



**Foothill Transit**

**STATEMENT OF PROCEEDINGS FOR THE  
REGULAR MEETING OF THE  
FOOTHILL TRANSIT EXECUTIVE BOARD  
TELECONFERENCE VIA ZOOM**

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

**Friday, July 23, 2021  
8:00 a.m.**

**1. CALL TO ORDER**

The meeting was called to order by Chair Sternquist at 8:02 a.m.

**2. PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was led by Chair Sternquist.

**3. ROLL CALL**

Roll call was taken by Christina Lopez, Board Secretary.

Present: Member Gary Boyer, Member Cory Moss, Member Becky Shevlin,  
Vice Chair Corey Calaycay, Chair Cynthia Sternquist

**4. CONFIRMATION OF AGENDA BY CHAIR AND CHIEF EXECUTIVE OFFICER**

After discussion, by Common Consent, the Chair and Chief Executive Officer confirmed the agenda as presented.

**5. GENERAL PUBLIC COMMENT**

John Walsh, Senior Vice President, Proterra addressed the Executive Board. Mr. Walsh thanked the Executive Board for their partnership. He stated that Proterra was honored to partner with Foothill Transit to place the first generation battery electric buses into service. He acknowledged that there was a learning curve and challenges to overcome. Battery electric buses manufactured today he said are vastly different. He stated that Proterra is committed to support the Foothill Transit battery electric bus fleet.

**5.1. Chief Executive Officer Response to Public Comment**

Doran Barnes, Chief Executive Officer, thanked Mr. Walsh for his

comments, and he stated that the electric bus program would be discussed later in the agenda.

**6. POSSIBLE FARE REVENUE PROGRAM PARTICIPATION**

Recommendation: Authorize the Chief Executive Officer to implement the following fare revenue programs: 1. Execute an MOU with LA Metro to include Foothill Transit in the College UPass Program; 2. Provide direction to staff regarding participating the K-12 fareless system pilot initiative.

Michelle Lopes Caldwell, Director of Finance and Treasurer, and Devon Deming, Director, Interim Deputy Executive Officer - Fareless Systems Initiative, presented this item.

Ms. Caldwell provided an overview of Metro's College UPass Program. If Foothill Transit participates in Metro's College UPass Program, Foothill Transit would receive 75 cents per boarding from Metro. Metro riders who participate in the UPass Program will be able to ride on Foothill Transit buses at no charge. Foothill Transit will continue to offer the Class Pass Program to schools in the Foothill Transit service area. Ms. Deming, provided additional information in regards to Metro's UPass program, and stated that currently nine regional transit agencies participate in Metro's College UPass Program. They currently have 21 schools participating in the program. Ms. Deming explained that the College UPass Program will continue to exist primarily due to the Fareless System Initiative (FSI) only covering community colleges.

The FSI was unanimously passed in May 2021 by the Metro board, with additional requirements and subject to a final financial plan. The full FSI project will cover K-12, community colleges, and low income, and will be implemented in two phases. In addition, the Metro board requested that staff identify new funding for the program so funding of existing programs is not taken away. If Foothill Transit opts into the FSI community college, Metro would request that the Regional College Pass be loaded. The pass would be good on all transit agencies that opt into the program.

There was no Public Comment on this presentation. Ms. Deming responded to questions from members of the Executive Board regarding the different agreements with colleges, pricing consistency, impact on ridership, and appropriate categorizing of K-12.

An amended motion was made by Member Boyer to instruct Foothill Transit staff to execute a MOU with Metro to participate in the College UPass



Program, and execute a MOU with Metro to participate in the FSI community college program. Staff will continue to study and evaluate the K-12 FSI program. Motion by Member Boyer, second by Member Shevlin, to approve. Motion carried 5-0.

7. **SILVER STREAK FARE STRUCTURE EVALUATION AND ALTERNATIVE CONSIDERATION**

Recommendation: Provide direction to staff to further study alternative fare structure options on the Silver Streak service for consideration and adoption.

John Xie, Revenue Manager, presented this item.

Mr. Xie presented an overview of the Silver Streak service. He reported that in 2009 Metro introduced the Silver Line service, which is now called the J Line. The Silver Streak and J Line service overlaps between El Monte Station and Downtown Los Angeles. In 2012, Foothill Transit and Metro launched the Silver2Silver program, which allowed each agencies fares and passes to be valid on either service in the same corridor between El Monte Station and Downtown Los Angeles. Both agencies have changed their fares resulting in further deviation from the Silver2Silver program. Mr. Xie provided a historical overview of the Silver Streak's ridership, and stated that it is one of Foothill Transit's most popular service.

Sixty percent of customers on the Silver Streak pay for the fare with cash or TAP stored value for single-ride fares. The Silver Streak has the most complex fare structure. He presented a chart that summarized the fares and upcharges between both services traveling the same corridor. He stated that single-ride users are incentivized to ride the J Line rather than Foothill Transit's Silver Streak. Based on the information presented, Mr. Xie stated that a comprehensive review of the Silver Streak fare structure is necessary.

There was no Public Comment on this presentation. The Executive Board directed staff to further study fare structure options. The presentation was received and filed.

8. **ELECTRIC BUS PROGRAM**

Recommendation: Receive and file the Electric Bus Program update. Provide direction to staff regarding the possible early retirement of the initial fleet of battery electric buses.



Roland Cordero, Director of Maintenance and Vehicle Technology, presented this item.

Mr. Cordero provided an overview of Foothill Transit's battery electric bus program. Starting in 2017, there has been a steady decline of the availability of the battery electric buses. He reported that during the last two months over 50 percent of battery electric buses have been out of service. Other issues included availability of parts, cost for parts, and interior panels deteriorating. The Proterra overhead fast charger is no longer the preferred overhead charging system in the transit industry, and the availability of parts is an issue.

He stated that it may be prudent to seek the early retirement of the fleet. Early retirement can be achieved by administrative or legislative pathways. Doran Barnes, Chief Executive Officer, stated that the first generation electric buses are struggling. He stated that the funding guidelines don't match with the pace and changes in technology. An administrative request to the Federal Transit Administration (FTA) can be made requesting early retirement of the fleet or a legislative route can be explored. Staff is seeking general direction to explore the options.

Mr. Barnes responded to questions by members of the Executive Board related to the options available to seek retirement. Vice Chair Calaycay stated the cost benefit analysis would be very beneficial and that the 12-year rule seems unrealistic and a change in that rule should be pursued. Member Moss asked that a legislative fix be pursued. Jacob Adams, The Washington Free Beacon, addressed the Executive Board. Mr. Adams stated that he would like more information regarding the thermal event related to bus 2004. Mr. Cordero provided additional information regarding the event and Felicia Friesema, Director of Marketing and Communication was to follow-up directly with Mr. Adams.

The Executive Board received and filed this presentation.

9. **EXPRESS SERVICE LEVELS UPDATE**

Recommendation: Receive and file the Express Service Levels Update report.

Joe Raquel, Director of Planning, presented this item.

Mr. Raquel provided an update on ridership. Express service is at 20 percent pre-pandemic ridership. Local service is at 50 percent pre-pandemic levels. Both express and local ridership is trending up. Recent pass sales data



indicate an increase in overall pass sales, which may be attributed to the Summer Sale promotion. It is hoped it will attribute to an increase in ridership.

There was no Public Comment or Executive Board comment on this presentation.

The Executive Board received and filed this presentation.

10. **SUMMER SALE UPDATE**

Recommendation: Receive and file the Summer Sale Update.

Felicia Friesema, Director of Marketing and Communications, presented this item.

Ms. Friesema reported on the early outcomes of Foothill Transit's Summer Sale. The Executive Board approved the Summer Sale at their April meetings. The sale launched on July 1, 2021. At the July midpoint 31-Day pass sales were tracking well above May and June. Sales of 1-Day passes are tracking slightly above previous month. Senior and disabled and student passes are tracking at or above previous months.

Community feedback has been positive and there has been increased sharing and amplification of digital promotion. The Spanish outreach campaign has been very successful. There has been a three percent ridership increase in July thus far. The tracking and analyzing of ridership data will continue.

There was no Public Comment on this presentation. Member Shevlin asked if Foothill Transit has educational programs for school aged groups on how to ride the bus. Ms. Friesema responded to Member Shevlin and stated that working with schools is part of the marketing program. In addition, Linda Apodaca, Community Engagement Manager, visits schools and makes presentations to students about riding the bus.

The Executive Board received and filed this presentation.

11. **CONTINUED GENERAL PUBLIC COMMENT**

Public comment was not reopened as the Public Comment period was concluded earlier in the agenda (Item 5).



12. **CHIEF EXECUTIVE OFFICER COMMENT**

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

Mr. Barnes reported the following:

- Clarified that Foothill Transit does not have a student riding age policy. He also stated that two children under the age of five ride for free with paying adult on Foothill Transit.
- COVID continues to be ongoing daily topic for Foothill Transit. Foothill Transit continues to respond to changes to the county health order.
- The August meeting will potentially be an in-person meeting. Staff will keep the Executive Board updated.

13. **BOARD MEMBER COMMENT**

Comments by Members of the Foothill Transit Executive Board.

- Member Shevlin thanked everyone for a good meeting.
- Chair Sternquist requested that the Executive Board be provided updates on the Summer Sales and Metro Fareless Initiative System on regular basis over the next several months.

14. **ADJOURNMENT**

Adjournment for the July 23, 2021 Foothill Transit Executive Board Meeting.

There being no further business, the Foothill Transit Executive Board meeting adjourned at 10:38 a.m.

Prepared by:

A handwritten signature in blue ink that reads "Christina Lopez".

Christina Lopez, Board Secretary

Approved on: 10/01/2021