



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

**Meeting Agenda
Monday, July 21, 2025
3:00 PM**

Town of Danville Offices

**500 La Gonda Way
Danville, CA 94526**

Written public comment may be submitted in advance of the meeting via email to admin@ridetraffix.com.

Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the TRAFFIX Board of Directors before or during the meeting. Please submit public comments as soon as possible so that they can be provided to the TRAFFIX Board of Directors before, and, as feasible, during the meeting.

Any document provided to a majority of the members of the Measure J Traffic Congestion Relief Agency (TRAFFIX) Board of Directors regarding any item on this agenda will be made available for public inspection at the meeting. Members of the public may arrange to view documents after the meeting by calling the TRAFFIX Administrative Coordinator at 925-973-2649 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 the Board of Directors meeting of May 19, 2025

VI. Reports and Presentations

- a. **Receive** update from the Administrative Coordinator on Pass Sales, Operations, Marketing, and Outreach
- b. **Receive** First Student Location Manager Report

VII. Old Business

- a. **Receive** results of the Customer Service Survey for the 2024/25 school year

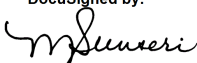
VIII. New Business

- a. **Review** and **Approve** rate change with MAZE for auditing services

IX. Adjournment: The next scheduled meeting is Monday, September 15, 2025, 3:30 PM, at the Danville Town Offices, 500 La Gonda Way, Danville, CA 94526.

CERTIFICATION

I hereby certify that the foregoing agenda was posted at the Danville Town Offices and Danville website at www.danville.ca.gov, in the Town of Danville 72 hours in advance.

DocuSigned by:

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Marie Sunseri, City Clerk

Town of Danville

In compliance with the Americans with Disabilities Act, the Town of Danville will provide special assistance for disabled citizens. If you need special assistance to participate in this meeting, please contact the City Clerk (925) 314-3401. Notification 48 hours prior to the meeting will enable the Town to make reasonable arrangements to ensure accessibility to this meeting. [28CFR 35.102-35.104 ADA Title II]



TRAFFIX BOARD OF DIRECTORS

Monday, July 21, 2025

3:00 PM

V. Consent Calendar

a. Approve the Summary of Actions:

May 19, 2025 Meeting



MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

BOARD OF DIRECTORS

Meeting Agenda

Monday, May 19, 2025

District II Supervisor's Office

309 Diablo Road

Danville, CA 94526

Written public comment may be submitted in advance of the meeting via email to admin@ridetraffic.com. Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the TRAFFIX Board of Directors before or during the meeting. Please submit public comments as soon as possible so that they can be provided to the TRAFFIX Board of Directors before, and, as feasible, during the meeting.

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I.Call to Order – Director Andersen called the meeting to order at 3:01 pm.

II.Roll– Director Andersen asked Kellie Fahey to conduct roll call.

Board Members Present:

- Director Candace Andersen (Contra Costa County Supervisor)
- Director Newell Arnerich (Town of Danville)
- Director Rachel Hurd (SRVUSD)
- Director Richard Adler (City of San Ramon)
- Director Robert Jweinat (City of San Ramon)
- Director Karen Stepper (Town of Danville)
- Director Laura Bratt (SRVUSD)

Staff Present:

- Chris Weeks (City of San Ramon)
- Robert Sarmiento (Contra Costa County)
- Melissa Haberer (Town of Danville)

- Michael Conneran (TRAFFIX Attorney)
- Kellie Fahey (Administrative Coordinator)

III. Public Comment – None

IV. Order of Agenda –

*Per staff's request , **Item VIII a.** was moved to discussion prior to Consent Calendar.*

A. Review and accept TRAFFIX Audit for the fiscal year ending June 30, 2024

David Alvey from Maze Associates presented audit findings. The financial statements that Management presented were found to be accurate. The management representative's letter was unmodified, and received the highest approval from an auditor. The audit opinion revealed no issues with management and that no adjustments were proposed, required backup, or lacked authority.

Motion: Director Hurd

Second: Director Arnerich

Vote: 7-0, Motion Passed

V. Consent Calendar

Per the staff's request, **Items VIII A, D, E, and F** moved to the consent calendar. (Items listed as they are found on the agenda)

Motion: Director Andersen

Second: Director Stepper

Vote: 7-0 Motion Passed

A. Approve Summary of Actions from March 17, 2025, Board of Directors.

D. Review and approve rate change with JJACPA for accounting services

E. Review and Approve rate change with Hanson Bridgett for legal services

F. Adopt Memorandum of Understanding between TRAFFIX and the San Ramon

Valley Unified School District to provide school bus transportation for the 2025/26 School Year

IV. Reports and Presentations

A. Administrative Coordinator Update: Pass Sales, Operations, Marketing, and Outreach

Route Expansion

TRAFFIX expanded two existing routes by adding three new bus stops serving Pine Valley Middle and Neil Armstrong Elementary School. These stops are located on the south side of Pine Valley, along Westside Drive in San Ramon. The new stops were promoted during tabling events at both schools.

Bus Pass Sales

As of today, 1,268 bus passes have been sold for the 2024/25 school year, up from 1,231 at the end of the 2023/24 year.

A reduced bus pass fare for the second semester led to 24 passes sold, compared to five under last year's Spring Promotion.

Monte Vista High School Pass Process

The newly approved pass-buying process at Monte Vista High School was a significant improvement. Families appreciated the reduced stress and smoother experience. TRAFFIX received positive feedback from parents, and staff took note of areas for future improvement. The updated process also contributed to a noticeable drop in complaint calls and refund requests.

Outreach and Marketing

TRAFFIX participated in *Truck Time* in San Ramon on May 17, 2025, where 512 children toured the bus.

Staff members attended several school events this spring, with increased interest driven by the return of more parents to in-person work.

Marketing efforts continue with support from SRVUSD and the Town of Danville, primarily through social media platforms such as Instagram, Facebook, and Next-door.

B. First Student Location Manager Report

Ms. Fahey reported on behalf of Mr. Cooper that bus operations are running smoothly with a full roster of drivers and buses.

One incident occurred involving the Cal High bus (CA17), with students on board during a minor accident. No injuries were reported. However, as this was the driver's third incident in 36 months, the driver was temporarily removed from the route and underwent retraining.

At the Board's request, Ms. Fahey will provide details of the retraining process at the next Board of Directors meeting in July.

VII. Old Business

A. Receive an update on the winner of the Bus Pass Design Contest

The Board of Directors was showed pictures of the winning design from the annual Bus Pass Design Contest. This year's winner is a rising senior at Dougherty Valley High School.

A celebration was held at the San Ramon Rotunda, where the winning design was prominently displayed on an extra-large monitor. The student was recognized with a gift card and had photos taken with the San Ramon City Manager, Mayor, Transportation Division Manager, and TRAFFIX staff.

VIII. New Business

*Per staff's request, **Item VIII A.** was moved to discussion before the Consent Calendar.*

A. Review and **Accept** the TRAFFIX Audit for the fiscal year ending June 30, 2024

B. Nominate and **elect** TRAFFIX Chair and Vice Chair for 2025/26 School Year

The BOD discussed the rotation of directors for the 2025/26 School year.

Chair: Director Newell Arnerich

Vice Chair: Director Robert Jweinat

The Board requested that a new rotation schedule be presented at the next BOD meeting.

Motion: Director Hurd

Second: Director Anderson

Vote: 7-0, Motion Passed

C. Review and Approve the meeting schedule for the 2025/26 School Year

Motion: Director Arnerich

Second: Director Adler

Vote: 7-0 Motion Passed

(Per the request of Staff, Items VIII, D, E, and F moved to consent calendar.)

D. Receive and Approve rate change with JJACPA for accounting services

E. Review and Approve rate change with Hanson-Bridgett for legal services

F. Adopt Memorandum of Understanding between TRAFFIX and the San Ramon Valley Unified School District to provide school bus transportation for the 2025/26 School Year

G. Adopt Memorandum of Understanding between the City of San Ramon and extend the TRAFFIX Administrative Coordinator Position for a 5-year Term.

Chris Weeks presented the TRAFFIX MOU to the BOD. It contained only minor changes from the previous MOU. These changes included a complete list of job duties and a five-year rate increase estimate of between 0-6% for the Administrative Coordinator. Mr. Weeks explained that the position was fully loaded, including the 15% administration fee and benefits provided by the City of San Ramon.

Motion: Director Arnerich

Second: Director Stepper

Vote: 7-0 Motion Passed

H. Assembly Bill 2561 RE: Public Hearings on Staff Vacancies

Michael Conneran presented the new bill brought upon agencies regarding staff vacancies. TRAFFIX does not fall under this category; however, it must be presented at every public meeting.

I. Review and Approve the 2025/26 Financial Plan

Ms. Fahey and Mr. Weeks presented the Financial Plan to the Board. Mr. Weeks provided an overview of the new TDM 2.0 process, which includes a grant opportunity with funding available to support the TRAFFIX Program.

Ms. Fahey also reported that parent contributions for the 2025/26 school year are higher than last year.

According to Director Arnerich, the net cash position is projected to increase by \$300,000.

Motion: Director Arnerich

Second: Director Stepper

Vote: 7-0 Motion Passed

Adjournment: The next meeting is scheduled for Monday, July 21, 2025, at 3:30 PM at the Town of Danville City Offices, 145 Hartz Avenue, Danville, CA 94526.

CERTIFICATION

I hereby certify that the foregoing agenda was posted at 309 Diablo Rd., Danville, CA, 72 hours in advance of the noted meeting.

Candace Andersen, District II Supervisors' Office



TRAFFIX BOARD OF DIRECTORS

Monday, July 21, 2025

3:00 PM

VI. Reports and Presentations

- a.** Receive update from the
Administrative Coordinator on Pass
Sales, Operations, Marketing, and
Outreach
- b.** Receive First Student Location
Manager Report

BOD ROTATION SCHEDULE

School Year	Chair	Director	Vice Chair	Director
2018-2019	San Ramon	Harry Sachs	SRVUSD	Greg Marvel
2019-2020	SRVUSD	Greg Marvel	County	Candace Andersen
2020-2021	County	Candace Andersen	Danville	Renee Morgan
2021-2022	Danville	Renee Morgan	San Ramon	Sabina Zafar
2022-2023	San Ramon	Sabina Zafar	SRVUSD	Laura Bratt
2023-2024	SRVUSD	Laura Bratt	County	Candace Andersen
2024-2025	County	Candace Andersen	Danville	Karen Stepper
2025-2026	Danville	Newell Arnerich	San Ramon	Robert Jweinat
2026-2027	San Ramon		SRVUSD	
2027-2028	SRVUSD		County	
2028-2029	County		Danville	
2029-2030	Danville		San Ramon	
2031-2032	San Ramon		SRVUSD	



TRAFFIX BOARD OF DIRECTORS

Monday, July 21, 2025

VII. Old Business

- a. Receive results of the Customer Service Survey for the 2024/25 school year**



DATE: July 21, 2025

TO: TRAFFIX Board of Directors

FROM: TRAFFIX Advisory Group

SUBJECT: **Item VII.A Receive TRAFFIX School Year 2024/25 Customer Service Survey**

Background

The TRAFFIX Administrative Coordinator traditionally emails a customer satisfaction survey to all customers in the TRAFFIX database at the end of each school year. The survey is sent via Constant Contact. The collected data and feedback are utilized to improve TRAFFIX customer service.

Discussion

TRAFFIX distributed the School Year 2024/25 Customer Service survey, which consisted of seven questions/statements, to 1,249 customers on May 30, June 1, June 12 and June 14. TRAFFIX received 39 responses by the deadline of July 30. The attached tables compare the survey results for School Years 2023/24 and 2024/25.

Attachment

Tables comparing School Year 2023/24 and 2024/25 Customer Service survey results

**ATTACHMENT: Comparison of Customer Service Survey Results between School
Years 2023/24 and 2024/25**

	2023/2024 Customer Service Survey RESULTS <i>43 Surveys Received</i>	2024/2025 Customer Service Survey RESULTS <i>39 Surveys Received</i>
1. When I contact the TRAFFIX office, I am treated courteously and receive accurate information in a reasonable amount of time.		
Strongly Agree	41%	65%
Agree	27%	15%
Disagree	6%	0%
Strongly Disagree	2%	0%
Don't Know	24%	20%
2. Bus Driver provides timely pickup and drop off services.		
Strongly Agree	48%	86%
Agree	34%	11%
Disagree	6%	3%
Strongly Disagree	4%	0%
Don't Know	8%	0%
3. Student bus rules are enforced appropriately by the bus driver.		
Strongly Agree	37%	58%
Agree	41%	22%
Disagree	2%	0%
Strongly Disagree	2%	3%
Don't Know	18%	17%
4. How is the quality of communication from TRAFFIX?		
Excellent	37%	73%
Good	39%	24%
Acceptable	16%	3%
Unacceptable	4%	0%
Other	4%	0%
5. Overall, I am satisfied with child(rens) school transportation to and from school.		
Strongly Agree	46%	82%
Agree	39%	15%
Disagree	4%	0%
Strongly Disagree	9%	0%
Don't Know	2%	3%
6. The MAIN reason you chose to sign up your student to be a TRAFFIX rider is that:		

I am a strong proponent of getting cars off the road and reducing traffic.	18%	10%
The bus saves me time.	55%	57%
The bus saves me money	0%	0%
The bus is convenient.	14%	20%
My student wants to ride with friends.	0%	0%
Riding the bus helps my student become more independent.	13%	13%
Other	0%	0%

Comments received for “How can we improve our service?”	
23/24	24/25
Response	Response
Best year of services. No improvement is recommended.	Very happy with service. My daughter felt safe and is on time to school. Please continue the excellent service.
Add more buses. MV sells out too quickly.	My son had a wonderful experience this year.
First View App is not always accurate.	The MV20 Bus Driver was amazing! Always on time and really showed he cared about the students.
Add 7th period bus service.	<p>I just want to take the time to say how much I love this new Traffix process! The communication has been wonderful with all the reminder texts. This bus route is our lifeline so I don't have to sit in 45 mins traffic to drive to Monte Vista when I need to get to work or drop off his younger sister.</p> <p>Thank you! thank you! for guaranteeing returning students of a pass next year. One less thing to stress about in our chaotic life so my husband and I are eternally grateful.</p>

Communication improved. Continue improving.	I would like to give a huge THANK YOU to my bus driver, Mark. He drives on my route (MV 10). He is kind, friendly, prompt, and professional. He is a good, safe driver and his bus is always clean and in good condition. Even when it's raining or there is traffic, my family knows that I am safe on Mark's bus.
Reduce cost.	Great customer service!
Create one-way option.	Wanted to recommend Mark, the bus driver for the SRVH students, he continues to do great job this year which is no different from the past!
Students should know the driver's name.	I wanted to take a moment to say thank you for all your help with our daughter's transportation. We truly appreciate it!
Stop combining buses.	
Expand Cal High Service	
Bus is very loud. Some students are rude to drivers.	
Driver is not nice.	
Substitute drivers need better maps/directions.	



TRAFFIX BOARD OF DIRECTORS

Monday, July 21, 2025

VIII. New Business

- a. Receive and approve rate change
with MAZE for auditing services**



DATE: July 21, 2025
TO: TRAFFIX Board of Directors
FROM: David Alvey at MAZE and Associates
SUBJECT: **Item VIII B. –Review and Approve** contract extension with MAZE and Associates for auditing services

Background

TRAFFIX contracts with Maze and Associates for the annual audit. The firm possesses extensive knowledge of the program and has consistently delivered professional and precise audits since the inception of our partnership in the 2015-2016 school year. The contracted fee for the current fiscal year is \$6000 per year.

Discussion

MAZE and Associates have requested a five-year contract extension covering the period from June 30, 2025, through June 30, 2029. In response to increasingly comprehensive audit standards, MAZE proposes a 50% fee increase. The first year's fee would be \$9,000, with a 5% annual increase applied for each subsequent year of the contract term.

The increase in rates will not significantly impact the TRAFFIX finances.

Communication between MAZE and Associates and TRAFFIX was excellent, with quick responses and prompt document delivery.

Recommendation:

TAG recommends that the BOD approve extending the MAZE and Associates contract for five additional years at the proposed increased rate.

Attachment:

2025-2029 Professional Services Agreement between TRAFFIX and MAZE Associates.



February 6, 2025

Measure J Traffic Congestion Relief Agency (TRAFFIX)
Attn: Kellie Fahey
2401 Crow Canyon Rd.
San Ramon, CA 94583

Dear Kellie:

Pursuant to the Agency's recent request, we are pleased to offer to extend our audit contract to include the fiscal years ended June 30, 2025, 2026, 2027, 2028 and, 2029, at the following price:

	June 30,				
	2025	2026	2027	2028	2029
Basic Financial Statements and Memorandum on Internal Control and Required Communications	\$9,000	\$9,400	\$9,800	\$10,200	\$10,700
Total:	\$9,000	\$9,400	\$9,800	\$10,200	\$10,700

We look forward to continuing to improve our service to you.

Yours very truly,

A handwritten signature in black ink that reads 'Maze & Associates' in a cursive, stylized script.

Maze & Associates

RESPONSE:

If you agree with the terms of this contract modification, please sign below and return a copy to our office.

By: _____

Title: _____

Date: _____



Kellie Fahey
Traffix Administrative Coordinator
7000 Bollinger Canyon Road
San Ramon, CA 94583

Dear Mark:

Pursuant to the Measure J Traffic Congestion Relief Agency (TRAFFIX) recent request, coupled with the terms of the Agency's most recent engagement letter dated November 4, 2022, we are pleased to offer to extend our audit contract to include the fiscal years ended June 30, 2023, 2024 and 2025 at the following prices:

	2023	2024	2025
Basic Financial Statements and Memorandum on Internal Control	\$5,840	\$6,130	\$6,435
Total	\$5,840	\$6,130	\$6,435

We look forward to continuing to improve our service to you.

Yours very truly,

Maze & Associates

RESPONSE:

If you agree with the terms of this contract modification, please sign below and return a copy to our office.

By: _____

Title: _____

Date: _____



TRAFFIX BOARD OF DIRECTORS July 21, 2025

IX. Adjournment

The next scheduled meeting:

Monday, September 15, 2025, 3:30 pm
Town of Danville Offices
309 Diablo Rd., Danville CA 94526