-06 Legal Counsel	15,000.00	15,000.00	-	9
7100-07 Treasurer/Accounting	13,900.00	13,900.00	-	10
7100-08 Banking Service Charges/CC Charges	22,000.00	22,000.00	-	11
Total 7100-00 Contract Services	\$ 3,134,484.00	\$ 3,132,567.00	1,917.00	
7400-00 Marketing & Sales			-	
7400-01 Bus Pass Production & Mailing (Mailstream)	7,000.00	8,215.00	(1,215.00)	12
7400-02 Postage	200.00	200.00	-	13
7400-03 Promotional Materials / Online Marketing	12,990.00	12,990.00	-	14
Total 7400-00 Marketing & Sales	\$ 20,190.00	\$ 21,405.00		
7600-00 Software, Website, CRM Data Maintenance			-	
7600-01 License Fees/ Hosting (Annual)	6,000.00	6,000.00	-	15
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	-	
7700-00 Supplies			-	16
Total 7700-00 Supplies	\$ 3,000.00	\$ 3,000.00	-	
7800-01 Telephone - Google Voice			-	
7800-02 SMS/Text Messaging Hosting Fees	\$ 2,000.00	\$ 3,700.00	(1,700.00)	17
Total 7800-00 Email & Telephone	\$ 2,000.00	\$ 3,700.00		
7900-00 Miscellaneous Expenses			-	
7910-00 Monitoring Program			-	
7920-00 General Contingency	\$ 10,000.00	\$ 10,000.00	-	18
Total Expenses	\$ 3,182,174.00	\$ 3,180,172.00	2,002.00	
NET OPERATING INCOME:	\$ 681,999.00	\$ 483,198.00	(198,801.00)	
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	\$ 682,282.00	\$ 483,481.00	(198,801.00)	
Prior Year Carry-over(Unreserved) Funds	\$ 1,337,216.00	\$ 1,737,998.00		
Ending Unreserved Balance Prior to Current Reservations	\$ 2,019,498.00	\$ 2,221,479.00		
<p>1 4100-00 Measure J Revenue \$2,786,025 is the estimated 12 month Revenue from CCTA. This does not include the 10% carryover from 2022-23</p>				

TRAFFIX - Measure J Traffic Congestion Relief Agency				
FY 2023-2024 Mid Year Financial Plan				
Statement of Revenue & Expenditures - DRAFT				
	Adopted Financial Plan/Budget July 1, 2023 - June 30, 2024	DRAFT Mid Year Financial Plan/Budget July, 1 2023 - June 30 2024	Changes	Notes
	2	4200-00 Parent Contributions - Estimated parent contributions \$677,525.00 with no rate increase FY 2023-2024. Elementary and middle school at \$425.00 (798 Students), High school at \$475 (471 Students).		
	3	4300-01 TDM Funds- SWAT Recommendation - \$90,000 in TDM Funds		
	4	4300-02 CCC CSA T-1 - CSA T-1 Reimbursements are calculated for three buses servicing the CSA T1 Area. Funds estimated at \$280,438. An additional \$30,184 added for Projected overhead costs.		
	5	7100-01 Program Administration - Program Management reflects a total employee compensation package of \$187,950 for 12 months for the Administrative Coordinator who is full-time, limited term employee of the City of San Ramon. Expected Admin annual increase will be 3-6% based on performance. Per standard City policy which is available on the San Ramon City website.		
	6	7100-02 Service Provider Cost - \$2,859,105.00. This reflects the contract amount of \$661.83/day/24 buses for FY 2023-24 (Price reflects a 2% discount for 24+ routes)		
	7	7100-03 Audit. Annual Increase of 7%. Savings in audit annual fee.		
	8	7100-05 Insurance Coverage. Savings in insurance premium.		
	9	7100-06 Legal Council. Remains the same		
	10	7100-07 Treasurer/Accounting - Increase of fee 10%. Last increase 2019		
	11	7100-08 Banking Service Charges - Will finalize credit card analysis in July/August. Credit card processing fees estimated closer to \$22,000		
	12	7400-01 Bus Pass Production & Mailing - This amount reflects the estimate of 1,465 passes made, sorted and mailed. Higher than expected fees for bus pass production and fees.		
	13	7400-02 Postage - used for the purchase of stamps to mail bills and other TRAFFIX-related items.		
	14	7400-03 Marketing / Promotional Materials - Marketing budget per marketing plan \$12,990.00		
	15	7600-01 License Fees/Hosting - Includes website hosting, Go Daddy Renewal, QR code, Quickbooks, Zoom and 1099 eFiling fees and website enhancements.		
	16	7700-00 Supplies		
	17	7800-02 SMS/Text Messaging Hosting - Funding to contact parents via text messaging. Higher levels of text alerts to enhance communication with parents.		
	18	7920-00 General Contingency		



DATE: March 18, 2024
TO: TRAFFIX Technical Advisory Group
FROM: TRAFFIX Administrative Coordinator Kellie Fahey
SUBJECT: **ITEM VII.B. – Review and Approve** 2024 Spring Promotion for Bus Pass Sales

Background

TRAFFIX has traditionally offered Spring Promotional Bus Pass pricing to entice new participants. Providing students an experience of the TRAFFIX Program at a reduced rate. A positive experience with TRAFFIX could induce ridership in the upcoming school year. In the 22/23 school year, the promotional passes sold for \$100.

The Pass is offered to NEW customers only and is available to all schools that have TRAFFIX service.

This Promotion is marketed on TRAFFIX served school websites, in Principle newsletters, to PTA Presidents, on Peachjar, on the TRAFFIX Homepage, Social Media and Constant Contact Newsletter.

Staff recommends that the passes be sold for \$150. The Spring Program would start on April 5 and run through the remaining of the 23/24 School Year. The offer is only valid until the maximum capacity of 54 students is reached on a bus.

Recommendation

Staff recommends that the Board review and approve the Spring Promotion.

ATTACHMENT

- a. Marketing Flyer for the Promotion

TRAFFIX

SCHOOL BUS PROGRAM

safe • simple • smart



SPRING SPECIAL

NEW CUSTOMERS FOR SPRING 2024 RIDES

Purchase a school bus pass for an amazing price of \$150 **

The bus pass will be valid starting April 1st through the remainder of the 2023-24 school year.

EXISTING RIDERS

Refer a friend and receive a \$25.00 rebate in the Fall
(rebate will be applied to the purchase of a pass for the 2024-25 school year)

To Learn more about TRAFFIX or purchase a bus pass visit



[RIDETRAFFIX.COM](https://ridetraffic.com)



admin@ridetraffic.com

**** The \$150 Spring Promotional Pass is offered to NEW CUSTOMERS ONLY for all Elementary and Middle School routes (excluding High Schools) or until seating capacity is reached on a bus. This offer is available for use through the remainder of the 2023-24 school year only.**



DATE: March 18, 2024
 TO: TRAFFIX BOARD OF DIRECTORS
 FROM: TRAFFIX, Technical Advisory Group
 SUBJECT: **Item VIII C. – Review and Approve** One Year Contract Extension with First Student

BACKGROUND

Since the inception of our service in 2009, First Student has provided contract student transportation services for students within the San Ramon Valley on behalf of the Measure J Traffic Congestion Relief Agency (dba “TRAFFIX”) Program. Throughout that time, TRAFFIX and First Student have developed a positive working relationship while delivering significant public benefit by providing safe, reliable student transportation services that has reduced traffic congestion at targeted intersections throughout the region. The current contract between TRAFFIX and First Student is set to expire on July 31, 2024. First Student and TRAFFIX have negotiated the terms of the exercise of the first one-year option in the 2019 contract.

DISCUSSION

The current contract between TRAFFIX and First Student is set to expire on July 31, 2024 unless extended (Attachment A). Due to a proposed price increase exceeding 40% for a 3-5 year contract extension with First Student, TAG negotiated a price to exercise one of the two one-year options available under Section I.2.D of the contract. As you know, the pricing for the option years is not set by the contract, but must be negotiated. The rate negotiated is 29.3% for one year, to be implemented through an addendum to the current contract (proposed “Contract Addendum No. 1”) for the period August 1, 2024 through July 30, 2025. It is proposed by TRAFFIX that the terms of the one-year contract extension, other than the negotiated rate, be under the terms of the current contract including computation of charges based on a base rate per day, per bus cost and tiered pricing structure based on number of runs.

Proposed Daily Rate from First Student:

Routes	2023-24	2024-25 (29.3% Increase)
17-18 Routes	\$688.84	\$890.67
19-23 Routes	\$675.33	\$873.20
24-25 Routes	\$661.82	\$855.73

RECOMMENDATION

It is TAG's recommendation that the TRAFFIX BOD approve to exercise of the first one-year option to the 2019 First Student contract with a 29.3% cost increase as negotiated by the parties.

ATTACHMENTS

- a. Contract Addendum No. 3
- b. Resolution 2024-3

RESOLUTION NO. 2024-03

MEASURE J TRAFFIC CONGESTION RELIEF AGENCY DBA TRAFFIX

**COUNTY OF CONTRA COSTA
STATE OF CALIFORNIA**

ADOPTING 2024-2025 One Year Contract Extension with First Student

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, in 2019, the Board has entered into a five-year contract, with two one-year options, with First Student to provide bus service utilizing a fleet of 26 school buses; and

WHEREAS, the Board of Directors of the Measure J Traffic Congestion Relief Agency dba TRAFFIX desires to exercise a one year contract option to the 2019 contract with First Student.

NOW THEREORE, BE IT RESOLVED that the Measure J Traffic Congestion Relief Agency dba TRAFFIX approves the exercise of the first one-year option to the TRAFFIX contract with First Student upon the terms reflected in Addendum No. 1 (Exhibit 1) for the 2024-2025 School Year, and authorizes the Board Chair to execute Addendum No. 1.

PASSED AND ADOPTED this 18th day of March 2024, 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

**ADDENDUM NO. 3 TO THE CONTRACT FOR FURNISHING STUDENT
TRANSPORTATION SERVICES TO ALLEVIATE TRAFFIC CONGESTION
WITHIN THE SAN RAMON VALLEY**

This Addendum No. 3 to the Contract for Furnishing Student Transportation Services to Alleviate Traffic Congestion Within the San Ramon Valley (the "Contract"), dated August 1, 2019, between the Measure J Traffic Congestion Relief Agency dba TRAFFIX, therein called the ("Agency"), and First Student, Inc., a Delaware corporation, therein called the ("Contractor") is hereby entered into as of August 1, 2024.

RECITALS

WHEREAS, pursuant to the Contract, Agency contracted with Contractor to provide transportation service for five years ending on July 31, 2024; and

WHEREAS, the parties wish to extend the term of the Contract for an additional year, through July 31, 2025 as modified by this Addendum.

NOW, THEREFORE, in consideration of the mutual covenants and conditions identified herein, the parties mutually agree as follows:

1. Section 1. General Provisions, c. Contract Term, is hereby amended by adding the following language at the end:

Subject to such policy direction and approvals as the Agency may determine from time to time, the term of this contract shall be extended for one additional year starting on August 1, 2024 and ending on July 31, 2025.

2. Section 5. Basis for Provider Compensation, a. Pricing, is hereby amended by modifying the following language in subsection I by adding the following language at the end:

The base rate per day for the 2024 -2025 contract year will be \$855.73 per bus for operation of between 19 and 23 buses per day.

3. All other provisions of the Contract shall remain in full force and effect.

[Signatures on next page]

IN WITNESS WHEREOF, the Measure J Traffic Congestion Relief Agency dba TRAFFIX and Contractor have executed this Addendum as of the date first written above.

MEASURE J TRAFFIC CONGESTION
RELIEF AGENCY (DBA TRAFFIX)

FIRST STUDENT, INC.

By: _____
Laura Bratt, Chair

By: _____
Brigg Summers
Northern California General Manager

Date: _____

Date: _____

APPROVED AS TO FORM

By: _____
Michael N. Conneran, Legal Counsel



DATE: March 18, 2024

TO: TRAFFIX Board of Directors

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

SUBJECT: **ITEM- VIII. D. Discuss and Approve** the TRAFFIX Bus Pass Rate Schedule for the 2024-2025 School Year

BACKGROUND:

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

During the 2023/2024 school year, the TRAFFIX Board approved a TRAFFIX Pass Rate Schedule (via Resolution 2023-04) for the 2023/2024 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. TAG is projecting 1300 pass sales for the 2024 /25 school year (800 Promotional and 500 standard rate). Based on a 29.3% increase in fees from First Student for the 2024/2025 school year, TAG recommends increasing the current pass fare price by 33% as shown in the first option. As an alternative, in anticipation that future years will require additional fare increases, and in order to preserve the agency's financial reserves at their current level, the Board may want to consider the alternative rates that appear in 2 below.

- 1. First option:

SCHOOL	2023/2024 Pass Rate	2024/2025 Pass Rate 33% increase
High School	\$475	\$632
Dual Payment Option	\$250 / \$225 due Nov.1	\$332 / \$300
Middle & Elementary	\$425 (promo rate)	\$565
Dual Payment Option	\$250 / \$225 due Nov. 1	\$332 / \$300

- 2. Alternate pass increase options

SCHOOL	50% Pass Rate Increase	100% Pass Rate Increase
High School	\$712	\$950
Dual Payment Option	\$360 /\$352 due Nov.1	\$475 \$475 due Nov. 1
Middle & Elementary	\$637	\$850
Dual Payment Option	\$356/\$356 due Nov. 1	\$425 /\$425 due Nov.1



It is recommended that the Board authorize TAG to proceed with preparing a Pass Rate Schedule for the 2024/2025 school year. The Bus Rate Schedule in Exhibit 1 is the proposed for the 2024/2025 school year and includes a Standard Fare rate, a Promotional Fare rate, and Dual Payments options.

RECOMMENDATION:

The TAG requests that the Board adopt resolution 2024-2025 to establish the TRAFFIX Pass Rate Schedule for the 2024/2025 School Year.

Attachment: Resolution No. 2024-2



Exhibit 1: TRAFFIX Bus Rate Schedule for the 2024-25 School Year

EXHIBIT 1:
TRAFFIX Bus Rate Schedule
2024/2025 School Year

Standard Fare	
▪ Lump Sum Payment	\$632.00
Promotional Fare* (available to elementary and middle schools only)	
▪ Lump Sum Payment (pass must be purchased by June 7, 2024)	\$565.00
▪	
Dual Payment Option (High School Fare)	
▪ Dual Payment Option (due at purchase)	\$332.00
▪ Dual Payment Option (due November 1, 2024)	\$300.00
Dual Payment Option (Middle and Elementary)	
▪ Dual Payment Option (due at purchase)	\$332.00
▪ Dual Payment Option (due November 1, 2024)	\$300.00

RESOLUTION NO. 2024-02

MEASURE J TRAFFIC CONGESTION RELIEF AGENCY DBA TRAFFIX

COUNTY OF CONTRA COSTA
STATE OF CALIFORNIA

ADOPTING 2024-2025 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, in 2019, the Board has entered into a five-year contract, with two one-year options, with First Student to provide bus service; and

WHEREAS, the Board is considering the exercise of the first one-year option to that agreement, at a substantially increased cost; and

WHEREAS, in order to meet the increased cost of providing bus service, while preserving the agency's fiscal reserves, the Board of Directors of the Measure J Traffic Congestion Relief Agency dba TRAFFIX desires to adopt the attached TRAFFIX Bus Rate Schedule for the 2024-2025 School Year.

NOW THEREFORE, BE IT RESOLVED that the Measure J Traffic Congestion Relief Agency dba TRAFFIX adopts the TRAFFIX Bus Rate Schedule (Exhibit 1) for the 2024-2025 School Year is hereby adopted.

PASSED AND ADOPTED this 18th day of March 2024, 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 2024-2025 School Year

**Exhibit 1:
TRAFFIX Bus Rate Schedule
2024-2025 School Year**

TRAFFIX Bus Rate Schedule: 2024-2025

Standard Fare

• Lump Sum Payment	\$632
Promotional Fare (available to elementary and middle schools only)	\$565
Lump Sum Payment (pass must be purchased by June 7, 2024)	
Dual Payment Option - (High School Fare)	\$332
• Dual Payment Option (due at purchase)	\$300
• Dual Payment Option (due November 1, 2024)	
Dual Payment Option - (middle and elementary)	\$332
• Dual Payment Option (due at purchase)	\$300
• Dual Payment Option (due November 1, 2024)	



DATE: March 18, 2024
TO: TRAFFIX Board of Directors
FROM: TRAFFIX Technical Advisory Group
SUBJECT: **Item VIII E. - Discuss** potential investment of TRAFFIX Reserve funds

Background

Measure J Congestion Relief Agency (TRAFFIX) has a Certificate of Deposit account at Mechanics Bank. The money market currently has a \$91,792.00 balance with a 3% interest rate. The current TRAFFIX checking account maintains an average balance of \$3 million which accounts for a 40% reserve balance. Recently, there was a discussion amongst Board members to invest a portion of the money into the Local Agency Investment Fund (LAIF) account to obtain a higher rate of return than the current funds are receiving in the existing CD or checking account at Mechanics Bank.

Discussion

A discussion ensued amongst Board members during the Ad Hoc board meeting, to consider investing some TRAFFIX funds into the LAIF as an investment alternative. The LAIF is dedicated to California's local governments and special districts. The State Treasurer invests taxpayer's money safely, while minimizing service costs and maximizing investment yields. The LAIF program allows cities, counties and special districts to place money in a major portfolio at no additional costs to taxpayers, using the expertise of the Investment Division staff.

"LAIF provides local agencies a way to invest cash held in the treasury pool that may be withdrawn as needed on a same-day basis to meet an agency's cash flow needs, while receiving interest generated by the PMIA (Pooled Money Investment Account). The LAIF is approximately 14% of the PMIA. LAIF, in essence, acts as an "interest-bearing checking account." Deposits can be made daily and earn an equal share of interest based on the average daily balance within the LAIF during each quarter. Money can be withdrawn up to 15 times a month. LAIF administrative costs are minimal and assessed quarterly. The Government Code states that administrative costs are not to exceed 5% of quarterly earnings of the fund. However, if the 13-week Daily Treasury Bill Rate on the last day of the fiscal year is below 1%, then administrative costs shall not exceed 8% of quarterly earnings of the fund.

PMIA investments and deposits are made in such a way as to receive the maximum return consistent with safe and prudent treasury management. The rate of return is maintained at a consistent level representative of current market yield direction. Sales gains and losses will not be incurred as to radically alter the final quarterly apportionment rate. Significant sales gains will be offset for restructuring purposes to maintain consistent current return as well as to maximize future portfolio performance. Significant sales losses shall be incurred only by consent of the Treasurer, or when sufficient profits negate the alteration of the apportionment rate.

Due to the portfolio's characteristics, credit risk is minimal. The pool is managed to ensure the safety of the portfolio by investing in high quality securities as well as maintaining a mix of additional securities that

provide reasonable assurance that no single investment or class of investments will have a disproportionate impact on the total portfolio. Additionally, LAIF funds are protected by statute and are not borrowable.”¹

Recommendation:

Discuss the option of investing and transferring a portion of the TRAFFIX reserve balance money into the Local Agency Investment Fund (LAIF) and direct TAG as appropriate.

¹ Fiona Ma, CPA, State Treasurer, “Office of The State Treasurer- Local Agency Investment Fund Information Digest. December 31, 2023, accessed March 11, 2024, <https://www.treasurer.ca.gov/pmia-laif/digest.pdf>.



DATE: March 18, 2024
TO: TRAFFIX Board of Directors
FROM: TRAFFIX Technical Advisory Group (TAG)
SUBJECT: **ITEM VIII.F. – Review and Approve** 2024-2025 TRAFFIX Marketing and Outreach Plan

Background

The TRAFFIX Administrative Coordinator outlines a plan to guide marketing efforts for each school year. The attached PowerPoint presentation identifies primary marketing targets, marketing challenges & goals, proposed marketing methods and messaging as well as the proposed 24/25 marketing budget. These collective marketing efforts designed to bring awareness of the program to TRAFFIX school communities, increase pass sales, increase bus safety, and improve program reputation in the community.

Fiscal Impact

The proposed TRAFFIX Marketing Plan includes a \$12,222 budget (\$678 less than the preceding year) to cover all related expenses to be charged to budget line item #7400-03 for “Promotional Materials and Online Marketing”.

Recommendation

Staff recommends the Board of Directors approve 2024-2025 TRAFFIX Marketing Plan.

ATTACHMENT

- a. 2024-2025 TRAFFIX Marketing Plan



**DRIVEN TO
REDUCE TRAFFIC!**

2024/2025

TRAFFIX Marketing Plan (PROPOSED)

TRAFFIX Schools 2024/2025

(For 2024/2025, 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*

- Consistently Sold Out

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

Marketing Challenges & Goals

■ CHALLENGES

- *Confined Marketing Area (school specific)*

■ GOALS

- *Increase TRAFFIX Ridership*
- *Increase Bus Awareness and Safety*
 - ✓ Among TRAFFIX Families
 - ✓ Throughout Entire School Communities
- *Improve Bus Operations to Foster Strong Program Reputation*
- *Position TRAFFIX as a Trusted Community Member and Asset*
- *Educate Customer to Self-Serve*

■ RETURN ON INVESTMENT (ROI) – Marketing Measurement

- *Number of Pass Sales*
- *Customer Satisfaction Survey*
- *Number of Inquiries/Complaints*



MARKETING METHODS

Promoting TRAFFIX in 2024-2025



Communications & Branding

■ Communications & Branding

➤ *Website*

- ✓ Clean
- ✓ Professional, yet approachable
- ✓ Functional
- ✓ Informative
- ✓ Mobile friendly

➤ *School & Principal Newsletters*

➤ *Social Media through Facebook and Instagram*

➤ *School Office Posters*

➤ *Attendance at School Events (PTA Mtgs, Registration & Events)*

➤ *School-Site Banners*

➤ *Donations to School Auctions (Free Ticket)*

➤ *Brochure*

➤ *Posters of Events and Safety on each bus*



Social Media Presence and Branding: Facebook/Instagram



**Stop
FOR
FLASHING
LIGHTS**

TRAFFIX
SCHOOL BUS PROGRAM
safe • simple • smart

RIDETRAFFIX.COM
admin@ridetraffix.com

The graphic features a red octagonal stop sign with flashing red lights on a yellow school bus. The text 'Stop FOR FLASHING LIGHTS' is written in red and yellow. Below is the TRAFFIX logo and contact information.

HAPPY NATIONAL COMPLIMENT DAY

The simplest compliments mean the most.
Make someone's day!
Thank you for being you!!!!!!

TRAFFIX
SCHOOL BUS PROGRAM
safe • simple • smart

RIDETRAFFIX.COM admin@ridetraffix.com

The graphic has a green background with yellow stars. It features the text 'HAPPY NATIONAL COMPLIMENT DAY' and a message about compliments. The TRAFFIX logo and contact information are at the bottom.

Events & Celebrations

■ Events & Celebrations

- *School Events (PTA Mtgs, Incoming Student Events, Back-To-School Nights, School Registration, Carnivals, School Auctions etc.)*
- *School Bus Safety Week (Oct 2024)*
- *School Bus Driver Appreciation Week*
- *Unity Day (October 2024)*
- *Truck Town, Danville 4th of July Parade & San Ramon Light Parade*



Promotions & Campaigns

- Promotions & Campaigns

- *Promotional / Informational Emails sent through Constant Contact*
- *Spring Promotion for 2025*
- *TRAFFIX Bus Pass Design Contest*
- *Successful Program Operations Lead to a Great Reputation*



Citizens Advisory Committee (CAC)

- Citizens Advisory Committee (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.).



MARKETING MESSAGES



Key Marketing MESSAGES

- Convenient
- Cost-Effective (Save on car wear/tear and gas)
- Reliable (FirstView App)
- Payment Plan Available
- 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 Tagline:
 - *Driven to Reduce Traffic Congestion!*
 - *It's Better on the Bus!*



MARKETING BUDGET

Proposed Budget for 2024/2025



Anticipated Marketing Costs

Item	Annual Cost	Notes
Constant Contact	\$972	Monthly rate \$81
Promotional Items	\$3000	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
Driver Appreciation Events	\$3000	Driver lunches of appreciation
School Posters	\$350	12"x24" School Posters to be hung in entrance of each TRAFFIX served school
Bus Posters	\$400	8.5"x14" posters to go in holder near entrance of each bus
Miscellaneous	\$2000	Entry fee to parades, Misc Office Supplies, Items used to decorate the bus for the parades.
GRAND TOTAL	\$12,222	Estimated Annual Marketing Communication Budget School Year 2024-2025 (requires board approval)