



PROGRAM MANAGEMENT SERVICES

Scope of Work

PROGRAM ADMINISTRATION	Estimated % of Contract: 30%
<p>Secretary of the Board Duties</p> <ol style="list-style-type: none">1. Agenda Development, Posting and Distribution<ul style="list-style-type: none">▪ Coordinate with the TAC Chair to develop the agendas, agenda packets and/or meeting notices for the Board, TAC and CAC meetings▪ Compile all necessary agenda packet documents into PDF file, distribute to identified meeting participants, and print meeting packets for meetings▪ Coordinate with the Chair Agencies to ensure proper posting of agendas in compliance with the Ralph M. Brown Act and other laws, and post agenda on website2. Meeting Attendance and Coordination<ul style="list-style-type: none">▪ Coordinate room availability and equipment needs (e.g., projector, computer, easels, ADA access) with the TAC Chair or designee▪ Contact Board, TAC and CAC members 72 hours prior to meeting to confirm attendance (and notify TAC Chair if quorum might not be reached)▪ Set-up meeting room (copies of agendas, speaker cards, chairs, name placards, etc.)▪ Record audio of Board, TAC or CAC meetings as determined by TAC Chair▪ Take notes of meetings, keeping track of attendance, motions and seconds▪ Prepare Summary of Actions for the Board, TAC and CAC meetings3. Recordkeeping<ul style="list-style-type: none">▪ Prepare official documents (e.g., resolutions, summary of actions) for signature by Board Chair and obtain Board Chair's signature▪ Maintain and organize all permanent files following the MUFFS filing system▪ Maintain updated spreadsheet of Board, TAC and CAC members' contact information▪ Check post office box twice a week or on an as-needed basis4. Public Notices:<ul style="list-style-type: none">▪ Prepare and mail public notices on an as-needed basis <p>Reporting</p> <ul style="list-style-type: none">▪ Provide written or oral reports to the Board, TAC or CAC on a regular basis▪ Prepare and deliver quarterly and yearly evaluations▪ Prepare and deliver annual update for public agency partners <p>Finance</p> <ol style="list-style-type: none">1. Invoices<ul style="list-style-type: none">▪ Prepare quarterly invoices to CCTA for Measure J funding▪ Collate monthly invoices and submit to San Ramon for review/ approval▪ Deposit funds▪ Process contracts/ maintain documentation▪ Process invoices	

<ul style="list-style-type: none"> ▪ Disseminate checks to vendors ▪ Track monthly revenues/expenditures ▪ Prepare monthly Liquidated Damages report (First Student) <ol style="list-style-type: none"> 2. Merchant Processor (Credit Card Processing) <ul style="list-style-type: none"> ▪ Track account and parent transactions 3. Reports to the Board of Directors and TAC <ul style="list-style-type: none"> ▪ Prepare bi-monthly reports ▪ In concert with TRAFFIX accountants, prepare mid-year report ▪ In concert with TRAFFIX accountants and auditors, provide information for annual Audit for TAC and Board consideration/ approval ▪ Prepare draft annual budget for TAC and Board consideration / approval ▪ Prepare monthly pass sales reports <p>Web Site Management</p> <ol style="list-style-type: none"> 1. Update route schedules, route maps, agenda packets and minutes, and other items as necessary on the web site 2. Maintain the TRAFFIX database of clients and student records 3. Provide ongoing web site maintenance and updates to enhance functionality, appearance and content
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CUSTOMER SERVICE	Estimated % of Annual Contract: 30%
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<ol style="list-style-type: none"> 1. Service Alerts <ul style="list-style-type: none"> ▪ Notify customers of route schedule changes, minimum day schedules, and other related service alerts by e-mail or call 2. Respond to and resolve customer inquiries <ul style="list-style-type: none"> ▪ Receive calls during operating hours (7:00 a.m. to 4:00 p.m. on school days) ▪ Respond to email and phone inquiries within 24 hours and resolve within 3-4 days ▪ Forward unresolved inquiries to the TAC on an as-needed basis ▪ Maintain and prepare monthly record of incoming calls, emails and inquiries.

SALES & MARKETING	Estimated % of Annual Contract: 25%
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<ol style="list-style-type: none"> 3. Process Annual Bus Pass Sales <ul style="list-style-type: none"> ▪ Process new bus pass sales, and mail bus passes, and issue refunds as appropriate ▪ Manage replacement and lost bus passes ▪ Attend on-site sales opportunities (e.g., open house, school registrations, etc.) 4. System Maintenance and Banking <ul style="list-style-type: none"> ▪ Maintain the bus pass sales/ridership database ▪ Process and maintain credit card transactions online ▪ Deposit checks to bank as needed ▪ Report updated bus pass sales sheet each month to the TAC 5. Marketing <ul style="list-style-type: none"> ▪ Develop and implement a strategic marketing plan for the system as well as targeted school site specific plans.
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<ul style="list-style-type: none"> ▪ Coordinate development and distribution of marketing materials, including: brochures, pamphlets, maps, rack cards, banners and promotional items ▪ Prepare and mail direct mail efforts as-needed <p>6. Public Relations/Communications</p> <ul style="list-style-type: none"> ▪ Draft media communications (e.g., press releases), news articles and other marketing material as necessary to promote bus service and sales ▪ Coordinate email communication at each school site and with the PTA community ▪ Attend school site events/presentations as determined by TAC ▪ Meet with principals, PTA and community members to promote the program ▪ 	
OPERATIONS	Estimated % of Annual Contract: 15%
<p>1. Service Provider Contract Oversight</p> <ul style="list-style-type: none"> ▪ Oversee, manage and enforce contract with student transportation service provider ▪ Review and approve service provider invoices within 48 hours and send to TAC Chair ▪ Receive reports and/or submit requests to service provider for operational issues, including on-time performance, dispatch requests, bus driver and route schedule lists, and bus safety ▪ Serve as liaison between agencies and service provider with respect to construction or road maintenance impacts to the bus service ▪ Serve as liaison between transportation service provider and school principals for bell times and adjusted day schedules (including minimum days and conference weeks) <p>2. Discipline</p> <ul style="list-style-type: none"> ▪ Receive discipline reports from service operators ▪ Contact parents regarding student behavior issues, as directed ▪ Contact school site administration to administer discipline, as appropriate 	