



STATEMENT OF PROCEEDINGS FOR THE
FOOTHILL TRANSIT EXECUTIVE BOARD
STRATEGIC PLANNING WORKSHOP
KELLOG HOUSE
CAL POLY POMONA
3801 W. TEMPLE AVENUE
POMONA, CALIFORNIA 91768

Friday, February 17, 2012

8:00 AM

CALL TO ORDER

1. Call to order. (12-0733)

The meeting was called to order by Chair Herrera at 8:40 a.m.

ROLL CALL

2. Roll call. (12-0734)

Roll call was taken by Ms. Martha Arana, Staff, Commission Services Division, Executive Office Board of Supervisors.

Present: Chair Carol Herrera, Vice Chair Pat Wallach, Treasurer Lantz, Member Roger Chandler and Member Doug Tessitor

I. PUBLIC COMMENT

3. Opportunity for members of the public to address the Foothill Transit Executive Board on items of interest that are within jurisdiction of the Executive Board. (12-0735)

No members of the public addressed the Foothill Transit Executive Board.

II. PRESENTATIONS

4. Strategic Planning Workshop
Peter Stark (Moderator)

Recommendation to receive the overview presentation and provide direction to staff as appropriate. (12-0736)

Mr. Stark, representing Peter Barron Stark & Associates, Inc., retreat moderator, greeted attendees, provided opening statements covering the

overall emphasis of the workshop, and distributed the workshop workbook (copy on file) for discussion and completion by attendees.

Executive Board Members and staff highlighted major accomplishments by Foothill Transit for calendar year 2011, and brainstormed on strategic goals and objectives for the year to come. Accomplishments and strategic plan objectives included but were not limited to the following:

2011 Accomplishments:

- **Launch of the Ecoliner (electric bus) Project.**
- **Budget and operations have been sound resulting in a financially strong and stable organization.**
- **Personnel issues have been dealt with successfully; the organization is strong due to an engaged and supportive Executive Board and Executive Director.**
- **The development of an Electronic Bus Book and internet homepage interface was a great accomplishment garnering the attention of the public transportation industry, as well as good customer feedback.**
- **The first “Park and Ride Project” became a reality. The City of Industry Park and Ride Project continues to progress; construction phase is slated to commence in May 2012 with completion targeted for the summer 2013.**
- **The survival of the Federal Transit Administration’s Triennial Review with no major issues.**
- **The successful transition in the organization’s operating contract.**
- **A strong relationship with legislators, and a positive and friendly connection with customers.**
- **The expansion of the 800 number customer service lines.**
- **Accomplishing major information technology improvements without any significant issues.**

Strategic Goals and Directions for 2012:

- **Work on a potential service and/or fare restructure strategy for the Silver Streak (a bus rapid transit system operated by Foothill Transit between Los Angeles and Montclair) to address the consistent drop in ridership experienced in late 2011. Staff to conduct research on the issue, gather additional information, and report findings to Executive Board at a future meeting.**
- **Plan for the use of unallocated funds within the organization's existing budget, and position the funds accordingly on future capital projects. Staff to earmark these funds for future replacement of buses that are eligible for retirement.**
- **Continue headway on the organization's identified "Park and Ride Projects." Staff to continue working on the identified locations and to also explore the feasibility of other "park and ride" alternatives.**
- **Plan Foothill Transit's 25th Anniversary Celebration slated for December 2012. Staff to return to the Executive Board with a timeline, ideas, and recommendations. The Executive Board suggested that its mini bus be branded with a 25th Anniversary logo.**

(The Executive Board recessed for lunch at 11:40 a.m. and reconvened at 12:17 p.m.)

- **Work with Affiliated Computer Services (ACS), the smart bus contractor, whose contract expires June 30, 2012. Staff to come back to the Executive Board in April 2012 with a recommendation on moving forward with this contract.**
- **Change the metric for addressing customer complaints as the current metric is no longer adequate due to the significant expansion of the hours of customer service that were changed in October 2011. Staff to come back to the Executive Board with a recommendation on updating the metric.**
- **Have two Ecoliners operating at 100% at 150 miles a day by July 2012 with one spare bus before recommending to the Executive Board the order of an additional nine buses. Staff to return to the Executive Board by October 2012 with a recommendation for the purchase of the additional buses.**

- **Re-scope safety and security as a focus in the organization. Staff will explore the feasibility of re-contracting with the Sheriff's Department, and come back to the Executive Board with a recommendation in March 2012.**
- **Continue to increase the Disadvantage Business Enterprise (DBE) Program in the organization's contracts. Staff to continue to coordinate this effort by increasing DBE participation and outreach.**

By common consent and there being no objection, the Executive Board received an overview presentation and provided direction to staff as detailed above.

Attachments: [SUPPORTING DOCUMENT](#)

III. NOTICE OF CLOSED SESSION

RECESS/RECONVENE

The Foothill Transit Executive Board recessed to Closed Session at 2:37 p.m. following Agenda Item No. 4. The Foothill Transit Executive Board meeting was reconvened and called to order by Chair Herrera, at 2:59 p.m.

The following members were present: Chair Herrera, Vice Chair Wallach, Treasurer Lantz, and Members Chandler and Tessitor. (12-0812)

5. **CLOSED SESSION: PUBLIC EMPLOYEE PERFORMANCE EVALUATION**
(Government Code §54957)
Title: Executive Director (12-0737)

Darold Pieper, Legal Counsel, announced that no reportable action was taken.

IV. ADJOURNMENT

6. **Adjournment of the February 17, 2012, Foothill Transit Executive Board Strategic Planning Workshop. (12-0738)**
There being no further business, the Foothill Transit Executive Board Strategic Planning Workshop was adjourned at 3:05 p.m.