



Foothill Transit

**STATEMENT OF PROCEEDINGS FOR THE
REGULAR MEETING OF THE
FOOTHILL TRANSIT GOVERNING BOARD**

**FOOTHILL TRANSIT ADMINISTRATIVE OFFICE
2ND FLOOR BOARD ROOM
100 S. VINCENT AVENUE
WEST COVINA, CALIFORNIA 91790**

**Friday, October 16, 2015
7:45 a.m.**

1. CALL TO ORDER

The meeting was called to order by Chair Herrera at 7:48 a.m.

2. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Chair Herrera.

Chair Herrera welcomed new appointees Sam Kang, City of Duarte and Cory Moss, City of Industry.

Chair Herrera announced and congratulated Executive Director Doran J. Barnes who was elected Vice Chair of the American Public Transportation Association (APTA). Chair Herrera also announced that that she was elected as Vice Chair of the APTA Transit Board Members Committee.

3. ROLL CALL

Roll call was taken by Christina Lopez, Board Secretary.

Present: Member Corey Calaycay, Member Charlie Rosales, Member Paula Lantz, Member Antonio Cartagena, Member Cruz Baca, Member Peggy Delach, Member Gary Boyer, Member Corey Warshaw, Member Roger Chandler, Member Richard Barakat, Member Becky Shevlin, Member Margaret McAustin, Member Cynthia Sternquist, Member Carol Herrera, Member Juventino "J" Gomez, Member Corey Moss, Member Valerie Munoz, Member Hector Delgado, Member Sam Pedroza, Member David Rodriguez

Alternates: Member Samuel Kang, Member Abraham Cruz

Absent: Member Emmett Badar, Member Uriel Macias, Member Mark Breceda, Member Tzeitel Paras-Caracci, Member Michael De La Torre



Executive Director Doran Barnes stated that it is an honor to serve as Vice Chair of APTA. He noted that he looks forward to assuming the Chair position in September 2016 at the APTA annual conference that is scheduled to take place in Los Angeles.

Executive Director Barnes announced that former Monrovia Mayor and former Foothill Transit Executive Board Member Bob Bartlett passed away. Mr. Bartlett was one of the original signers of the Foothill Transit Joint Powers Authority that created Foothill Transit and also served as Chair. Vice Chair and Monrovia Councilmember Becky Shevlin announced that services would be held on October 23 and she would provide information to staff to forward to Governing Board Members.

4. **REVIEW & APPROVAL OF THE MINUTES**

Approval of the minutes for the Special Governing Board Meeting of September 18, 2015.

Motion by Member Chandler, second by Member Calaycay, to approve. Motion carried 21-0.

Member Gomez stated that in today's agenda that the City of El Monte is omitted in the listing of Cluster 4 member cities.

5. **PUBLIC COMMENT**

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

6. **PROPOSED JANUARY 2016 SERVICE ENHANCEMENTS**

Recommendation: 1. Recommend the proposed service enhancements recommended for implementation in January 2016; 2. Recommend the implementation of Pilot Line 496 service between the Azusa Intermodal Transportation Facility and Downtown Los Angeles; and 3. Receive and file an update on preliminary public outreach related to other possible service enhancements proposed for implementation in June 2016.

Joe Raquel, Director of Planning, presented this item.

In response to various comments and questions posed by Governing Board Members, Joe Raquel, Director of Planning informed the Governing Board that information regarding the service enhancements will be disseminated to customers via notices at the bus stops, printed newsletter, website and



information will be pushed out via social media. Mr. Raquel also indicated that bus service will be adjusted once Gold Line frequencies are finalized so buses can serve Gold Line Stations appropriately.

Motion by Member Chandler, second by Member Calaycay, to approve.
Motion carried 21-0.

7. **RECENT RIDERSHIP TRENDS**

Recommendation: Receive and file a report on recent ridership trends.

Joe Raquel, Director of Planning, presented a verbal report on the following:

Mr. Raquel reported that throughout the country transit ridership as a whole has declined. The American Public Transportation Association (APTA) reported that ridership fell 1 percent nationwide. In Southern California ridership decline is higher. L.A. Metro reported a 5.2 percent decline, OCTA reported a 7 percent decline, and Omnitrans reported a 12.3 percent decline. At the start of this fiscal year Foothill Transit has started to see a decline in ridership. A growing economy with people spending more, with an increase in car sales, falling gas prices, and the DMV reported it issued 759,000 new drivers licenses during the first half of the year. People are choosing to commute on their own then ride the bus. The San Gabriel Valley Economic Partnership reported that the population growth in the San Gabriel grew only 2 percent over the last 15 years and has reported an increase in median priced homes and rent which has forced many to seek residence in other areas.

Foothill Transit staff is closely monitoring the numbers and looking for other causes and issues that may be contributing to the decline in ridership. Staff is looking at adjusting the levels of service and as part of an outreach campaign Foothill Transit is reaching out to attract new riders. Current programs include partnering with larger employment centers and companies Employee Transportation Coordinators by offering free passes to encourage employees to ride the service. Foothill Transit also has a direct mail program that sends new passes to new residents, improving customer technology such as Next Trip by updating vehicle equipment to improve predictions to make riding the system easier, and Gold Line integration.

In responses to various questions posed by the Governing Board, Doran Barnes, Executive Director, stated that the key cost driver in providing service is the coach operator. Joe Raquel stated that as part of the CAD/AVL project there is a possibility that Wi-Fi could be reinstated on the



buses and the Board has taken initial steps in updating the GPS system. At this time the service is not that reliable.

Motion by Member Cartagena, second by Member Calaycay, to receive and file. Motion carried 21-0.

8. **FOOTHILL TRANSIT PROGRAM UPDATES**

- **ROSE BOWL SHUTTLE SERVICE**

LaShawn King Gillespie, Director of Customer Service & Operations presented a verbal report on the following:

Foothill Transit has provided shuttle service to the Rose Bowl for more than 15 years. Thousands of fans are shuttled between the Parsons Building parking lot and the Rose Bowl to UCLA games, special events, and the New Year's Day Rose Bowl Game. Foothill Transit is only able to provide this specialized service only after meeting the Federal Transit Administration's charter rules. Foothill Transit qualified for an exemption in order to provide the service.

Foothill Transit's 2015 Rose Bowl Season opened in July by transporting fans to the Kenny Chesney concert and for the UCLA season opener. Using as many as 68 buses, Foothill Transit has provided service to 3 UCLA games, a major concert, and the USA versus Mexico gold cup soccer match. The number of customers transported this season so far is 59,860.

Rose Bowl transportation provides Foothill Transit with an opportunity to introduce its service to potential customers, stakeholders, and area residents who may not be aware of Foothill Transit. Feedback received from customers has been very positive.

After discussion, by Common Consent, and there being no objection, the Governing Board accepted Ms. King Gillespie's report.

- **SEAT VADALISM ISSUE**

Ali Showkatian, Safety Compliance Coordinator, presented a verbal report on the following:

In the months of August through October the costs incurred for seat slashing has been \$9,718 with 185 seats that have been slashed, which



brings us to a total of \$94,415 with 1,416 seats slashed since April 2014. This is an average of \$5,245 of seat repairs per month and 78 seats slashed per month. The routes that have been most affected are the 185, 187, and 486.

In coordination with the Marketing Department a safety themed campaign has been launched, which kicked off in September. The goal of the campaign is to provide reassurance to customers that Foothill Transit is committed to safety while providing awareness to the issues at hand. An interior card has been posted on buses as part of the campaign; the slogan is "This is your bus. This is our promise." In addition to the interior cards, other mediums are being utilized to spread the message, such as the Employee Transportation Coordinator newsletter and Footnotes. The operations and maintenance contractors regularly meet with operators to update them on issues that arise and what to look out for. Photos of the alleged offenders have been posted at the facilities for operators to keep a look out. Operators have been advised to visually inspect buses in between trip and to inform dispatch of any findings and they have also been instructed to send covert message to dispatch in the event they do identify a suspect boarding the bus. Dispatch will immediately contact law enforcement in an attempt to intercept the bus.

The LA County Sheriff's Department has been contacted and supplemental law enforcement services have been requested. The sheriff's department is currently drafting a contract that it will provide for Foothill Transit's review. The supplemental service will be provided on an as needed basis.

Staff is currently exploring various avenues for mobile and web based technology to provide another outlet for customers to report safety and security incidents.

In response to various comments, Executive Director Doran Barnes stated that staff is working to raise awareness of what is happening and the need to make sure that Foothill Transit is not communicating inappropriately that the buses are unsafe and possibly drive away riders. Foothill Transit needs to raise awareness, apprehend the individuals responsible for damage, and manage the message.

After discussion, by Common Consent, and there being no objection, the Governing Board accepted Mr. Showkatian's report.



- **LINES 190, 194, AND 270 UPATE**

Joe Raquel, Director of Planning, presented a verbal report of the following.

During the March 2015 Governing Board Meeting, Mr. Raquel introduced the possibility of operating LA Metro's Lines 190 and 194. These lines run in the Foothill Transit service area. Lines 190 and 194 start at El Monte Station and end by Cal Poly Pomona. Both lines travel along two key corridors currently not serviced by Foothill Transit. Annual ridership on these lines is 2.2 million. Line 270 starts in the city of Monrovia and ends at the Metro Green Line Station. The annual ridership is 780,000 annual riders.

Staff is still in negotiations with Metro. Metro is still reviewing the numbers and have not provided a definite answer. Once Metro decides to cancel the lines they will need to go through their cancellation process. The first step would be to get approval from the San Gabriel Valley Service Council, followed by the public comment process and then finally Metro Board approval. Foothill Transit can begin its process by adopting the new line which involves public hearings and getting approval from the Foothill Transit Governing Board to operate the lines.

After discussion, by Common Consent, and there being no objection, the Governing Board accepted Mr. Raquel's report.

9. **SPECIAL ELECTION FOR CLUSTER 4 TO ELECT EXECUTIVE BOARD ALTERNATE (DIAMOND BAR, EL MONTE, INDUSTRY, LA PUENTE, AND SOUTH EL MONTE)**

Cluster 4 met in the conference room to conduct an election for Executive Board Alternate.

10. **RECONVENE MEETING AND ANNOUNCE THE EXECUTIVE BOARD ALTERNATE FOR CLUSTER 4**

Chair Herrera announced the election of Valerie Munoz from the city of La Puente as Executive Board Alternate for Cluster 4.



11. **EXECUTIVE DIRECTOR COMMENT**

Comments by Mr. Doran J. Barnes, Executive Director, Foothill Transit.

Mr. Barnes reported the following:

- At the American Public Transit Association's (APTA) Annual Conference Foothill Transit was recognized in the area of marketing and communications and Foothill Transit received 3 first place awards for various categories. Foothill Transit was the Grand Champion winner for special events for Foothill Transit's Ecoliner Phase two launch.
- This meeting is the last Governing Board Meeting for this calendar year. Staff is currently working on the 2016 meeting calendar. Additional meetings beyond the usual meetings are anticipated due to the potential transfer of bus lines and the discussion of fare structure.

12. **GOVERNING BOARD MEMBER COMMENT**

Comments by Members of the Foothill Transit Executive Board.

- Executive Board Member Delach requested that Mr. Barnes also mention those who were named in the weekly report that received awards at the APTA event.

Mr. Barnes stated that Roland Cordero graduated Leadership APTA. Felicia Friesema was accepted into the Leadership APTA program. There were six recipients of American Public Transportation Foundation scholarships which included Linda Apodaca, Sabrina Muhne, Ali Showkatian, Christopher Pieper, Hendy Satya and Joseph Lutz.

13. **ADJOURNMENT**

Adjournment for the October 16, 2015 Foothill Transit Governing Board Meeting.

There being no further business, the Foothill Transit Governing Board meeting adjourned at 9:06 a.m. in memory of Bob Bartlett one of Foothill Transit's founding members.