



MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

BOARD OF DIRECTORS

Meeting Agenda

Monday, January 27, 2025

2:00 PM

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.

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 November 18, 2024 Board of Directors meeting

VI. Reports and Presentations

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

VII. New Business

- a. **Consider** and **Approve** a reduction in bus pass rates for Spring semesters
- b. **Consider** and **Approve** a new Spring pass sale system for Monte Vista High School

VIII. Adjournment: The next meeting is Monday, March 17, 2025, at 3:30 pm. Meeting held at the District II Supervisor's office, 309 Diablo Rd., 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 K Anders_en

Candace Andersen

District II Supervisors Office

Signature:


Candace K Andersen (Jan 22, 2025 22:23 PST)

Email: candace.andersen@bos.cccounty.us



TRAFFIX BOARD OF DIRECTORS

Monday, January 27, 2025

V. Consent Calendar

- a. Approve** the Summary of Actions from the November 18, 2024 Board of Directors meeting



MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

BOARD OF DIRECTORS

Meeting Agenda

November 18, 2024

3:30 PM

District II Supervisor's Office

309 Diablo Road

Danville, CA 94526

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I. Call to Order – Director Andersen called the meeting to order at 3:34 pm.

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

Present:

- Director Candace Andersen (Contra Costa County Supervisor)
- Director Rachel Hurd (SRVUSD)
- Director Karen Stepper (Danville)
- Director Newell Arnerich (Danville)
- Chris Weeks (San Ramon)
- Robert Sarmiento (Contra Costa County)
- Michael Conneran (TRAFFIX Attorney)
- Henry Cooper (First Student)
- Kellie Fahey (Administrative Coordinator)

Absent:

- Director Marisol Rubio (City of San Ramon)
- Director Scott Perkins (City of San Ramon)
- Director Laura Bratt (SRVUSD)

III. Public Comment – None

IV. Order of Agenda – No Changes

V. Consent Calendar

- a. Approve** Summary of Actions from the September 16, 2024, Board of Directors meeting.
Motion: Director Arnerich
Second: Director Stepper
Vote: 4-0, Motion Passed.

VI. Reports and Presentations

- a. Receive** Administrative Coordinator Update: Pass Sales, Operations, Marketing, and Outreach

Passes: As of today, 1,251 passes have been purchased. As expected, the Monte Vista routes are sold out, with extensive waitlists on all routes. Currently, 12 spaces are available on both the San Ramon High and Cal High buses. The new route, CA17A, has 27 students enrolled, including six riders from Iron Horse Middle School. Additionally, the new route servicing Coyote Creek Elementary has nine students. Since the last meeting, 22 passes have been sold.

SRV Waiver Passes: Three new district waiver passes have been issued since the September meeting, all awarded to new students in the district.

LAIF Account: A Local Agency Investment Fund (LAIF) account has been established, and \$2 million was transferred on November 4, 2024. This fulfills the requirement to maintain a 40% reserve in a secure government account.

Marketing & Outreach:

- *Unity Day and Bus Safety Week:* Both events were held in mid-October. Bus drivers received either an insulated lunch bag or a new ball cap featuring the phrase “Kindness, Acceptance & Inclusion” on the front. Elementary and middle school students were given blinking safety lights to attach to their backpacks. All distributed merchandise was branded with the TRAFFIX logo.
- *Social Media and Posters:* Holiday and special notice posters are being updated in the poster holders on all buses. Additionally, a permanent “Rules of the Bus” poster has been installed on the wall near the driver and will remain throughout the year.

- *Outreach*: TRAFFIX is utilizing district-provided home addresses and email lists for low-ridership routes. These lists are being organized to send direct mail and emails to families not currently using the service.
- **Service Dog**: On November 11, 2024, a service dog in training began riding the MV18 bus with its trainer. The puppy, named Retro, is 22 weeks old. This marks the second dog trained by the Tan family to ride the bus. In 2022, the same student trained a dog named Penrose, who successfully graduated from a service dog training school for the visually impaired.

b. Receive First Student Location Manager Report

Mr. Cooper was unable to attend the Board meeting.

VII. Old Business

a. Discuss and Consider reactivation of the Magee/Sunhaven bus stop for the GV8/LC8 route.

Ms. Fahey reported that following the board's recommendation at the September meeting, staff contacted Animal Control for an update on the vicious dogs near the Sunhaven bus stop in the Magee Ranch neighborhood in Danville. Animal Control informed staff that one of the dogs is deceased, while the other remains compliant with the three-year order issued after the last biting incident. The order, which allows the dog to stay at home under certain conditions, expires in 2026.

Motion: Director Andersen
 Second: Director Arnerich
 Vote: 4-0, Motion Passed

b. Reassemble the Audit Subcommittee and Appoint Board Members

Director Arnerich and Director Bratt will conduct the audit subcommittee.

VIII. New Business

a. Approve a five-year contract for Student Transportation Services

Motion: Director Rachel
 Second: Director Hurd
 Vote: 4-0, Motion Passed.

b. Approve Time Change for January 27, 2025

The January 27, 2025, Board meeting was initially scheduled and approved to be conducted at 3:00 p.m. However, due to a conflict of meetings for several Board members, it has been approved to begin at 2:00 p.m.

Motion: Director Stepper
Second: Director Bratt
Vote: 4-0, Motion Passed.

IX. Adjournment: The next scheduled meeting is Monday, January 27, 2025, 2:00 PM, at the District II Supervisor's office, 309 Diablo Rd., 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

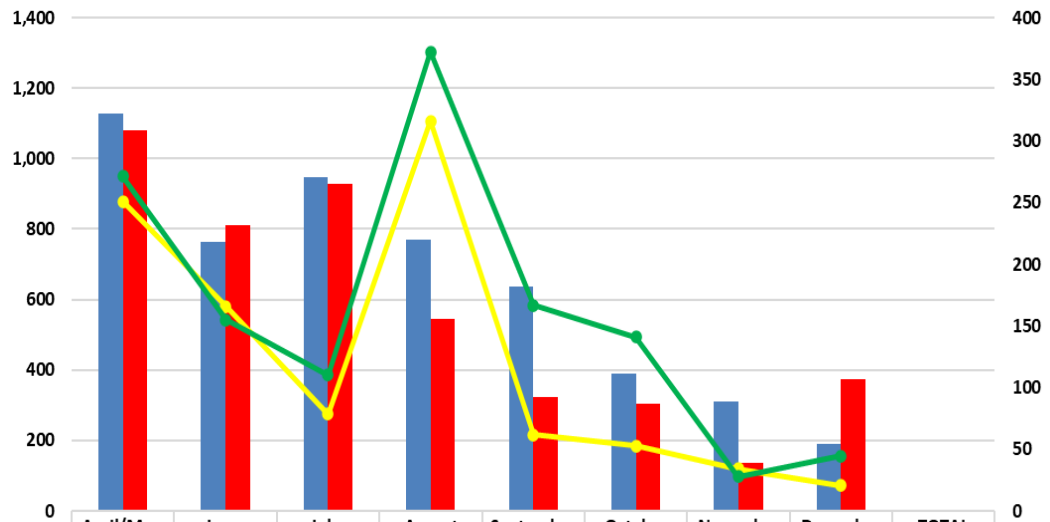


TRAFFIX BOARD OF DIRECTORS

Monday, January, 2025

VI. Reports and Presentations

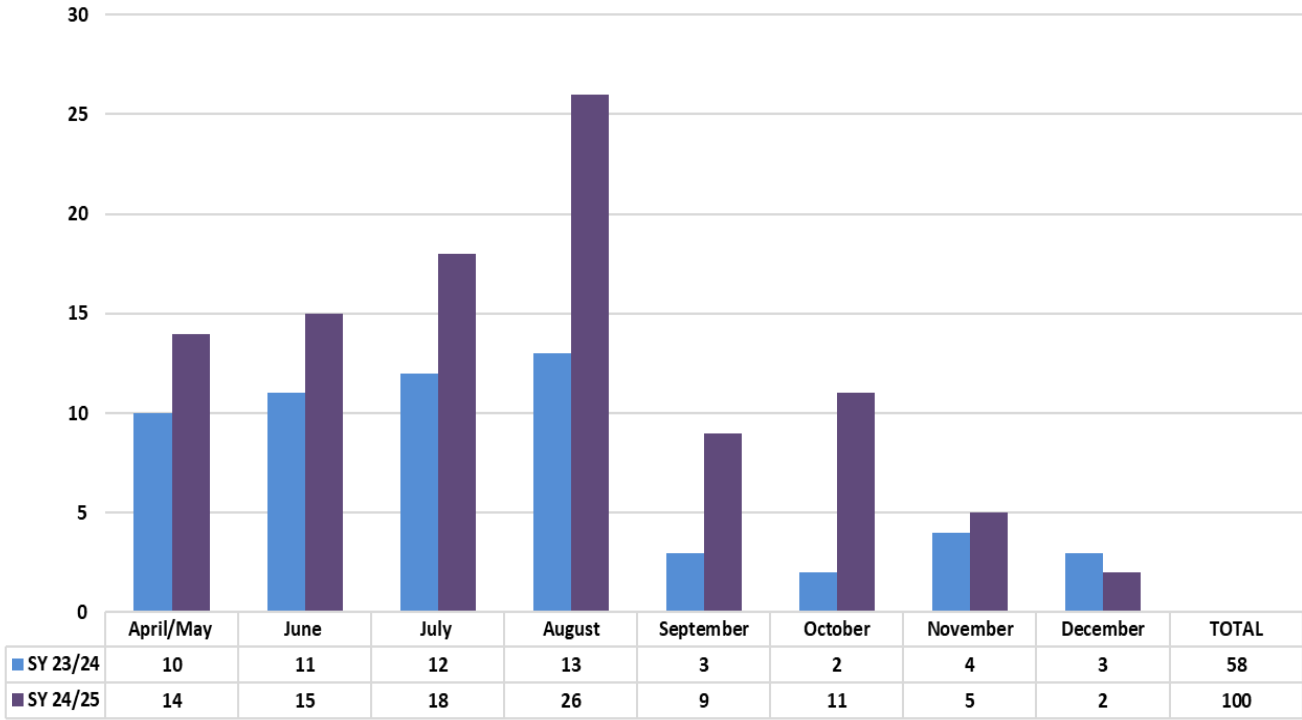
SY 23/24 v SY 24/25 Phone & Email Activity



	April/May	June	July	August	September	October	November	December	TOTAL
SY 23/24 Phone Call Activity	322	218	271	220	182	111	89	54	1,467
SY 24/25 Phone Call Activity	309	232	265	156	92	87	39	107	1,287
SY 23/24 Email Activity	879	580	275	1,106	216	184	120	72	3,432
SY 24/25 Email Activity	949	543	385	1,302	584	493	98	156	4,510

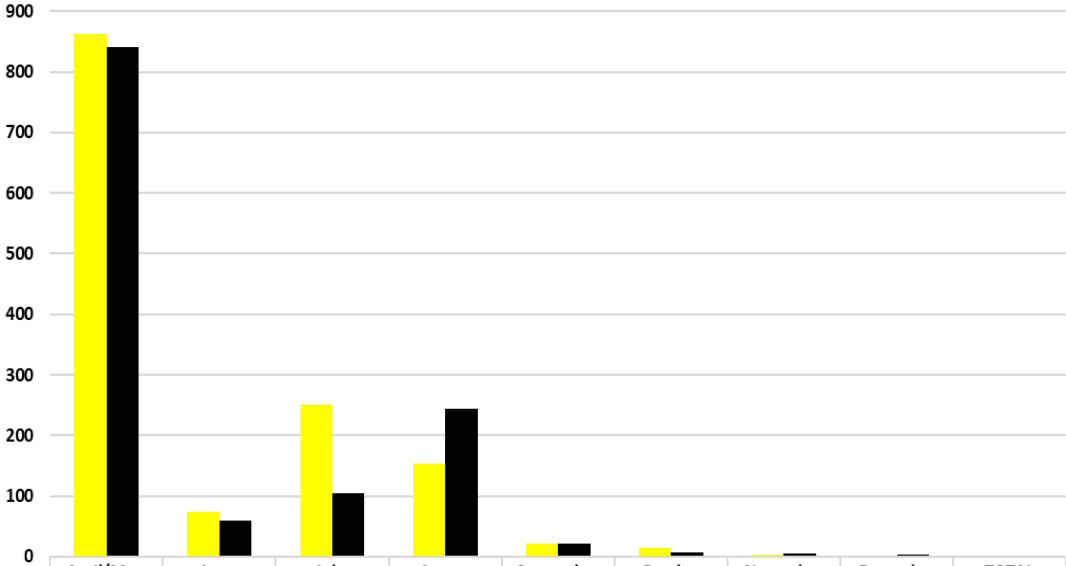
■ SY 23/24 Phone Call Activity
 ■ SY 24/25 Phone Call Activity
 —●— SY 23/24 Email Activity
 —●— SY 24/25 Email Activity

SY 23/24 v SY 24/25 Refunds



■ SY 23/24 ■ SY 24/25

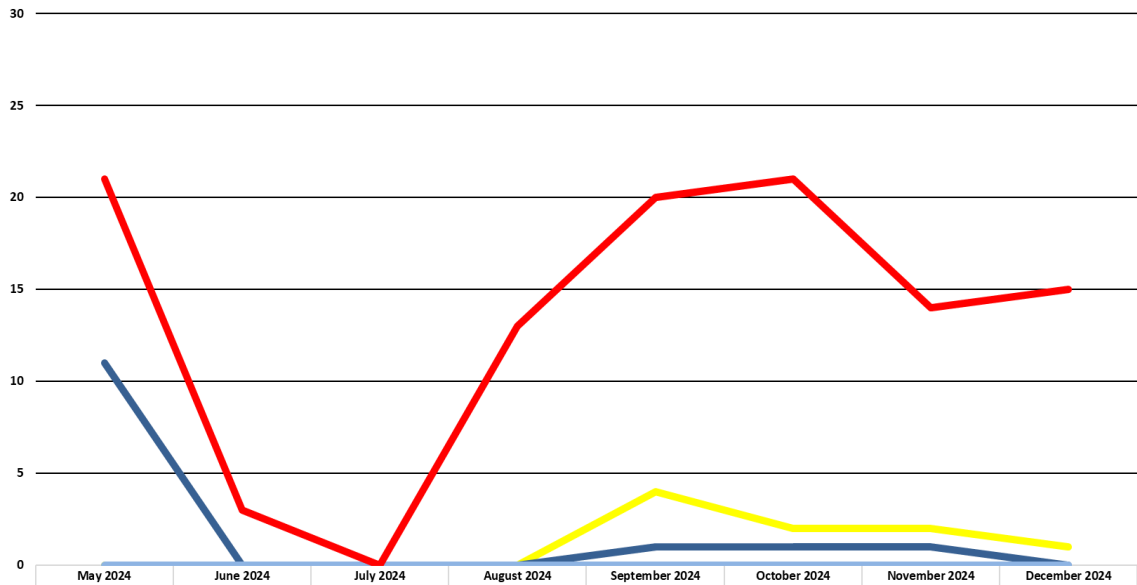
SY 23/24 v SY 24/25 Passes Sold



	April/May	June	July	August	September	October	November	December	TOTAL
SY 23/24 Passes Sold	863	74	251	153	21	15	3	0	1,380
SY 24/25 Passes Sold	841	59	104	244	22	7	5	4	1,286

■ SY 23/24 Passes Sold
 ■ SY 24/25 Passes Sold

First Student Operations Report



	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024
Driver Reported Incidents	0	0	0	0	4	2	2	1
Combined Buses	11	0	0	0	1	1	1	0
Late Bus/ Liquidated Damages	0	0	0	0	0	0	0	0
Number of Operat Days	21	3	0	13	20	21	14	15
Number of Runs	1,638	234	0	1,014	1,560	1,638	1,092	1,170



TRAFFIX BOARD OF DIRECTORS

Monday, January 27, 2025

VIII. New Business

- a. **Consider** and **Approve** a reduction in bus pass rates for the Spring Semester
- b. **Consider** and **Approve** a new Spring pass sales system for Monte Vista High School



DATE: January 27, 2025
TO: TRAFFIX Board of Directors
FROM: TRAFFIX Technical Advisory Group
SUBJECT: **VII.a - Consider and Approve** a reduction in bus pass rates for Spring semesters

Background

Since the inception of the TRAFFIX Program, bus passes have been sold on an annual fee basis. Bus pass sales significantly decline once the school year is underway, with minimal sales in the second half of the school year. Under the current policy, riders must pay the full annual rate, regardless of when they buy the bus pass. The only exception is the Spring Promotion, which TRAFFIX has offered in the past to try to fill empty seats. The previous spring promotions offered bus passes at \$100, targeting the final six weeks of the school year, but typically only attracted 7-10 additional students.

Discussion

To increase bus pass sales, the TRAFFIX Technical Advisory Group (TAG) recommends offering a permanent 40% discount on bus passes that are sold in the Spring semester. The proposed discount is intended to increase mid-year enrollees and encourage new ridership, particularly among families new to the district or those experiencing extenuating circumstances. Additionally, when walking or biking becomes unpleasant due to rain and colder weather in the winter, parents may consider the TRAFFIX bus as an affordable alternative to driving their children to school. This discounted rate would create a more equitable structure and contribute to the long-term growth of the TRAFFIX Program.

If approved, the discounted rates for School Year 2024/25, the first year of implementation, will be as follows:

- **High School:** Regular Rate: \$632 | Discounted Spring Only Rate: \$380
- **Middle and Elementary School:** Regular Rate: \$565 | Discounted Spring Only Rate: \$339

The discounted bus pass rate will fluctuate consistent with the regular bus pass rate in future years.

To promote the new discounted Spring semester bus pass, TRAFFIX will launch a targeted advertising campaign focused on participating schools. Promotional efforts will include:

- Direct mailers sent to families on current bus routes who are not yet utilizing the service.
- Announcements in principal newsletters.
- Updates on school websites and social media platforms.

TRAFFIX Staff will provide periodic updates to the TRAFFIX Board of Directors on the impact of the proposed discount on Spring semester bus pass sales.

Recommendation

TRAFFIX TAG recommends that the TRAFFIX Board of Directors approve a 40% discount on Spring semester bus pass fares, effective immediately.

DATE: January 27, 2025

TO: TRAFFIX Board of Directors

FROM: TRAFFIX Technical Advisory Group

SUBJECT: **Item VII b. – Consider and Approve** a new Spring pass sale system for Monte Vista High School

BACKGROUND

The Spring bus pass sales for Monte Vista High School have become a highly competitive and stressful process for many years in the TRAFFIX Program. Passes are sold each spring in preparation for the upcoming school year, following a first-come, first-serve allocation system. However, the high demand has led to several challenges.

Pass sales are conducted over a three-day period, with each day designated for a specific bus. The T-1 buses have a separate designated day for eligible students to purchase a pass. Despite this staggered approach, the online registration process frequently experiences significant issues. The website struggles to handle the surge in traffic, resulting in dropped transactions, performance lags, and other technical problems. Many parents' resort to using multiple devices simultaneously to secure a pass, further exacerbating the website's performance issues.

These technical challenges, coupled with the intense demand, leave many families unable to secure passes despite signing in right when sales open. Long waitlists form every year, and parents' express frustration through nonstop phone calls to report difficulties and failed transactions.

Overall, the current system not only causes unnecessary stress for users but also significantly strains TRAFFIX's administrative staff.

DISCUSSION

Bus Pass Sales Process and Proposed Improvements

To address this recurring challenge, TAG is proposing a streamlined system to improve efficiency and reduce issues during Monte Vista's Spring bus pass sales. The proposed 'random selection' methodology includes the following steps:

- 1. Advance Notification and Signup:**

Prior to the Spring bus pass sale, parents will be invited to register their interest in the Monte Vista bus route/s that best suits their student's needs. A specific registration window and a clear deadline will be communicated.

2. **Random Selection Process:**

All entries received by the deadline will be added to an Excel spreadsheet. Names will be randomly selected by formula to fill up to 50 seats per bus, leaving a four-seat buffer. These four seats will be retained for sibling consideration and other special circumstances.

3. **Sibling Consideration:**

To accommodate families with multiple students, up to two non-transferable seats per family can be reserved when one of the children in a family is randomly selected.

4. **Multiple Bus Selection:**

Families can register for more than one bus route. (The T-1 bus registration will be managed separately from other routes.) Duplicate entries for a single bus for the same child will be removed before the selection process.

5. **Boundary Verification for MV19:**

For the MV19 bus route, student addresses will be verified to ensure they reside within the designated boundary required to qualify for a pass before the random selection process begins. Then the selection process will be the same as the other buses.

6. **Waitlist:**

Following the initial selection, all remaining names will be randomly arranged to form a waitlist. Students may remain on multiple waitlists, in accordance with current policies.

This revised process will minimize technical issues, reduce stress, and ensure a fair and transparent allocation of bus passes.

RECOMMENDATION

TAG recommends that the Board approve the new system for Monte Vista High School Spring bus pass sales.



TRAFFIX BOARD OF DIRECTORS

Monday, January 27, 2025

IX. Adjournment

The next meeting is Monday,
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