



MEASURE J TRAFFIC CONGESTION RELIEF AGENCY BOARD OF DIRECTORS

Meeting Agenda MONDAY March 17, 2025

3:30 PM

**District II
Supervisor's Office
309 Diablo Road
Danville, CA 94526**

**1516 Kamole Street
Honolulu, Hawaii. 96821**

Join Via ZOOM:

<https://cccouny-us.zoom.us/j/87085790721?pwd=ghXg6kscxAlwtisKjWX3LXF4SmspdY.1>

Password: 095622

OR

Telephone:

Dial: USA 214 765 0478

USA 888 278 0254 (US Toll Free)

Conference code: 689647

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 27, 2025 Meeting

VI. Reports and Presentations

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

VII. New Business

- a. **Review and Approve** the Mid-Year Budget
- b. **Review and Approve** the TRAFFIX Bus Pass Fare Rate Schedule for the 2025/2026 School Year
- c. **Review and Approve** the 2025-2026 TRAFFIX Marketing and Outreach Plan.
- d. **Review and Approve** a short-term, two-month, Amendment for the Administrative Coordinator to the MOU with the City of San Ramon
- e. **Review and Approve** the Closure and Transfer of Funds of the Money Market and 11-month CD into the LAIF account

VII. Adjournment: The next scheduled meeting is Monday, May 19, 2025 at 3:30pm at 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 Andersen
District II Supervisors Office



TRAFFIX BOARD OF DIRECTORS

Monday, March 17, 2025

3:30 PM

V. Consent Calendar

a. Approve the Summary of Actions
from the January 27, 2025 Meeting



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 – Director Andersen called the meeting to order at 2:01 pm.

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

Present:

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

Absent:

- Director Marisol Rubio (City of San Ramon)
- Director Rachel Hurd (SRVUSD)

III. Public Comment – None

IV. Order of Agenda – No Changes

V. Consent Calendar

- a. **Approve** Summary of Actions from the November 18, 2024, Board of Directors meeting. Approved with one amendment to the Summary Notes. Laura Bratt was absent at the Board meeting on November 18, 2024.

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

VI. Reports and Presentations

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

Currently, 1,251 passes have been sold. Aside from Monte Vista High School, seats are available on every route. Nine additional passes have been sold since the November 18, 2024 meeting.

Marketing & Outreach:

- **Direct Mail Flyer:** A flyer highlighting the benefits of riding the bus has been created and is ready for direct mailing to families living near existing bus routes. The mailing list was thoroughly reviewed to remove duplicates, current riders, and families residing too far from routes.
- **Expanded CA17A Route:** The Cal High bus route (CA17A) has been expanded to include four new stops in the Deer Ridge neighborhood of San Ramon, which currently has 17 Cal High students.

Ilana Samuels informed the Board that Matt Bigler from KCBS Radio rode the bus and interviewed Christian Tan for a press release. Christian Tan, a student, is socializing a puppy that will later be trained by Guide Dogs of America.

The interview highlighted the benefits of the partnership between SRVUSD, First Student, TRAFFIX, and Guide Dogs of America.

- b. **First Student Location Manager Report**

Mr. Cooper reported that the program is running smoothly. Full complement of drivers and buses. So far this year, only one combined bus route has occurred. All buses successfully passed their annual CHP inspections (CHP292) last week.

VII. New Business

Consider and Approve a reduction in bus pass rates for Spring semesters

Ms. Fahey reported a significant decline in bus pass sales every Spring semester. TRAFFIX operates with a total capacity of 2,016 seats (39 routes, 54 seats per bus). Currently, 856 seats remain unoccupied, primarily on buses serving elementary and

middle schools. To address this issue, TAG recommends implementing a 40% discount on bus fares for the second semester, effective from this school year onward.

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

a. Consider and Approve a new Spring pass sale system for Monte Vista High School

Despite using a staggered three-day sales schedule, the existing Monte Vista Spring bus pass sales system has encountered recurring issues, including rapid sellouts and website delays. To resolve these challenges, TAG requests approval to implement a new purchasing system exclusively for Monte Vista High School.

Proposed Guidelines for the New Monte Vista Bus Pass Sales System:

- **Advance Notice:** Advertise specific registration dates and a clear deadline.
- **Random Selection Process:** Compile all applicants into an Excel sheet and randomly select 50 names, retaining a 4-seat buffer.
- **Sibling Consideration:** Allocate up to two non-transferable seats per family.
- **Multiple Bus Options:** Allow families to register for more than one bus route.
- **Boundary Verification:** Confirm eligibility for the MV19 bus routes.
- **Waitlist System:** Permit parents to join waitlists for multiple routes, with random selection to determine numerical order.

During discussions, Director Arnerich proposed granting current riders a 72-hour priority window to secure bus passes before opening the remaining seats to the lottery system. Additionally, Director Andersen requested that Ms. Fahey present data on the percentage of returning riders at the next Board meeting on March 17, 2025. To ensure eligibility, T-1 buses will have a separate sign-up process, restricted to residents within the Alamo Creek boundary.

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

VIII. Adjournment: The next scheduled meeting is Monday, March 17, 2025, 3:30 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

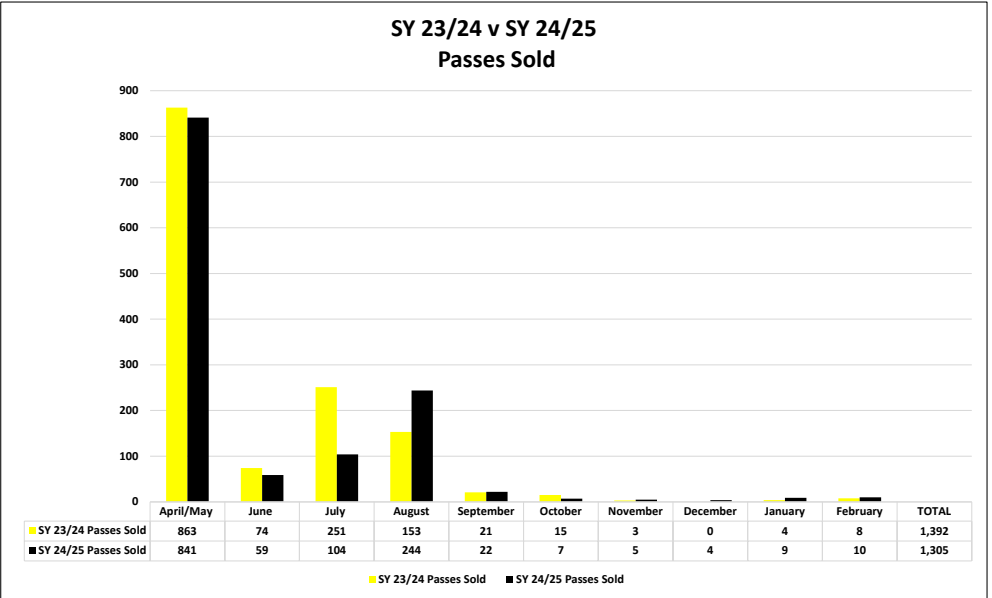
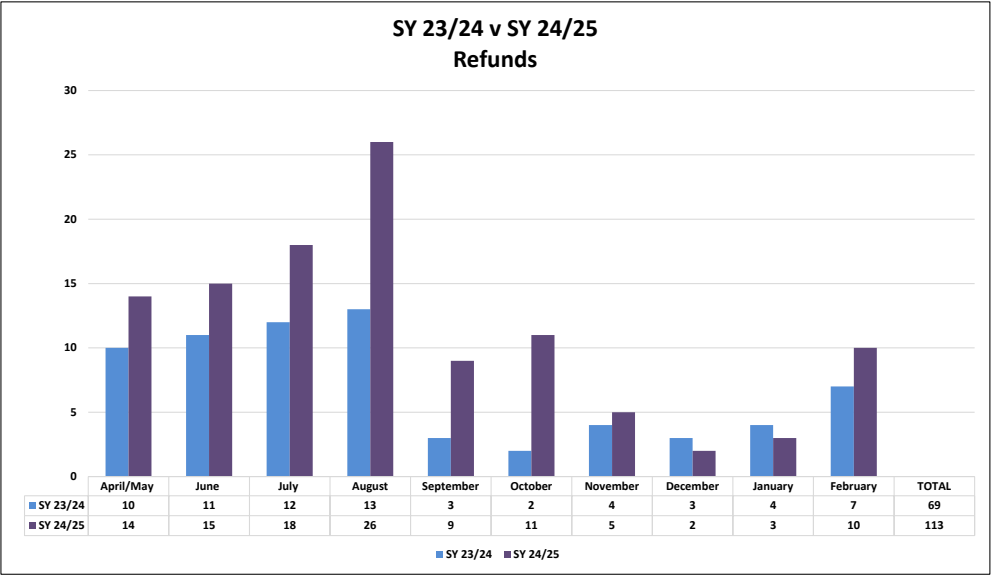
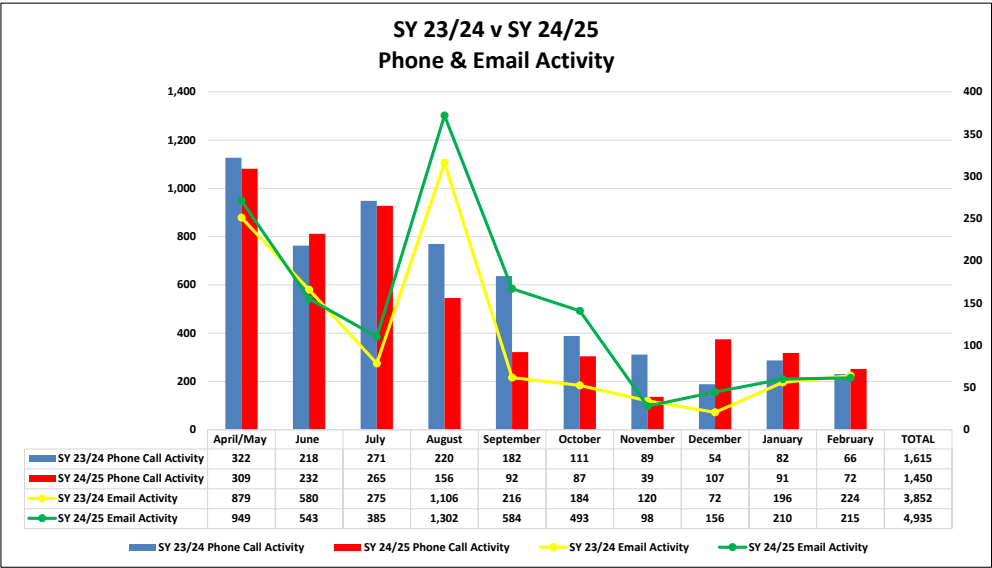


TRAFFIX BOARD OF DIRECTORS

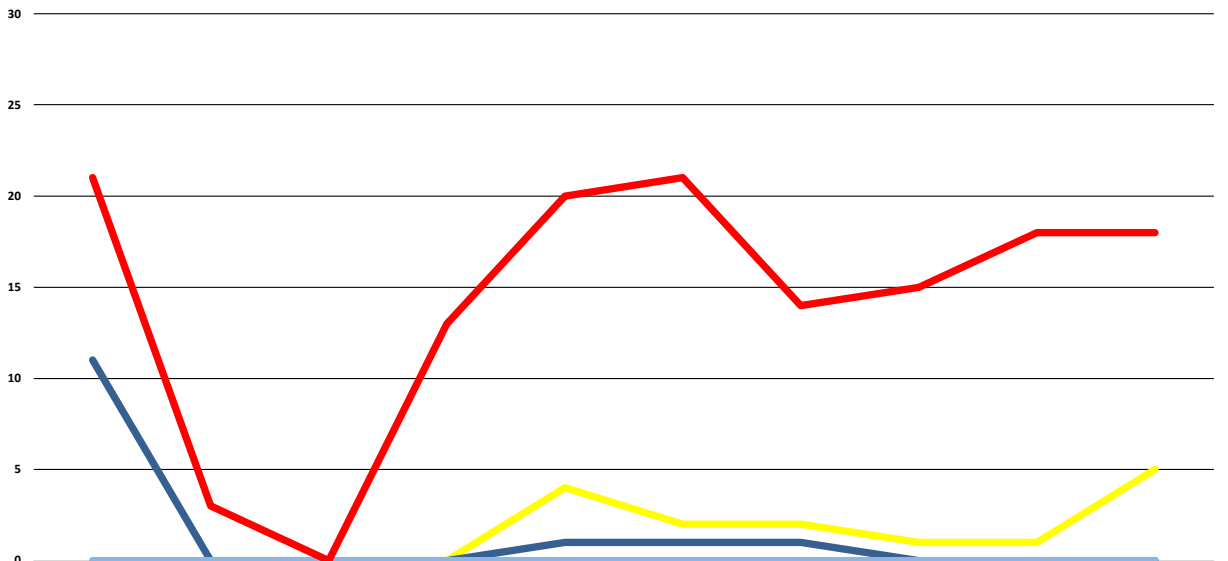
Monday, March 17, 2025

3:30 PM

VI. Reports and Presentations



First Student Operations Report



	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	January 2025	February 2025
Driver Reported Incidents	0	0	0	0	4	2	2	1	1	5
Combined Buses	11	0	0	0	1	1	1	0	0	0
Late Bus/ Liquidated Damages	0	0	0	0	0	0	0	0	0	0
Number of Operat Days	21	3	0	13	20	21	14	15	18	18
Number of Runs	1,638	234	0	1,014	1,560	1,638	1,092	1,170	1,404	1,404



TRAFFIX BOARD OF DIRECTORS

Monday, March 17, 2025

VIII. New Business

- a. Review and Approve** the Mid-Year Budget
- b. Review and Approve** the TRAFFIX Bus Pass Fare Rate Schedule for the 2025/26 School Year
- c. Review and Approve** the 2025/26 TRAFFIX Marketing and Outreach Plan
- d. Review and Approve** a short-term, two-month, Amendment for the Administrative Coordinator to the MOU with the City of San Ramon
- e. Review and Approve** the Closure and Transfer of Funds of the Money Market and 11-month CD into the LAIF account



DATE: March 17, 2025
TO: TRAFFIX Board of Directors
FROM: TRAFFIX Technical Advisory Group
SUBJECT: **Item VII A. – Review and Approve** 2024-2025 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 adjusts the original adopted budget to more accurately reflect anticipated revenues and expenditures based upon six months of program activity and knowledge of the remaining six months.

JJACPA developed the 2024-2025 Mid-Year Financial Plan (attached), which was reviewed by the TRAFFIX Technical Advisory Group (TAG).

FISCAL IMPACT:

The estimated revenue and appropriation changes between the approved 2024-25 Financial Plan and the 2024-25 Mid-Year Financial Plan are described below:

2024-2025 Mid-Year Expenditure Changes:

Budget Item	Amount of Increase/Decrease	Reason/Notes
4200-00 Parent Contributions	\$222,475	Increase due to higher purchase rate of bus pass sales.
4200-02 Bus Refunds	\$25,000	\$25,000 in refunds will be deducted from 4200-00 (Parent Contributions).
7100-02 Service Operator	\$550,895	Increase due to service operator contract not being reflected in adopted Financial Plan.
7400-02 Postage	\$2,300	Increase due to increased marketing via direct mail.
7800-02 SMS Messaging	(\$1,400)	Decrease due to fewer alerts required to be sent.

RECOMMENDATION:

TRAFFIX TAG recommends that the Board of Directors approve the 2024-2025 Mid-Year Financial Plan.

ATTACHMENT

2024-2025 Proposed TRAFFIX Mid-Year Financial Plan

TRAFFIX - Measure J Traffic Congestion Relief Agency							
FY 2024-2025 Financial Plan MID YEAR							
Statement of Revenue & Expenditures - DRAFT							
	Adopted Financial Plan/Budget July 1, 2024 - June 30, 2025	Actual July 1, 2024 - December 31, 2024	Projected Actual July 1, 2024 - June 30, 2025	Mid- Year Financial Plan/Budget July 1, 2024 - June 30, 2025	Proposed July 1, 2025	Changes	Notes
	MID YEAR BUDGET 2024/25						
REVENUES:							
4100-00 Measure J Sales Tax Revenue	\$ 2,786,025.00	\$ 1,074,582.90	\$ 2,786,025.00	2,786,025.00	\$ -	1	\$ 1,074,582.90
4200-00 Parent Contributions (Fare Box) Including SRVUSD Waivers	677,525.00	883,543.19	901,214.05	900,000.00	222,475.00	2	\$ 875,000.00
4200-2 Bus Pass Refunds		(23,100.37)	(25,000.00)	(25,000.00)	(25,000.00)	3	
Total Measure J Sales Tax & Parent Contributions	3,463,550.00	1,935,025.72	3,662,239.05	3,661,025.00			\$ 1,949,582.90
4300-00 Other Funds							
4300-01 TDM Funds	90,000.00	45,000.00	90,000.00	90,000.00	-	4	\$ 45,000.00
4300-02 CCC CSA-T1	310,623.00	151,170.00	302,340.00	310,623.00	-	5	\$ 151,170.00
Total 4300-00 Other Funds	400,623.00	196,170.00	392,340.00	400,623.00			\$ 196,170.00
Total Income	3,864,173.00	2,131,195.72	4,054,579.05	4,061,648.00			\$ 2,145,752.90
Gross Profit	\$ 3,864,173.00	\$ 2,131,195.72	\$ 4,054,579.05	\$ 4,061,648.00	197,475.00		\$ 2,145,752.90
EXPENDITURES:							
7100-00 Contract Services							
7100-01A Program Administrator Assistant	\$ 20,000.00	\$ 6,175.51	\$ 12,351.02	\$ 13,000.00	(7,000.00)	6	\$ 6,175.51
7100-01 Program Administration	187,950.00	83,127.00	190,426.00	190,450.00	2,500.00	7	\$ 83,127.00
7100-02 Service Operator	2,859,105.00	1,704,882.16	3,409,764.32	3,410,000.00	550,895.00	8	\$ 1,704,882.16
7100-03 Audit	6,435.00	-	6,435.00	6,435.00	-	9	\$ -
7100-04 Consulting Services							
7100-05 Insurance	10,094.00	\$3,963.65	\$7,927.30	10,094.00	-	10	\$ 3,963.65
7100-06 Legal Counsel	15,000.00	14,985.00	15,000.00	15,000.00	-	11	\$ 14,985.00
7100-07 Treasurer/Accounting	13,900.00	6,600.00	13,200.00	13,900.00	-	12	\$ 6,600.00
7100-08 Banking Service Charges/CC Charges	22,000.00	11,611.66	23,223.32	22,000.00	-	13	\$ 11,611.66
Total 7100-00 Contract Services	\$ 3,134,484.00	\$ 1,831,344.98	\$ 3,678,326.96	\$ 3,680,879.00	546,395.00		\$ 1,831,344.98
7300-00 Leases							
7300-01 Office/Meeting Space		\$ -	\$ -				
Total 7300-00 Leases		\$ -	\$ -				
7400-00 Marketing & Sales							
7400-01 Bus Pass Production & Mailing (Mailstream)	7,000.00	4,723.00	7,000.00	7,000.00	-	14	
7400-02 Postage	200.00	1,295.89	2,591.78	2,500.00	2,300.00	15	\$ 1,295.89
7400-03 Promotional Materials / Online Marketing	12,990.00	6,456.77	12,913.54	12,990.00	-	16	\$ 6,456.77
Total 7400-00 Marketing & Sales	\$ 20,190.00	\$ 12,475.66	\$ 22,505.32	\$ 22,490.00			\$ 7,752.66
7500-00 Public Notification							
7500-01 Public Document Printing		\$ 208.00	\$ 416.00	\$ 500.00	500.00		
Total 7500-00 Public Notification		\$ 208.00	\$ 416.00	\$ 500.00			
7600-00 Software, Website, CRM Data Maintenance							
7600-01 License Fees/ Hosting (Annual)	6,000.00	7,989.00	15,978.00	25,000.00	19,000.00	17	\$ 208.00
7600-02 Software Support / Maintenance Fees (Annual)	6,500.00	-	-	-	(6,500.00)		
Total 7600-00 Software, Website, CRM Data Maintenance	\$ 12,500.00	\$ 7,989.00	\$ 15,978.00	\$ 25,000.00			\$ 208.00

TRAFFIX - Measure J Traffic Congestion Relief Agency							
FY 2024-2025 Financial Plan MID YEAR							
Statement of Revenue & Expenditures - DRAFT							
	Adopted Financial Plan/Budget July 1, 2024 - June 30, 2025	Actual July 1, 2024 - December 31, 2024	Projected Actual July 1, 2024 - June 30, 2025	Mid- Year Financial Plan/Budget 2024 - June 30, 2025	Proposed July 1, 2025	Changes	Notes
							MID YEAR BUDGET 2024/25
7700-00 Supplies	3,000.00	-	3,000.00	3,000.00	3,000.00	-	
Total 7700-00 Supplies	\$ 3,000.00	\$ -	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		\$ -
7800-00 Email & Telephone							
7800-01 Telephone - Google Voice							
7800-02 Email/ SMS Messaging Hosting Fees - Microsoft 365	\$ 2,000.00	\$ 1,701.72	\$ 3,403.44	\$ 3,400.00	3,400.00	1,400.00	18 \$ 1,701.72
Total 7800-00 Email & Telephone	\$ 2,000.00	\$ 1,701.72	\$ 3,403.44	\$ 3,400.00	\$ 3,400.00		\$ 1,701.72
7900-00 Miscellaneous Expenses		\$ 220.00					
7910-00 Monitoring Program		\$ -	\$ -			-	
7920-00 General Contingency	\$ 10,000.00	\$ -	\$ -	\$ -	-	(10,000.00)	
7930-00 Operation Analysis Study							
Total Expenses	\$ 3,182,174.00	\$ 1,853,939.36	\$ 3,723,213.72	\$ 3,734,769.00	3,734,769.00	552,595.00	\$ 1,841,007.36
NET OPERATING INCOME:	\$ 681,999.00	\$ 277,256.36	\$ 331,365.33	\$ 326,879.00	326,879.00		\$ 304,745.54
NON-OPERATING INCOME:							
4400-00 Interest	283.00	36.10	72.20	100.00	100.00	(183.00)	\$ 72.20
Total Other Income	\$ 283.00	\$ 36.10	\$ 72.20	\$ 100.00	\$ 100.00		
Net Other Income	\$ 283.00	\$ 36.10	\$ 72.20	\$ 100.00	\$ 100.00		
REVENUE OVER (UNDER) EXPENDITURES	\$ 682,282.00	\$ 277,292.46	\$ 331,437.53	\$ 326,979.00	326,979.00		\$ 304,745.54
Prior Year Carry-over(Unreserved) Funds	\$ 3,663,537.00	\$ 3,663,537.00	\$ 3,663,537.00	\$ 3,663,537.00	3,663,537.00	-	\$ 3,663,537.00
Ending Unreserved Balance Prior to Current Reservations	\$ 4,345,819.00	\$ 3,940,829.46	\$ 3,994,974.53	\$ 3,990,516.00	3,990,516.00	(355,303.00)	\$ 3,968,282.54
				1	4100-00 Measure J Revenue \$2,800,000 is the estimated 12 month Revenue from CCTA.		
				2	33% rate increase for FY 2024-25 over mid-year budget amount		
				3	4200-2 Bus Pass Refunds		
				4	4300-01 TDM Funds- SWAT Recommendation - \$90,000 in TDM Funds		
				5	4300-02 CCC CSA T-1 - CSA T-1 Reimbursements are calculated for three buses servicing the CSA T1 Area. Funds estimated at \$302,345. An additional \$30,184 added for Projected overhead costs.		
				6	7100-01A Program Administrator Assistant Budgeted \$20,000 annually		



DATE: March 17, 2025

TO: TRAFFIX Board of Directors

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

SUBJECT: **ITEM- VII. B. Review and Approve** a resolution to set the TRAFFIX Bus Pass Rate Schedule for the 2025-2026 School Year

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 2025/26 rate schedule is provided below. It has a 5% cost increase compared to the 2024/25 bus pass rate schedule. A resolution (attached) will set the bus pass rate schedule for the 2025/26 school year when adopted.

PAYMENT TYPE	2024/2025 PASS RATE	2025/2026 PASS RATE
High School		
Single Payment	\$632	\$664
Dual Payment Option*	\$332 / \$300	\$364 / \$300
2nd Semester Discounted Rate	\$380	\$398
Middle & Elementary		
Single Payment	\$565 (promo rate)	\$593 (promo rate)
Dual Payment Option*	\$332 / \$300	\$364 / \$300
2nd Semester Discounted Rate	\$339	\$355

* 2nd payment due November 1st.

RECOMMENDATION:

It is recommended that the Board adopt the resolution to set the pass rate schedule for the 2025/2026 school year.

RESOLUTION NO. 2025-01

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 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 2025-2026 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 2025-2026 School Year is hereby adopted.

PASSED AND ADOPTED this 17th day of March 2025, by the following votes:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

Candace Andersen
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
2025-2026 School Year

Standard Fare (All schools)	
▪ Lump Sum Payment	\$664.00
Promotional Fare (Available to elementary and middle schools only; pass must be purchased by June 15, 2025)	
▪ Lump Sum Payment	\$593.00
Dual Payment Option (High schools)	
▪ Dual Payment Option (due at purchase)	\$364.00
▪ Dual Payment Option (due November 1, 2025)	\$300.00
Dual Payment Option (Middle and elementary schools)	
▪ Dual Payment Option (due at purchase)	\$364.00
▪ Dual Payment Option (due November 1, 2025)	\$300.00
Second Semester Discounted Rate Available starting January 1, 2025	
▪ High Schools	\$398.00
▪ Middle and Elementary Schools	\$335.00



DATE: March 17, 2025
TO: TRAFFIX Board of Directors
FROM: TRAFFIX Technical Advisory Group (TAG)
SUBJECT: **ITEM VII.C. – Review and Approve** 2025-2026 TRAFFIX Marketing and Outreach Plan

Background

The TRAFFIX Administrative Coordinator outlines a plan to guide marketing efforts for each school year. The 2025-2026 TRAFFIX Marketing Plan (attached) identifies primary marketing targets, marketing challenges and goals, proposed marketing methods and messaging, and the proposed 2025-2026 marketing budget. These collective marketing efforts will bring awareness of the program to TRAFFIX school communities, increase pass sales, increase bus safety, and improve program reputation in the community.

One proposed addition to the Marketing Plan is a video contest to promote the value of riding a TRAFFIX bus. The winning video will be added to the TRAFFIX website, along with the website of each school that is served by TRAFFIX. This proposed marketing component would replace TRAFFIX participation in the annual Truck Time event and the 4th of July Parade, as the video contest would generate continuous schoolchildren and parent engagement, in contrast with the two events, which each only run for one day.

Fiscal Impact

The proposed TRAFFIX Marketing Plan includes an increase in the marketing from \$12,000 to \$15,000 to cover all related expenses to be charged to budget line item #7400-03 for "Promotional Materials and Online Marketing." Additional funds will need to be allocated to the marketing budget to cover direct mail costs, including envelopes, postage, and double-sided flyers.

Recommendation

Staff recommends that the Board of Directors approve 2025-2026 TRAFFIX Marketing Plan.

ATTACHMENT

- a. 2025-2026 TRAFFIX Marketing Plan



**DRIVEN TO
REDUCE TRAFFIC!**

2025/2026

TRAFFIX Marketing Plan (PROPOSED)

TRAFFIX Schools 2025/2026

(For 2025/2026, no new school sites proposed)

■ Elementary Schools

■ <u>San Ramon:</u>	<u>Routes</u>
<i>Country Club</i>	<i>1</i>
<i>Walt Disney</i>	<i>1</i>
<i>Neil Armstrong</i>	<i>1</i>
<i>Coyote Creek</i>	<i>3</i>

■ <u>Danville:</u>	
<i>Green Valley</i>	<i>8</i>
<i>Vista Grande</i>	<i>3</i>

■ Middle Schools

	<u>Routes</u>
<i>Pine Valley - San Ramon</i>	<i>6</i>
<i>Los Cerros - Danville</i>	<i>8</i>

■ High Schools

Cal High - San Ramon	2
Monte Vista - Danville	7
San Ramon Valley - Danville	1

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.*
- 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 2025-2026



Communications & Branding

■ Communications & Branding



- *Website – district and school sites served by TRAFFIX*
- *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)*
- *Brochures*
- *Posters of Events and Safety on each bus*
- *Direct Mail to Non-riders that reside along bus route*

Social Media Presence and Branding: Facebook/Instagram



Safe. Simple. Smart. TRAFFIX

RIDE TRAFFIX

SPRING SPECIAL

- ✓ 40% OFF
- ✓ Second Semester Only

SPACE STILL AVAILABLE ON MOST ROUTES

LEARN MORE

RIDETRAFFIX.COM

101



SCHOOL BUS

OCTOBER 21-25, 2024

SCHOOL BUS SAFETY WEEK

BE AWARE

STAY ALERT

SO KIDS DON'T GET HURT



Safe. Simple. Smart. TRAFFIX

LET TRAFFIX

DO THE DRIVING FOR YOU!

SPACE AVAILABLE ON MOST ROUTES

LEARN MORE

RIDETRAFFIX.COM

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 2026)*
- *School Bus Driver Appreciation Week*
- *Unity Day (October 2026)*
- *Participation in Truck Town and the Danville 4th of July Parade*



New Marketing Idea for Consideration



- Video contest (fall 2025)
 - Modeled after Street Smarts “Be Reel” video contest
 - Would not include an awards ceremony
 - Open to all SRVUSD middle and high school students
 - In order to ensure TRAFFIX staff have time to operationalize and implement the concept, it would replace participation in large-scale events like Truck Town and 4th of July Parade.
 - Scalability, Reach and Return on Investment:
 - Video contest lives on and is not “one and done”.
 - Can be used in marketing year-round, including on social media, in press releases, on websites, at school site events, etc.
 - Potential for higher ROI, as in-person community events only reach those who attend.
 - Create a sense of ownership and excitement by directly engaging students.
 - Will provide analytics, ie # of views = reach.

Promotions & Campaigns

- Promotions & Campaigns

- *Promotional / Informational Emails sent through Constant Contact*
- *Discounted Bus Pass price for Second Semester*
- *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 BUDGET

Proposed Budget for 2025/2026



Anticipated Marketing Costs

Item	Annual Cost	Notes
Constant Contact	\$1400	Constant Contact is an online email marketing platform primarily offering tools to create and send email campaigns with ability to integrate social media.
Promotional Items	\$3000	Promotional items that boost brand awareness and engage event goers to leave a positive experience that attendees will remember.
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 – Held twice yearly
Direct Mail / Postage	\$3000	Direct mail targeted at non-TRAFFIX riders living near existing bus routes.
Bus Posters	\$500	8.5"x14" posters to go in holder near entrance of each bus
Miscellaneous	\$1600	Entry fee to parades, Misc Office Supplies, Items used to decorate the bus for the parades.
GRAND TOTAL	\$15,000	Estimated Annual Marketing Communication Budget School Year 2025-2026 (requires board approval)



DATE: March 17, 2025

TO: TRAFFIX Board of Directors

FROM: TRAFFIX Technical Advisory Group

SUBJECT: **ITEM- VIII. D. Review and Approve** a short-term, two-month, Amendment for the Administrative Coordinator to the MOU with the City of San Ramon

BACKGROUND:

TRAFFIX, by means of an MOU, contracts with the City of San Ramon for the provision of the services of the TRAFFIX Administrative Coordinator, who is a City employee. The existing MOU is due to expire on May 4, 2025. The TAG and the City prefer that the MOU track the fiscal year, starting on July 1 and terminating on June 30. A new MOU with a five-year extension is scheduled to come to the Board in May. Therefore, it is recommended that a short extension of the current MOU be executed to extend the term from May 4, 2025, until June 30, 2025.

RECOMMENDATION

The Technical Advisory Group recommends that the TRAFFIX Board of Directors approve a short-term, two month extension amendment of the existing Memorandum of Understanding between the City of San Ramon and TRAFFIX for the TRAFFIX Administrative Coordinator Position.

ATTACHMENT

Memorandum of Understanding extension between the Measure J Traffic Congestion Relief Agency – TRAFFIX, and the City of San Ramon.

**AMENDMENT TO
MEMORANDUM OF UNDERSTANDING BETWEEN
MEASURE J TRAFFIC CONGESTION RELIEF AGENCY -- TRAFFIX
AND
CITY OF SAN RAMON**

THIS AMENDMENT ("Amendment") to the Memorandum of Understanding (C2018-044) dated September 15, 2020, is made and entered into as of this _____ day of _____, 2025 ("Effective Date") by and between the MEASURE J TRAFFIC CONGESTION RELIEF AGENCY – TRAFFIX (hereinafter "TRAFFIX") and CITY OF SAN RAMON (hereinafter "CITY").

RECITALS

- A. TRAFFIX and CITY previously entered into a Memorandum of Understanding (the "MOU"), dated September 15, 2020, pursuant to which the CITY is to provide administrative coordinator services for a period ending May 4, 2025; and
- B. The parties desire to extend the MOU through the end of the Fiscal Year ending June 30, 2025, at the same level of compensation as stated in the MOU; and
- C. The CITY Council adopted Resolution No. 2020-074 on July 28, 2020, authorizing CITY to enter into the MOU through June 30, 2025.

NOW, THEREFORE, for mutual consideration, the receipt and sufficiency of which is hereby acknowledged by both parties, the parties hereby agree as follows:

SECTION 1. Amendment to Section 2: "Time of Performance"

The first sentence of Section 2 of the MOU, entitled "Time of Performance" is hereby amended as follows:

The services of the CITY are to commence on May 4, 2020 and to be completed by June 30, 2025.

SECTION 2. General Provisions

A. Counterparts

This Amendment may be executed by the parties in one or more counterparts, each of which shall be deemed an original, and all of which in the aggregate shall constitute one and the same document.

B. Effective Provisions

Excepting only the amendments specifically set forth in this Amendment, the terms and provisions of the MOU shall remain in full force and effect.

C. Conflicting Provisions

In the event of a conflict between the terms and provisions of the MOU and the terms and provisions of this Amendment, the terms and provisions of this Amendment shall govern and control.

WITNESS THE EXECUTION HEREOF as of the Effective Date first hereinabove written.

“TRAFFIX”

“CITY”

Candace Anderson, Chair

Steven Spedowski, City Manager

The foregoing MOU has been reviewed
and approval is recommended:

Brian Bornstein, Director
Public Works

APPROVED AS TO FORM:

APPROVED AS TO FORM:

Michael Conneran, Legal Counsel

Martin Lysons, City Attorney

ATTEST:

Christina Franco, City Clerk

RESOLUTION NO. 2025-2__

A RESOLUTION OF BOARD OF DIRECTORS OF THE MEASURE J TRAFFIC CONGESTION RELIEF AGENCY APPROVING AMENDMENT TO MEMORANDUM OF UNDERSTANDING WITH THE CITY OF SAN RAMON

MEASURE J TRAFFIC CONGESTION RELIEF AGENCY

WHEREAS, the Measure J Traffic Congestion Relief Agency (TRAFFIX) and the City of San Ramon ("City") previously entered into a Memorandum of Understanding (the "MOU"), dated September 15, 2020, pursuant to which the City is to provide administrative coordinator services to TRAFFIX for a period ending May 4, 2025; and

WHEREAS, the San Ramon City Council adopted Resolution No. 2020-074 on July 28, 2020, authorizing CITY to enter into the MOU through June 30, 2025; and

WHEREAS, the parties desire to extend the MOU through the end of the Fiscal Year ending June 30, 2025, at the same level of compensation as stated in the MOU.

NOW, THEREFORE, BE IT RESOLVED that the Measure J Traffic Congestion Relief Agency hereby adopts the Amendment to the Memorandum of Understanding and authorizes the Board Chair to execute it in the general form attached as Exhibit A.

PASSED AND ADOPTED this 17th day of March, 2025, by the following vote:

AYES:

NOES:

ABSENT:

Chair, Board of Directors

ATTEST:

Board Secretary



DATE: March 17, 2025

TO: TRAFFIX Board of Directors

FROM: TRAFFIX Technical Advisory Group

SUBJECT: **Item VII E. – Approve** closing the 11-month CD and Money Market Account at Mechanics Bank and moving the funds to the LAIF account

Background:

TRAFFIX currently has reserve funds in the following accounts at Mechanics Bank:

- an 11-month CD currently valued at \$91,792, with an interest rate of 3%, and
- a money market account currently valued at \$2,732, with an interest rate of 4.59%.

At its meeting on July 15, 2024, the TRAFFIX Board of Directors (BOD) directed the TRAFFIX Technical Advisory Group (TAG) to invest TRAFFIX reserve funds into a government-backed Local Agency Investment Fund (LAIF) account.

Recommendation:

TAG recommends that the BOD approve closing the CD and money market account and moving TRAFFIX reserve funds from those two accounts to the LAIF account.



TRAFFIX BOARD OF DIRECTORS

Monday, March 17, 2025

IX. Adjournment

The next meeting is Monday, May 19, 2025, 3:30 pm
at the District II Supervisor's office, 309 Diablo Rd.
Danville, CA, 94526