



**STATEMENT OF PROCEEDINGS FOR THE
SPECIAL MEETING OF THE
FOOTHILL TRANSIT GOVERNING BOARD
FOOTHILL TRANSIT ADMINISTRATIVE OFFICE
2ND FLOOR BOARD ROOM
100 SOUTH VINCENT AVENUE
WEST COVINA, CALIFORNIA 91790**

Friday, October 19, 2012

7:45 AM

CALL TO ORDER

1. Call to Order. (12-4798)

The meeting was called to order by Chair Patricia Wallach at 7:50 a.m.

PLEDGE OF ALLEGIANCE

2. Pledge of Allegiance. (12-4799)

Pledge of Allegiance was led by Chair Patricia Wallach.

ROLL CALL

3. Roll call. (12-4800)

**Roll call was taken by Mr. Garen Khachian, Staff, Board of Supervisors
Executive Office, Commission Services Division.**

Present: Member Corey Calaycay, Member Robert F. Rodriguez, Member Paula Lantz, Member Antonio Cartagena, Member Marlen Garcia, Member Peggy A. Delach, Member Doug Tessitor, Member Robert Harbicht, Member Richard G. Barakat, Member Tzeitel Paras-Caracci, Member Becky A. Shevlin, Member Margaret McAustin, Member Cynthia Sternquist, Member Juventino "J" Gomez, Member Jeff Parriott, Member Violeta Lewis, Member Hector Delgado, Member David C. Rodriguez and Member Pat Wallach

Excused: Member Emmett Bader, Member Keith Hanks, Member Manuel Garcia, Member Michael Touhey, Member Carol Herrera and Member Michael De La Torre

I. PUBLIC COMMENT

4. Public Comment. (12-4801)

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

II. ADMINISTRATIVE MATTERS

5. FISCAL YEAR 2013 BUDGET ADJUSTMENT

Recommendation: Increase Foothill Transit's Fiscal Year 2013 capital budget by \$1,032,687 and authorize the budget adjustments listed below. (12-4802)

Richard Hasenhorl, Director of Finance, presented this item.

On motion of Vice Chair Doug Tessitor seconded by Member Corey Calaycay, unanimously carried this item was approved.

Attachments: [SUPPORTING DOCUMENT](#)

III. PRESENTATIONS

6. FOOTHILL TRANSIT PROGRAM UPDATES

6.1 BUS STOP ENHANCEMENT PROGRAM (BSEP) (12-4803)

- **In the Fiscal Year 2012 Business Plan, the Governing Board approved \$1,000,000 to fund the Bus Stop Enhancement Program. Funding for the Bus Stop Enhancement Project has been carried over into the Fiscal Year 2013 Business Plan to provide additional grants to the member cities. This plan provides member cities with financial assistance to improve locations. The Program's overall goal is to improve the customer experience while waiting for the bus. The Program also aims to:
1) strengthen community identity, 2) provide safety-related amenities, 3) improve bus stop technology, 4) reinforce the positive image of Foothill Transit, and 5) attract new customers.**
- **Pending Executive Board approval of the Fiscal Year 2013 Program, a call for applications will be issued to Joint Power Authority member cities and the County of Los Angeles, for projects in which Foothill Transit will provide funding up to \$35,000 to each city based on established criteria.**

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- **Cities implementing additional amenities such as innovative lighting, drinking fountains, or supplemental devices for the disabled, as well as passenger related technology, will be eligible to receive an additional \$5,000.**
 - **A recommendation will be forwarded to the Executive Board at the October 26, 2012, meeting seeking approval of the Program criteria and schedule. Upon approval, a call for applications is tentatively scheduled for November 2012. Applications will be evaluated in January 2013, followed by a notice to the qualified applicant in February 2013, in order for an agreement to be executed in March 2013.**

6.2 PARK & RIDES UPDATE (12-4804)

Roland Cordero, Director of Facilities, presented this item and reported the following:

Industry Park & Ride Project

- **Plans approved by Los Angeles County on April 2012**
- **Construction Information Bids issued on May 16, 2012**
- **Executive Board approved contract with Klorman Construction in the amount of \$9,530,932**
- **Metrolink riders were notified of upcoming construction**
- **Demolition began on October 2, 2012**
- **Project duration is anticipated for 11 months**
- **Estimated project completion is August 2013**

Azusa Park & Ride Project

- **Azusa City Council requested further analysis of Alternative sites**
- **Foothill Transit will contribute to the facility maintenance cost**
- **Architect and Environmental Consultant are working on Alternative Sites Analysis**
- **Expanded Environmental Impact Report is expected to be completed by March 2013**

West Covina Transit Center Park & Ride Project

- **Park and Ride calls for a 12-Bus Berth Transit Center and approximately 500 Space Park & Ride**
- **Executive Board approved the Memorandum Of Understanding with City of West Covina and Westfield Development**

- **West Covina City Council considered and approved the Memorandum Of Understanding on October 16, 2012**
- **City of West Covina will address property ownership with city's Oversight Board**

Diamond Bar Park & Ride Project

- **A multi-level parking structure at 100 North Diamond Bar Blvd.is proposed**
- **Caltrans intends to relinquish Diamond Bar Park & Ride to the City of Diamond Bar**
- **Foothill Transit will eventually own the property**
- **A Memorandum Of Understanding between Foothill Transit and City of Diamond Bar was reached**
- **Architectural & Engineering firm and Environmental Consultant are working on the Environmental Impact Report process**

6.3 MT. SAN ANTONIO COLLEGE STUDENT RIDERSHIP PILOT PROGRAM (12-4805)

Felicia Friesema, Director of Marketing and Communication, Foothill Transit, presented this item and reported the following:

- **Student ridership programs across the country account for 11% of the public transportation users.**
- **The success of two ridership programs Foothill Transit has in place with Rio Hondo College and the Pasadena City College led to discussions on the implementation of a pilot ridership program at Mt. San Antonio College (Mt. SAC).**
- **The projected cost of Mt. SAC Student Ridership Pilot Program is \$231,000, which includes: 1) the cost of fare revenue that would not be collected from the students during the pilot period, and 2) the cost of marketing materials that will be developed to promote the Program.**
- **Councilmember Antonio Cartagena, City of Walnut, thanked Foothill Transit for including Mt. SAC in the program.**
- **Doran Barnes, Executive Director, Foothill Transit thanked Councilmember Cynthia Sternquist, Temple City, for assisting and arranging a meeting with the Mt. SAC Board of Directors.**

- **Councilmember Marlen Garcia, Baldwin Park, suggested that Citrus College should be included in the ridership program and Treasurer Paula Lantz suggested that Azusa Pacific College should also be included in the program. Members in attendance indicated they will assist Foothill Transit in the implementation of the ridership program.**

6.4 SILVER STREAK/SILVER LINE COORDINATION & OPENING OF EL MONTE STATION (12-4806)

Felicia Friesema, Director of Marketing and Communication, Foothill Transit, presented this item and reported the following:

The El Monte Station is a Metro Station. Foothill Transit shares the building with Metro. Foothill Transit focused on the following marketing strategies for the opening of the El Monte Metro station:

- **A Shared marketing campaign**
- **Brochures**
- **Direct mail**
- **Interior cards placed in Foothill Transit buses**
- **Marketing through foothilltransit.org / silverstreak.org**

In response to Member Antonio Cartagena, Ms. Friesema stated the fare structure on the Silver Streak Line is the same for Metro and Foothill Transit.

Member Cartagena, inquired about food facilities in the station. Mr. Doran Barnes, Executive Director, reported the facility is being run by Metro and Foothill Transit is only in charge of the office provided to Foothill by Metro.

6.5 BUDGET VS. ACTUAL SYSTEM PERFORMANCE (12-4807)

Joe Raquel, Director of Planning, presented this item and reported on ridership comparisons, budgeted vs. actual, covered during Fiscal Years 2006 through 2012. Ridership comparisons were achieved using projections given in Foothill Transit's Business Plan. Over all, the ridership numbers projected vs. the actuals achieved varied slightly; numbers were very close. The trends that may have contributed to a variance in ridership were economy and fuel prices.

After discussion, by common consent and there being no objection, updates were received and filed.

IV. EXECUTIVE DIRECTOR COMMENT

7. Comment by Mr. Doran Barnes, Executive Director, Foothill Transit Executive Board. (12-4808)

Mr. Barnes, recognized the following newly hired and promoted staff:

New Hire

- **Austin Lee, Planning Manager**

Promoted

- **Linda Apodaca, Manager of Community Engagement**
- **Lauren Festner, Director of Maintenance & Vehicle Technology**
- **Felicia Friesema, Director of Marketing & Communications**
- **La Shawn Gillespie, Director of Customer Service & Operations**
- **Donald Luey, Director of Information Technology**
- **Thomas "TJ" Nass, Manager of Maintenance and Vehicle Technology**
- **Joe Raquel, Director of Planning**
- **Viviana Romo, Safety & Security Manager**
- **Hendy Satyaputra, Marketing and Communication Coordinator**

He further reported the following:

- **Felicia Friesema, was recognized as one of the top 40 Professionals under the age of 40 by Bus Transit Magazine.**
- **Araceli Lopez, Transit Stores Operations Manager, on September 27, 2012 celebrated her 27th year of service with Foothill Transit.**
- **Foothill Transit will be celebrating its 25th Anniversary next calendar year.**

After discussion, by common consent and there being no objection, this item was received and filed.

V. GOVERNING BOARD MEMBER COMMENT

8. Comments by Members of the Foothill Transit Governing Board. (12-4809)

Councilmember Marlen Garcia, City of Baldwin Park thanked Linda Apodaca, Manager of Community Engagement, for her support and attendance at the Summer concerts in Baldwin Park she promoted Foothill Transit transportation as means of public transportation.

- **Metro is providing bicycle racks for people using the public transportation to arrive in Downtown Los Angeles for the Cinco de Mayo event. The idea was to get the bicycle riders to use public transportation.**
- **"The Pomona Valley Bicycle Coalition" has been working to bring a regional CicLAvia to Pomona. Community members have finalized a proposed route to be tested on Sunday, October 28th.**

After discussion, by common consent and there being no objection, this item was received and filed.

VI. ADJOURNMENT

- 9. Adjournment of the October 19, 2012, Foothill Transit Special Governing Board Meeting. (12-4810)**

There being no further business, the Foothill Transit Special Governing Board meeting adjourned at 9:01 a.m.