



**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**

Wednesday, December 18, 2013

7:45 AM

CALL TO ORDER

1. Call to order. (13-5825)

The meeting was called to order by Treasurer Carol Herrera at 7:52 a.m.

PLEDGE

2. Pledge of Allegiance. (13-5826)

The Pledge of Allegiance was led by Treasurer Carol Herrera.

ROLL CALL

3. Roll call. (13-5827)

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

Present: Member Corey Calaycay, Member Charles S. Rosales, Member Emmett Badar, Member Robert Pacheco, Member Peggy A. Delach, Member Richard G. Barakat, Member Robert Harbicht, Member Edward J. Alvarez, Member Gene Murabito, Member Tzeitel Paras-Caracci, Member Becky A. Shevlin, Member Margaret McAustin, Member Jeff Parriott, Member Hector Delgado, Member Cynthia Sternquist, Member David C. Rodriguez, Member Juventino "J" Gomez, Member Violeta Lewis, Member Michael De La Torre and Member Carol Herrera

Excused: Member Doug Tessitor, Member Paula Lantz, Member Manuel Lozano, Member Pat Wallach, Member Julian A. Miranda and Member Frederick Sykes

I. ADMINISTRATIVE MATTERS

4. Approval of the minutes for the Foothill Transit Special Governing Board Meeting of October 30, 2013. (13-5828)

On motion of Member Corey Calaycay, seconded by Member Margaret McAustin, the minutes for the Special Governing Board Meeting of October 30, 2013 were approved by the following vote:

Ayes: 19 - Member Corey Calaycay, Member Charles S. Rosales, Member Emmett Badar, Member Robert Pacheco, Member Peggy A. Delach, Member Richard G. Barakat, Member Robert Harbicht, Member Edward J. Alvarez, Member Gene Murabito, Member Becky A. Shevlin, Member Margaret McAustin, Member Jeff Parriott, Member Hector Delgado, Member Cynthia Sternquist, Member David C. Rodriguez, Member Juventino "J" Gomez, Member Violeta Lewis, Member Michael De La Torre and Member Carol Herrera

Abstentions: 1 - Member Tzeitel Paras-Caracci

Excused: 6 - Member Doug Tessitor, Member Paula Lantz, Member Manuel Lozano, Member Pat Wallach, Member Julian A. Miranda and Member Frederick

Attachments: [SUPPORTING DOCUMENT](#)

II. PUBLIC COMMENT

5. Public Comment. (13-5829)

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

III. PRESENTATIONS

6. 6.1 25th Anniversary Historical Reflections by Bill Forsythe (13-5838)

Doran Barnes, Executive Director, Foothill Transit, recognized and introduced Bill Forsythe, first Executive Director of Foothill Transit. Mr. Forsythe thanked Mr. Barnes for the introduction and provided a brief summary on the formation and the concept of Foothill Transit. From the beginning, the goal of the organization has been to keep the rules simple and to focus on the customers. Mr. Forsythe noted that Foothill Transit is the national model for public transportation.

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

7. SILVER2SILVER PROGRAM CONTINUATION

Recommendation: 1. Receive an oral report on customer feedback related to the proposed continuation of Foothill Transit's Silver2Silver Program with L.A. Metro; and 2. Based on the customer feedback received, authorize the Executive Director to continue Foothill Transit's Silver2Silver Program with L.A. Metro. (13-5840)

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

- **The Silver 2 Silver Program (Program) servicing the area between El Monte Station and Downtown (Silver Corridor) is a cooperative Program between Los Angeles Metro Silver Line and Foothill Transit Silver Streak. The Program is a one-year Program allowing Foothill Transit passholders to board the Metro Silver Line and Metro passholders to board the Foothill Transit Silver Streak. The Program was launched on October 14, 2012, which coincided with the opening of El Monte Metro Station.**
- **The Silver Streak ridership numbers, since the implementation of the Silver 2 Silver Program, increased by 18%. Currently Metro Pass ridership accounts for approximately 10% of the total ridership for the Foothill Transit Silver Streak. While ridership has increased on Foothill Transit's Silver Streak, revenue losses have been incurred, due to fare reduction and to Foothill Transit accepting Metro passes for boarding. Measure R funding, which can be used for service enhancements, will be used to offset the reduction in fare revenue associated with the continuation of the Program. Metro is on board to cover Foothill Transit's revenue losses beyond the initial one-year promotional period with the funding generated by the ExpressLanes Project as a source of funds for the Silver 2 Silver Program.**
- **Public outreach meetings were conducted in three locations, El Monte, West Covina, and Pomona, in an effort to gather public comments regarding the fare reduction. No members of the public attended the meetings. All comments received were via e-mail. Of the 19 comments received, 18 were in favor of the proposal. One comment did not support the proposal and suggested instead lowering fares on another line.**

In response to question posed by Member Harbicht, Mr. Barnes and Ms. Friesema responded with the following:

- \$250,000 is the trigger point for Foothill Transit to seek reimbursement for its losses. Funds will be provided through the ExpressLanes Project. The ExpressLanes project consists of toll lanes from I-10 El Monte Busway to I-605 to Alameda St, and I-110 (Harbor Transit Center) to Adams Blvd. Funds collected from this project will reimburse Foothill Transit for its losses for the Silver 2 Silver Program.

On motion of Member Corey Calaycay, seconded by Member Richard Harbicht, unanimously carried the customer feedback related to the proposed continuation of Foothill Transit's Silver 2 Silver Program with L.A. Metro was received and filed and item was approved.

Attachments: [SUPPORTING DOCUMENT](#)

8. ROUTE 495 PILOT PROJECT

Recommendation: Authorize the Executive Director to implement a Route 495 Pilot project serving the new Industry Park & Ride. (13-5842)

Joe Raquel, Director of Planning, presented this item and reported the following:

- The Foothill Transit Industry Park & Ride Facility (Park & Ride) opened on October 7, 2013. Line 493 is a commuter express route starting at the Park & Ride, with stops at the Park & Ride and Puente Hills mall, before arriving into Downtown Los Angeles.
- Proposed Line 495 will travel directly into Downtown Los Angeles from the Park & Ride. The proposed pilot program will introduce 16 total trips; eight westbound trips during the morning peak hours from the Park and Ride and eight eastbound trips during the afternoon peak hours starting in Downtown Los Angeles. Passengers riding Line 495 will save at least 30 minutes of travel time each direction compared to Line 493.

A marketing campaign will be launched targeting the following:

- Residents in the surrounding communities, carpoolers currently using the Park and Ride, and riders on Line 497 that board at the Chino Hills Park and Ride.

- The projected cost is \$71,000 per month based on the current rates paid on Line 493. Measure R funds are available to fund this pilot program.

Member Peggy A. Delach suggested that public outreach of the project include the building managers in Downtown Los Angeles.

- In response to question posed by Member Barakat, Mr. Raquel reported that for the project to be successful, 20 riders need to board the bus each trip.

On motion of Member Peggy A. Delach, seconded by Member Corey Calaycay, unanimously carried this item was approved.

Attachments: [SUPPORTING DOCUMENT](#)

9. CLASS PASS AND STUDENT RIDER PROGRAM OVERVIEW

Recommendation: Receive and file an update on Foothill Transit's Class Pass Program. (13-5843)

Katie Gagnon, Special Projects Manager, Foothill Transit, presented this item and reported the following:

Rio Hondo College

- In 2007 Foothill Transit in collaboration with the Montebello Metro Transit and Los Angeles Sunshine launched the Rio Hondo Ridership Program (GoRio).
- GoRio was offered to full time students only.
- The student registration includes a \$7 fee per semester for the Program.
- Foothill Transit receives a subsidy of \$8,750 per semester for GoRio.
- GoRio has an annual average ridership of 29,000 with campus served directly by Line 274.

Pasadena City College

- Foothill Transit and Metro started a Pasadena City College Ridership Program (I-Pass) in 2010 with the introduction of the i-Tap Program.
- Students pay \$30 for discounted semester pass.
- Foothill Transit receives a subsidy of \$30,000 per semester for I-Pass.
- I-Pass has an annual average ridership of 65,000 with campus served directly by line 187.

Mt. San Antonio College (Mt. SAC)

- **Class Pass Pilot Program began in Fall Semester of 2013.**
- **Foothill Transit will provide Measure R funds for the pilot Program.**
- **The pilot project has an average monthly ridership of 80,000 with campus served directly by lines 486 and 289.**

University of La Verne

- **A Class Pass Pilot Program began in the Fall Semester of 2013.**
- **Foothill Transit will provide Measure R funds for the pilot Program.**
- **The pilot project has an average monthly ridership of 2,150 with campus served directly by line 492**

In response to questions posed by the Governing Board, Ms. Gagaon and Mr. Barnes responded with the following:

- **Policy determines the reimbursement amount for Foothill Transit. The schools' administration plays a major role in crafting said policy. A Memorandum of Understanding between the participating school and Foothill Transit is updated annually. There is no uniformity in reimbursement for the Ridership Programs because each school is operated differently.**

On motion of Member Corey Calaycay, seconded by Member Peggy A. Delach, unanimously carried this item was received and filed.

Attachments: [SUPPORTING DOCUMENT](#)

IV. EXECUTIVE DIRECTOR COMMENT

- 10.** Comments by Mr. Doran Barnes, Executive Director, Foothill Transit Executive Board. (13-5830)

Mr. Barnes thanked Members for attending today's meeting, wished everyone and safe and wonderful Holiday Season, and reported the following:

- **The approval of the first two action items, Item Nos. 7 and 8 on today's agenda allows Foothill Transit to be in compliance with the Federal Transit Administration requirement.**

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- 50 of the 64 new buses from the North American Bus Industry have been delivered to Foothill Transit. Beginning January 2014, all the new buses will be in service. The standard amenities on the new buses include high back reclining seats, luggage rack and parcel racks, and individual reading lights. Customer feedback on the new buses has been very positive. The last of the diesel buses will be retired this year (2013).
 - Three of the 15 new electric buses from Proterra have been delivered to Foothill Transit. Beginning January 2014, the new electrical buses will be in service.
 - The next Foothill Transit Governing Board meeting is scheduled for March 14, 2014, at 7:45 a.m. Agenda items will include College Pass Program, the organization's financial review, updated Governing Board member handbook, and review of Foothill Transit's Governing Board election process.
 - The Foothill Transit Annual Governing Board is scheduled for Friday, May 16, 2014, at 7:45 a.m. The following three items are scheduled on the agenda:
 - 1) consideration and approval of the Proposed Fiscal Year 2015 Business Plan
 - 2) consideration and approval of the Proposed Budget Fiscal Year 2015
 - 3) election of Executive Board Members and Alternates for Cluster 2 and 3 and election of Officers for the Executive Board. Cluster 2 is comprised of the cities of Azusa, Baldwin Park, Covina, Glendora, Irwindale and West Covina. Cluster 3 is comprised of the Cities of Arcadia, Bradbury, Duarte, Monrovia, Pasadena, and Temple City.
 - Additional Governing Board Meetings maybe scheduled for the later part of 2014 for updates on Line 495, including the possible continuation of the Pilot Program and to further discuss on the College Pass Program.

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

V. GOVERNING BOARD MEMBER COMMENT

11. Comments by Members of Foothill Transit Governing Board. (13-5831)
 - Member Tzeitel Paras Caracci (Councilmember, City Duarte) reported she has been reelected to a new four year term.

- **Member Margaret McAustin (Councilmember, City of Pasadena) thanked Member Becky A. Shevlin (Councilmember, City of Monrovia) Alternate for filling in for her while she was working on a special project. Member McAustin reported her assignment is completed; however, moving forwarded she will be attending meetings.**
- **Member Juventino “J” Gomez (Councilmember, City of El Monte) reported he has been reelected to a new four-year term. Mr. Gomez reported he is running for First Supervisorial District of Los Angeles County.**
- **Member Jeff Parriott (Councilmember, City of Industry), reported he enjoyed the visit to Proterra and North American Bus Industry manufacturing facility with Treasurer Carol Herrera and Executive Director Doran Barnes.**
- **Member Robert Pacheco (Councilmember, City of El Walnut) stated he has enjoyed working with Foothill Transit for the last 16 years, and is very happy with Foothill Transit’s accomplishments.**
- **Member Corey Calacay (Councilmember, City of Claremont) reported that in celebrating Foothill Transit's 25th Anniversary, the city of Claremont has dedicated a Plaque honoring Judy Wright, a former Member of Foothill Transit, who passed away on January 2012. Ms. Wright was considered the mother of Foothill Transit and was instrumental in helping the Foothill Transit organization come to life.**
- **Member Cynthia Sternquist (Councilmember, Temple City) thanked staff for their hard work and expressed she is extremely happy with the College Pass Program in Mt. San Antonio College (Mt. SAC).**

Members of the Governing Board wished everyone a safe and wonderful Holiday Season.

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

VI. ADJOURNMENT

- 12.** Adjournment for the December 18, 2013 Foothill Transit Governing Board Meeting. (13-5832)

There being no further business, the Foothill Transit Governing Board meeting adjourned at 9:12 a.m.