



## MEASURE J TRAFFIC CONGESTION RELIEF AGENCY BOARD OF DIRECTORS

### Meeting Agenda

January 26, 2026

3:00 PM

Danville Town 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](mailto:admin@ridetraffix.com).

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

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

#### I. Call to Order

#### II. Roll Call

#### III. Public Comment

- A. Receive email from Melinda Daly  
RE: 7<sup>th</sup> Period Bus Service to Cal High School

#### IV. Order of the Agenda

**V. Consent Calendar**

**VI. Approve the Summary of Actions Meeting Notes from November 17, 2025**

**VII. Reports and Presentations**

- A. Receive Update** from the Administrative Coordinator on Pass Sales and Operations
- B. Receive** First Student Location Manager Report

**VIII. New Business**

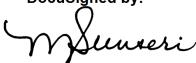
- A. Review and Approve** the TRAFFIX Bus Pass Fare Rate Schedule for the 2026/2027 School Year
- B. Review and Approve** the 2026/2027 TRAFFIX Marketing and Outreach Plan

**IX. Appoint** a subcommittee for the annual audit

**X. Adjournment:** The next meeting scheduled is Monday, March 16, 2026, 3:30 PM at the Town of Danville Offices, 500 La Gonda Way, Danville, CA

**CERTIFICATION**

I hereby certify that the foregoing agenda was posted at 500 La Gonda Way, Danville, CA, 72 hours in advance of the noted meeting.

DocuSigned by:  
  
71735A3F04C942F...

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, January 26, 2026**

**3:00 PM**

### **III. Public Comment**

#### **A. Receive email from Melinda Daly**

**RE: 7<sup>th</sup> Period Bus Service to Cal High**

**From:** [Melinda Daly](#)  
**To:** [admin@ridetraffix.com](mailto:admin@ridetraffix.com)  
**Subject:** Public Comment for Upcoming Board Meeting  
**Date:** Saturday, January 17, 2026 4:27:13 PM

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\*\*\*| EXTERNAL EMAIL: Think before you click and do not open attachments unless you know they are safe. |\*\*\*

Dear Traffix Board Members,

I am unable to attend the Traffix Board meeting in person, but I would like to submit the following public comment for the record:

My name is Melinda Daly, and my daughter is a sophomore at California High School.

My husband and I were so excited last year when the new CA17A route was added, and our daughter was able to take the bus to school her freshman year. Her older brother did not have this opportunity when he was at CHS, and we declared that the bus was "life changing!"

Unfortunately this year, the Traffix bus has not been as helpful for our family due to the lack of availability for students who take a B period at CHS. My daughter is able to take the bus to school in the morning but can only take it home on Wednesdays when there is no B period.

The reason that my daughter takes B period is because her IEP designates that she has a period of Academic Studies (often known as Resource). This period has been extremely helpful for her, and since implementing it, her grades have significantly improved.

Academic Studies is essential for her but it does take a spot on her schedule. In order for her to fulfill her graduation requirements she has to take a B period this year and most likely next year as well. She is currently taking Biology during B period.

This brings me to my concerns:

- 1) I feel as though Traffix has not taken into account how the program and schedules impact special education students.
- 2) It is inequitable that students who take a B period at Monte Vista High School are able to take a Traffix bus at the end of the day, but this is not the case at California High School.
- 3) I do not believe that I should be asked to pay full price for a service my daughter is not able to access equitably.

I am asking the Board to re-evaluate routes, timing, etc so that you can meet the needs of **all students** at all of the high schools that Traffix serves.

Thank you,

Melinda Daly



## **TRAFFIX BOARD OF DIRECTORS**

**Monday, January 26, 2026**

**3:00 PM**

### **V. Consent Calendar**

**A. Approve the Summary of Actions from the  
November 17, 2025 Meeting**



## MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

### BOARD OF DIRECTORS

#### Meeting Agenda

**Monday, November 17 3:30 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](mailto:admin@ridetraffix.com). Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the TRAFFIX Board of Directors before or during the meeting. Please submit public comments as soon as possible so that they can be provided to the TRAFFIX Board of Directors before, and, as feasible, during the meeting.

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

**I. Call to Order** – Director Arnerich called the meeting to order at 3:30 pm.

**II. Roll Call** – Director Arnerich 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 Robert Jweinat (City of San Ramon)

Director Karen Stepper (Town of Danville)

Director Laura Bratt (SRVUSD) Arrived 10 minutes late

#### **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)

ABSENT: Director Richard Adler (City of San Ramon)

**III. Public Comment – None**

**IV. Order of Agenda – No Changes**

**V. Consent Calendar**

**A. Approve** Summary of Actions from July 21, 2025, Board of Directors.  
**Motion:** Director Anderson  
**Second:** Director Hurd  
**Vote:** 6-0 Motion Passed

**VI. Reports and Presentations**

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

**Bus Pass Sales Update**

As of today, 1,324 bus passes have been sold for the 2025/26 school year, including 65 SRVUSD waiver students.

At the same time last year, 1,307 passes had been sold, including 68 waiver students.

**Refunds**

To date, 42 refunds have been issued, compared to 38 refunds at this point in the 2024/25 school year.

Several of the recent refunds occurred when parents initially purchased a pass and later qualified for a state-funded bus waiver. These waiver amounts are reimbursed to TRAFFIX by the school district.

## **Outreach and Marketing**

Marketing efforts continue with support from SRVUSD, the City of San Ramon, and the Town of Danville, primarily through social media platforms including Instagram, Facebook, X, and Blue Book. Recent posts have promoted messages such as “Passes Are Still Available” and “Let TRAFFIX Drive for You.” In the coming weeks, additional outreach will include Happy Holidays messaging and advertising for the 40% discounted second-semester bus pass.

In addition, all schools, with the exception of Los Cerros Middle School, have posted marquee messages indicating that bus passes are still available.

Staff is also updating the current TRAFFIX brochure to incorporate new logos for funding partners. Existing photos will continue to be used, along with newly updated logos from the Bay Area Air District and CCTA.

To further improve visibility, bright yellow informational signs are being installed on bus doors identifying the school and routes served by each bus. With several new routes added in recent years, this initiative is intended to increase community awareness that additional students may have access to TRAFFIX service. These signs will also highlight key funding sources, including CCTA and the Bay Area Air District.

## **Incidents:**

Since the beginning of the school year, there have been 11 documented incidents involving student misconduct that significantly disrupted drivers and operations. These incidents have included bullying, profanity, racist remarks, and physical altercations.

In addition, students have been observed rushing the bus and stepping into the street during loading, creating unsafe conditions. Ms. Fahey reported that she visited the stop and rode the route to address the issue directly. When students again rushed the bus, Ms. Fahey intervened and issued a firm warning, advising that any continued unsafe behavior would result in suspension from the bus service.

All incidents have been promptly reported and addressed in coordination with school administrators, including Vice Principals and Principals.

## **First Student Location Manager Report**

Mr. Cooper reported that there has been a minor setback since the last meeting. Currently, three buses are out of service due to necessary repairs, with replacement parts arriving slower than anticipated. However, TRAFFIX has four spare buses available, so this situation is not impacting service at this time.

Mr. Cooper reported that repairs are expected to be completed by Thanksgiving, though the timeline could extend into December.

Mr. Cooper advised of a driver staffing setback. The school year began with a strong driver lineup with two cover drivers. Subsequently, one cover driver resigned. The other cover driver was unable to renew her work permit and was released from employment. All drivers have since been surveyed regarding potential work visa issues, and no additional concerns were identified. Therefore, staff does not anticipate a recurrence of an issue with problematic work visas.

Currently, no cover drivers are assigned to the program therefore, First Student is utilizing unassigned drivers. Additionally, two drivers are on medical leave, with one expected to return at the beginning of the year.

During the summer, the company implemented a new AI-powered recruiting program. Mr. Cooper explained that he previously played a central role in recruiting and evaluating candidates. Under the new process, General Managers are assigned recruits; however, this approach has proven ineffective. Historically, training classes included approximately 10 candidates, with an average of three becoming drivers. Currently, there are only three trainees, and none have reached driver status. Mr. Cooper described this as a significant concern and noted that the driver pipeline is essentially empty.

Director Hurd asked whether TRAFFIX could provide support. Mr. Cooper indicated that additional support would be very helpful and shared that

corporate leadership has not been responsive, including to his immediate supervisor. Director Bratt recommended that TRAFFIX send a formal letter to the corporate office. Staff will draft a formal protest letter addressing the driver shortage and its impact on the program.

Mr. Cooper also provided an update on a recent bus accident involving the NA16 route while students were onboard. (No injuries occurred.) Initially, the driver reported that another vehicle caused the collision. No injuries occurred. Subsequent investigation and review of bus camera footage determined that the driver was at fault. The union is now involved, and the driver has been placed on leave pending resolution.

Director Andersen inquired whether the footage came from the bus or an external camera. Mr. Cooper confirmed that the footage was from the bus camera system.

Additionally, Mr. Cooper noted that the driver union contract is currently under negotiation.

Ms. Kellie Fahey stated her request that the driver involved in the accident be removed from the TRAFFIX Program, citing multiple parent complaints and ongoing safety concerns.

Mr. Michael Conneran, legal counsel, advised that under the contract with First Student, a written request from TRAFFIX is sufficient to remove a driver and that a Board motion is not required.

## **VII. Old Business**

### **A. Update on Unity Day and National Safety Week.**

#### **Safety Week (October 20-24):**

All TRAFFIX students received a blinking safety light to attach to their backpacks. The initiative was very well received, and students responded positively.

#### **Unity Day (October 22):**

All drivers and staff were provided with a Unity Day shirt to wear on

October 22 and several additional days throughout the week. Drivers were given three design options and voted on the shirt they felt would resonate most with students, resulting in strong participation and engagement.

## **VII. New Business**

**Review and Discuss** a Test Pilot Charter Bus Program for Monte Vista High School to accommodate the 7th-period students three days a week for the remainder of the 2025/26 school year.

In 2019, the State of California enacted legislation requiring later start times for middle and high schools. Under this law, high schools may begin no earlier than 8:30 a.m., and middle schools no earlier than 8:00 a.m. These new start times took effect beginning with the 2022/2023 school year.

As a result, the San Ramon Valley Unified School District eliminated the early elective “A period” that previously occurred before the first official class of the day. This class period was moved to the end of the regular school schedule and is now referred to as “B period” (also referred to as 7th period).

TRAFFIX bus schedules are designed to align with the regular school day, operating from 8:30 a.m. to 2:30 p.m. (Periods 1–6). At Monte Vista High School, approximately 32% of students participate in B period, with the majority being freshmen who are not yet of driving age.

Current TRAFFIX afternoon ridership data indicates that approximately 30% of students enrolled in B period (roughly 30 students per bus) are not utilizing TRAFFIX bus service. Many parents face challenges picking up students at 3:30 p.m., resulting in students waiting on campus or relying on the County Connection bus, which is frequently operating at standing-room-only capacity. Other families choose not to purchase a bus pass altogether, further contributing to afternoon traffic congestion around the school.

Directors Hurd and Arnerich noted that parents would be significantly more likely to purchase a TRAFFIX pass if 7th period service were available.

To address this transportation gap, staff proposes launching a pilot First Student charter bus to serve Monte Vista High School for 7th period, operating three days per week for the remainder of the 2025/26 school year (Monday, Tuesday, and Thursday). On Wednesdays and Fridays, existing schedules already align with student dismissal times and do not require supplemental service.

The charter bus rate is \$268 per day, for a total projected cost of \$20,000 for the remainder of the school year.

This pilot would enable staff to evaluate ridership demand and overall program feasibility for a potential dedicated 7th-period route in the 2026/27 school year. If utilization meets expectations, the July driver bidding process could be modified to assign one to two buses at Monte Vista with a later afternoon departure to permanently serve 7th-period students.

Adding 7th-period service is expected to significantly increase student participation in the TRAFFIX program and improve overall pass sales while reducing afternoon traffic congestion.

As this is a Monte Vista focused pilot, staff must also consider future implications for California High School and San Ramon Valley High School. With only two buses currently serving Cal High and one serving SRVHS, providing comparable 7th-period service at those campuses would present operational challenges and would require further analysis.

**Motion:** Director Andersen

**Second:** Director Hurd

**Vote:** 6-0, Motion Passed

## B. Discussion of Brown Act amendments

Mr. Michael Conneran provided an overview of recent amendments to the Brown Act. He advised that the new requirements will not impact the conduct of TRAFFIX Board of Directors meetings.

**Adjournment:** The next meeting is scheduled for Monday, September 15, 2025, at 3:30 PM at the Town of Danville City 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](http://www.danville.ca.gov), in the Town of Danville 72 hours in advance.

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Marie Sunseri, City Clerk  
Town of Danville



## **TRAFFIX BOARD OF DIRECTORS**

**Monday, January 26, 2026**

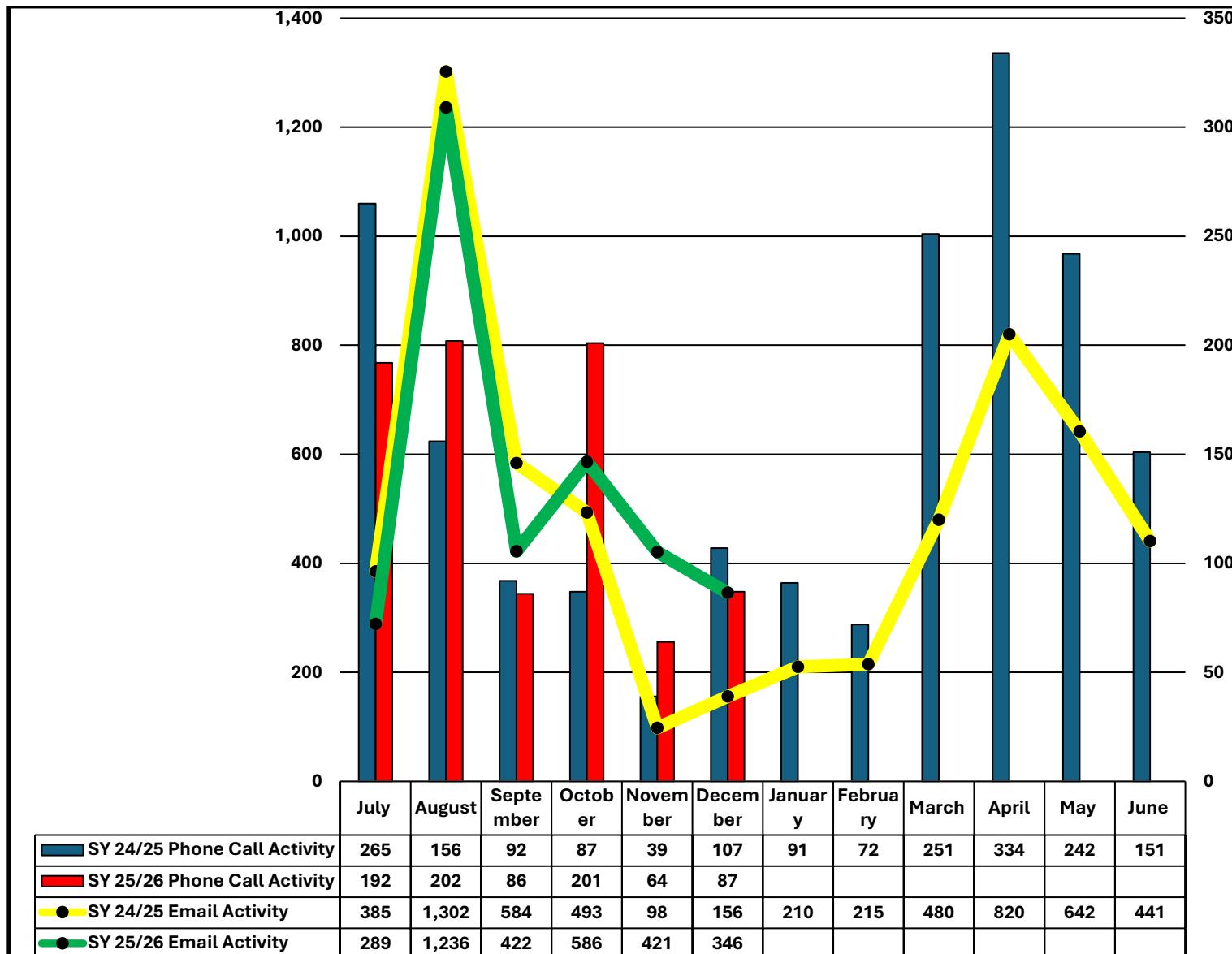
**3:00 PM**

### **VII. Reports and Presentations**

- A. Receive Update** from the Administrative Coordinator on Pass Sales and Operations
- B. Receive** First Student Location Manager Report

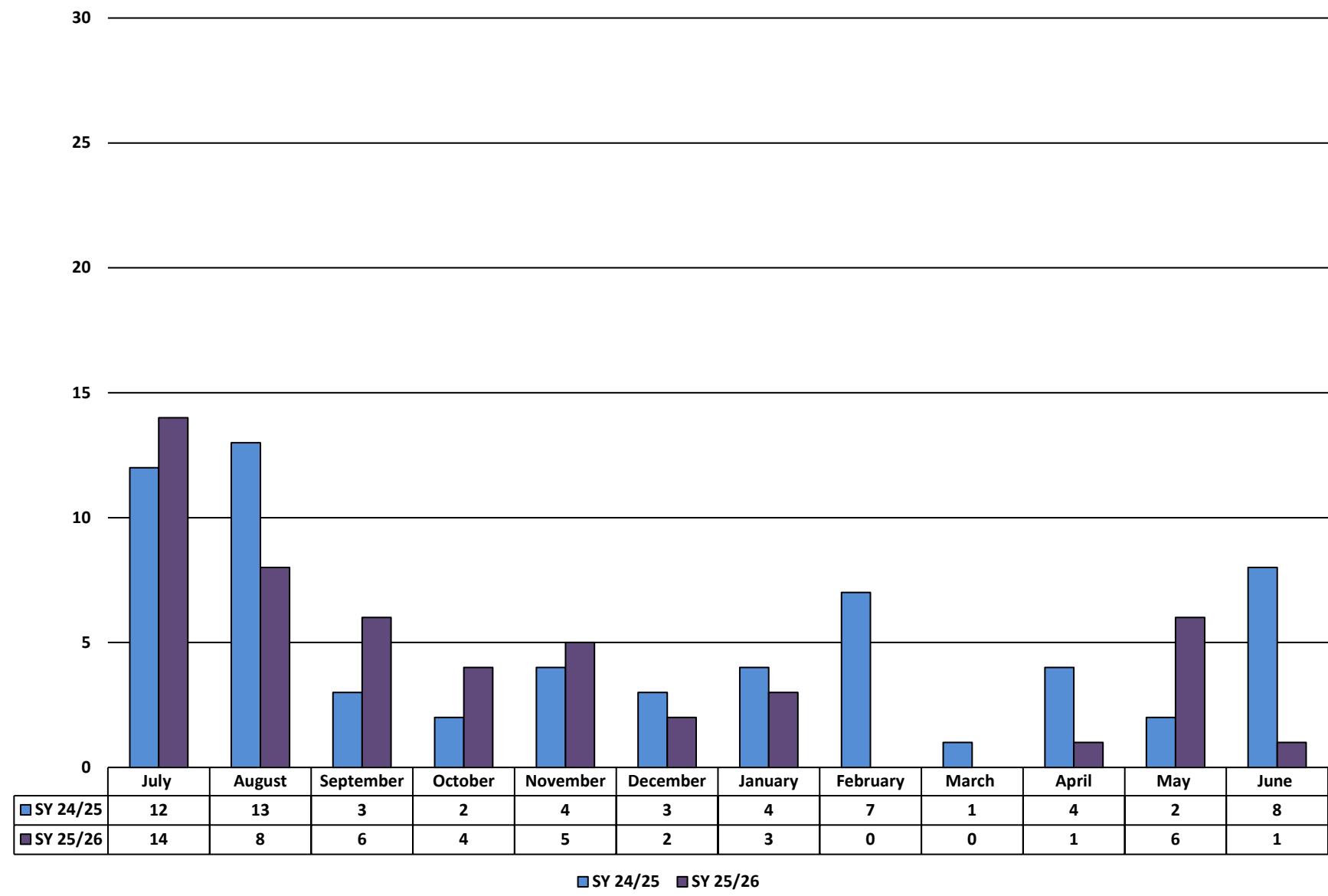
## SY 24/25 vs SY 25/26

### Phone & Email Activity

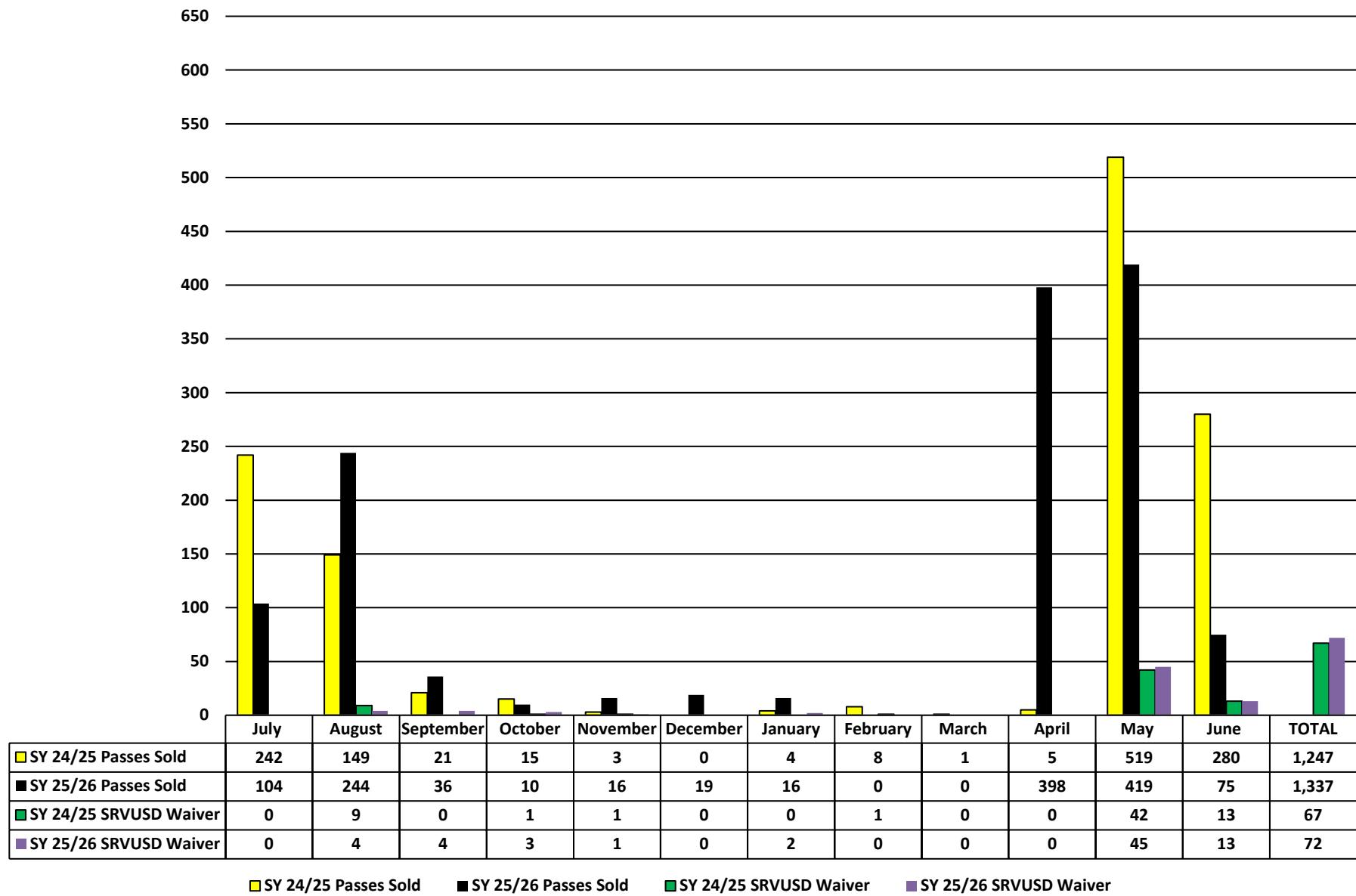


## SY 24/25 v SY 25/26

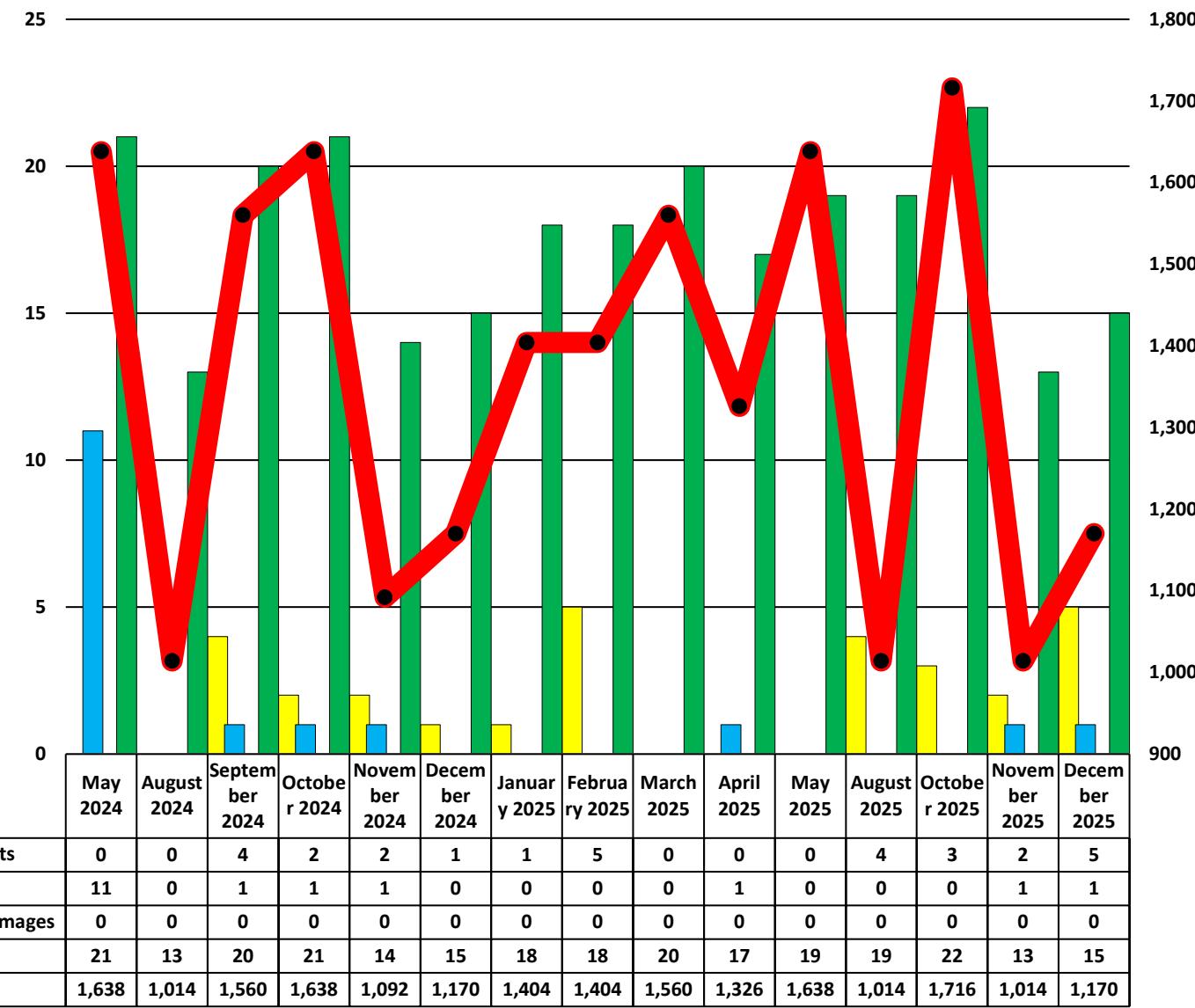
### Refunds



## SY 24/25 v SY 25/26 Passes Sold (Includes SRVUSD Waivers)



# First Student Operations Report



# First Student and Samsara Offering



Base  
Future

## Student Ridership

Tracking of individual students  
(RFID, NFC, QR, PIN)



## AI Camera

In-cab and road facing with  
tone alerting



## AI Multi-Cam

Delivers local device  
and cloud storage



## Driver App

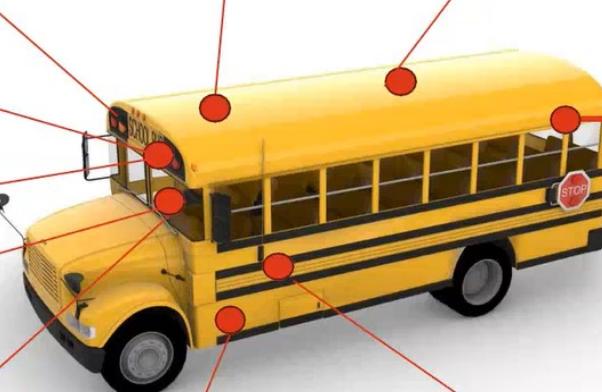
Pre/post inspections,  
driver score, driver training

## Radio

Driver Communication

## WiFi

Multi-carrier coverage  
500MB/mo free  
(Guest WiFi separate)



## Interior Cameras (Cloud)

Real-time access and  
retrieval of footage

## Child Checkmate

Validation of Child Search



## Stop Arm Camera

Offering via BusPatrol, customer  
specific, limited deployment, <5%  
of fleet



## **TRAFFIX BOARD OF DIRECTORS**

**Monday, January 26, 2026**

**3:00 PM**

### **VIII. New Business**

- A. Review and Approve the TRAFFIX Bus Pass Fare Rate Schedule for the 2026/2027 School Year**
- B. Review and Approve the 2026/2027 TRAFFIX Marketing and Outreach Plan**



DATE: January 26, 2026

TO: TRAFFIX Board of Directors

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

SUBJECT: **ITEM- VIII A. Review and Approve** the TRAFFIX Bus Pass Rate Schedule for the 2026-2027 School Year

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**BACKGROUND:**

The TRAFFIX Board of Directors adopts a resolution annually that sets a bus pass rate schedule for the upcoming school year.

In 2024, the First Student contract was renewed for a five-year term. Under the new contract, First Student's pricing increases 5% annually. To align with these cost increases and maintain the agency's financial reserves, TAG recommends implementing a gradual annual increase in bus pass fares.

The proposed 2026/27 rate schedule is provided below. It has a 5% cost increase compared to the 2025/26 bus pass rate schedule. A resolution (attached) will set the bus pass rate schedule for the 2026/27 school year when adopted.

PAYMENT TYPE	2025/2026 PASS RATE	2026/2027 PASS RATE
<b>High School</b>		
Single Payment	\$664	\$697
Dual Payment Option*	\$364 / \$300	\$397 / \$300
2nd Semester Discounted Rate	\$400	\$418
<b>Middle &amp; Elementary</b>		
Single Payment	\$593	\$622
Dual Payment Option*	\$364 / \$300	\$397 / \$300
2nd Semester Discounted Rate	\$355	\$373

\* 2<sup>nd</sup> payment due November 1<sup>st</sup>.

**RECOMMENDATION:**

It is recommended that the Board adopt the resolution to set the pass rate schedule for the 2026/2027 school year.

RESOLUTION NO. 2026-01

MEASURE J TRAFFIC CONGESTION RELIEF AGENCY DBA TRAFFIX

COUNTY OF CONTRA COSTA  
STATE OF CALIFORNIA

ADOPTING 2026-2027 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 2024, the Board has entered into a five-year contract, with three one-year options, with First Student to provide bus service; and

WHEREAS, in order to meet the increased cost of providing bus service by means of the new contract, 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 2026-2027 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 2026-2027 School Year is hereby adopted.

PASSED AND ADOPTED this 26<sup>th</sup> day of January, 2026, by the following votes:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

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Newell Arnerich  
Chair, Board of Directors  
TRAFFIX, Measure J Traffic Congestion  
Relief Agency

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

**Exhibit 1:**  
**TRAFFIX Bus Rate Schedule**  
**2026-2027 School Year**

**Standard Fare—Single Payment**

- High School \$697.00
- Middle & Elementary School \$622.00

**Dual Payment Option (High School Fare)**

- Dual Payment Option (due at purchase) \$397.00
- Dual Payment Option (due November 1, 2024) \$300.00

**Dual Payment Option (Middle and Elementary)**

- Dual Payment Option (due at purchase) \$397.00
- Dual Payment Option (due November 1, 2024) \$300.00

**Second Semester 40% Discounted Rate**

- High School \$418.00
- Middle & Elementary School \$373.00



DATE: January 26, 2026

TO: TRAFFIX Board of Directors

FROM: TRAFFIX Technical Advisory Group (TAG)

SUBJECT: **ITEM- VIII B. Review and Approve 2026-2027 TRAFFIX Marketing and Outreach Plan**

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### **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 26/27 marketing budget. These collective marketing are 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 \$18,000 budget 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 2026-2027 TRAFFIX Marketing Plan.

### **ATTACHMENT**

- a. 2026-2027 TRAFFIX Marketing Plan

*Safe. Simple. Smart.*

**TRAFFIX**

**DRIVEN TO  
REDUCE TRAFFIC!**

2026/2027  
TRAFFIX Marketing  
Plan



## Elementary

### San Ramon      Routes

Coyote Creek	1
Walt Disney	1
Neil Armstrong	1
Country Club	1

### Danville

Green Valley	4
Vista Grande	3

## Middle

### Routes

Pine Valley-San Ramon	6
Los Cerros – Danville	7
Iron Horse – San Ramon	1

## High

### Routes

Cal High – San Ramon	2
Monte Vista – Danville	9
San Ramon – Danville	1

# TRAFFIX SCHOOLS 2026-27 SCHOOL YEAR



# KEY MARKETING MESSAGES



- Reduces Traffic Congestion – Gets Cars off the Roadways (vehicle trips saved)
- Convenient
- Cost-Effective (Save on car wear/tear and gas)
- Reliable (FirstView App)
- Develops Independence and Responsibility
- Fosters Fun and Friendship
- Supplemental Tagline:

*Driven to Reduce Traffic Congestion!*

*It's Better on the Bus!*

# MARKETING CHALLENGES & GOALS

## ■ CHALLENGES

- *Confined marketing area (school specific)*

## ■ GOALS

- *Increase TRAFFIX ridership*
- *Market to nonriders along current bus routes*
- *Increase bus awareness and safety*
  - ✓ Among TRAFFIX families
  - ✓ Throughout entire school communities
- *Position TRAFFIX as a “trusted” community member and asset*
- *Educate customers 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 2026-2027



# COMMUNICATIONS & BRANDING

- **TRAFFIX follows the “1% Rule of Marketing” by**  
making small, consistent daily efforts that build a strong, trusted program identity across the SRVUSD community.

- **Websites**  
*All school sites served by TRAFFIX Advertise the program*
- **Ongoing Social Media**  
*Facebook, Blue Box, X and Instagram*
- **Weekly Newsletters Advertisements**  
*Sent Direct by School & Principals*
- **Consistent on-site Visibility**  
*Banners at all School Sites, Parades, School Events*
- **Marquee Advertising**
- **All TRAFFIX Schools, Town of Danville & City of San Ramon**
- **Donations to Elementary School Auctions to encourage ridership**
- **Posters of Special Events and Safety on each bus**

# WHY THE MARKETING PLAN WORKS

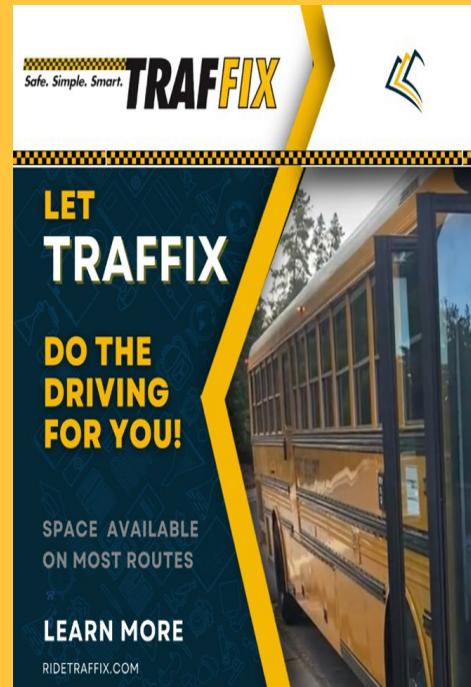
Builds **trust** with families and students

Strengthens **brand recognition** across the district

Supports **ridership growth** and retention

Reinforces TRAFFIX's mission of **reducing traffic** congestion

**TRAFFIX is building long-term success through  
hundreds of small, consistent efforts**



# SOCIAL MEDIA & MARQUEE POSTS

# EVENTS & CELEBRATIONS

- School Events (Incoming Student Events, Back-To-School Nights, School Registration, Carnivals, School Auctions etc.)
- School Bus Safety Week (Oct 2026)
- School Bus Driver Appreciation Week
- Unity Day (October 2026)
- Participation in Truck Town and the Danville 4<sup>th</sup> of July Parade



# 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 BUDGET

Proposed Budget for 2026/2027



# ANTICIPATED MARKETING COSTS

ITEM	ANNUAL COST	NOTES
Promotional Items	\$4000	Giveaway items that promote TRAFFIX.
Driver Appreciation Events and Merchandise	\$3,500	Driver appreciation events held twice a year and merchandise worn by drivers to promote TRAFFIX.
Constant Contact	\$1,400	Online platform to boost brand awareness and engage directly with parents.
Bus Posters & Banners	\$4000	Promotional, holiday and event posters displayed inside the buses. Large vinyl banners displayed outside at all schools.
Brochure Printing	\$2,500	Printing for an updated brochure.
Miscellaneous	\$2,600	Entry fees to events, Misc office supplies, decorations for parade etc.
<b>Grand Total</b>	<b>\$18,000</b>	



## **TRAFFIX BOARD OF DIRECTORS**

**Monday, January 26, 2026**

**3:00 PM**

**IX. Appoint a Subcommittee for the Annual Audit**