



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

Friday, May 25, 2012

8:00 AM

CALL TO ORDER

1. Call to order. (12-2302)

The meeting was called to order by Chair Wallach at 8:01 a.m.

PLEDGE OF ALLEGIANCE

2. Pledge of Allegiance. (12-2303)

The Pledge of Allegiance was led by Vice Chair Tessitor.

ROLL CALL

3. Roll call. (12-2304)

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

Present: Chair Pat Wallach, Vice Chair Doug Tessitor, Treasurer Paula
Lantz, Member Margaret McAustin and Member Jeff Parriott

I. ADMINISTRATIVE MATTERS

4. Approval of the minutes for the Regular Meeting of April 27, 2012 and Special Meeting of April 27, 2012. (12-2305)

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

Attachments: [April 27, 2012 Regular Meeting Minutes](#)
[April 27, 2012 Special Meeting Minutes](#)

II. PRESENTATIONS

5. Presentations:

5.1 Contractors' Employee Presentation. (12-2306)

Valarie Flores, General Manager, Arcadia Operations & Maintenance Facility, introduced and recognized the following Arcadia Location MV Transportation Operator of the Month and Employee of the Quarter:

- **Tanya Simon, Operator of the Month (May 2012)**
- **Darryl Lyons, Employee of the Quarter (1st Quarter)**

Jim Marshall, General Manager, First Transit, introduced and recognized the following Pomona location First Transit Operator of the Month:

- **Art Ramirez, Operator of the Month (March 2012)**

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

III. PUBLIC COMMENT

6. Public comment. (12-2307)

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

IV. CONSENT CALENDAR

7. APRIL FINANCIAL STATEMENTS AND INVESTMENT SUMMARY

Recommendation: Receive and file the Financial Statements and Investment Summary for Fiscal Year 2012. (12-2308)

On motion of Member Margaret McAustin, seconded by Treasurer Paula Lantz, unanimously carried, this item was received and filed.

Attachments: [SUPPORTING DOCUMENT](#)

8. APRIL PERFORMANCE INDICATORS REPORT

Recommendation: Receive and File the April 2012 Performance Indicators Report. (12-2309)

On motion of Member Margaret McAustin, seconded by Treasurer Paula Lantz, unanimously carried, this item was received and filed.

Attachments: [SUPPORTING DOCUMENT](#)

9. 2012 LEGISLATIVE SUMMARY

Recommendation: Receive and File the May 2012 Legislative Summary. Adopt a support position on AB 1446. (12-2310)

Vice Chair Tessitor, explained that existing law authorized the Los Angeles County Metropolitan Transportation Authority (Metro) to adopt a 1/2-cent sales tax in Los Angeles County for 30 years, subject to a two-thirds approval of local voters. Said sales tax, presented to the voters as Measure R, was approved in 2008. AB 1446 would authorize Metro to place on the ballot for Los Angeles County voter approval the permanent extension of the existing countywide 1/2 cent sales and use tax.

After discussion, staff was instructed to support and advocate Foothill Transit's position on AB 1446. Board Members, unanimously approved the language in support of AB 1446 should include a strong emphasis on a funding plan to include regional projects and interests.

On motion of Vice Chair Doug Tessitor, seconded by Treasurer Paula Lantz, unanimously carried, this item was received and filed, and a support position of AB 1446 was adopted.

Attachments: [SUPPORTING DOCUMENT](#)

V. DISCUSSION ITEMS (REGULAR AGENDA)

10. 2012 DUMP THE PUMP PROMOTION

Recommendation: Receive and file a report a report on Foothill Transit's 2012 Dump the Pump Promotion. (12-2312)

Felicia Friesema, Interim Director of Marketing & Communications, presented this item and reported Foothill Transit will join other public transportation systems nationwide to participate in the Seventh Annual National "Dump the Pump" Day on Thursday June 21, 2012. To help promote "Dump the Pump" Day and encourage new ridership, Foothill Transit customers will be able to download a single-day, free ride coupon at <http://www.foothilltransit.org>.

After discussion, on motion of Treasurer Paula Lantz, seconded by Vice Chair Tessitor, unanimously carried, this item was received and filed.

Attachments: [SUPPORTING DOCUMENT](#)

11. 2012 BUS ROADEO RESULTS

Recommendation: Receive and file the 2012 Bus Roadeo Results. (12-2313)

George Karbowski, Director of Operations & Maintenance presented this item.

After discussion, on motion Vice Chair Doug Tessitor, seconded by Member Jeff Parriott, unanimously carried, this item was received and filed.

Attachments: [SUPPORTING DOCUMENT](#)

12. PROPOSED SILVER STREAK PROMOTIONAL FARE REDUCTION

Recommendations: 1. Receive an oral report on the preliminary customer feedback related to Foothill Transit's Proposed Silver Streak Promotional Fare Reduction; and 2. Based on the feedback received, make a recommendation to the Governing Board related to Foothill Transit's Proposed Silver streak Promotional Fare Reduction. (12-2314)

La Shawn Gillespie, Director of Planning, presented this item and gave the following report:

The outreach Campaign included:

- **Newspaper Advertisements**
- **E-Notices**
- **Information in Foothill Transit's Footnotes Edition**
- **Social Media notices**
- **Public Hearings held on May 23, 2012 (El Monte) and May 24, 2012 (Pomona)**

Customer Responses included:

- **37 Comments via e-mail were received**
- **31 responses in support of the proposed fare reduction**
- **2 did not support the proposal**
- **4 responses received were not in support or opposition of the proposal**
- **Public Hearings were held - - May 23, 2012 in El Monte, with two attendees/speakers supporting the proposal, and on May 24, 2012 in Pomona; no one attended this meeting.**

After discussion, on motion of Treasurer Paula Lantz, seconded by Member Jeff Parriott, unanimously carried, the Board received and filed an oral report on the preliminary customer feedback related to Foothill Transit's

Proposed Silver Streak Promotional Fare Reduction and approved a recommendation to the Governing Board to move forward with the proposed fare reduction.

Attachments: [SUPPORTING DOCUMENT](#)

13. GENERAL MARKETING SERVICES CONTRACT AWARD

Recommendation: Authorize the Executive Director to negotiate final contract terms and conditions and award a contract in the amount of \$931,422.00 to Pulsar Advertising for general marketing services. The contract will be on a time and materials basis with a base term of three years beginning on July 1, 2012 and ending on June 30, 2015. The contract will include two one-year options to be exercised at Foothill Transit's sole discretion. (12-2315)

Rashidi Barnes, Director of Procurement, presented this item. Mr. Barnes introduced Alberto Gonzales, Chief Executive Officer/Executive Creative Director, Pulsar Advertising.

Mr. Gonzales, Chief Executive Officer/Executive Creative Director, Pulsar Advertising, stated the relationship with Foothill Transit is great; he thanked members for their support on the contract.

After discussion, on motion of Treasurer Paula Lantz, seconded by Vice Chair Doug Tessitor, unanimously carried, this item was approved.

Attachments: [SUPPORTING DOCUMENT](#)

14. TRANSIT STORE QUARTERLY REPORT

Recommendation: Receive and file the Transit Store Quarterly Report. (12-2316)

Araceli Lopez, Transit Store Operations Manager, presented this item.

After discussion, on motion Vice Chair Doug Tessitor, seconded by Member Jeff Parriott, unanimously carried, this item was received and filed.

Attachments: [SUPPORTING DOCUMENT](#)

VI. EXECUTIVE DIRECTOR COMMENT

15. Comment by Mr. Doran Barnes, Executive Director, Foothill Transit Executive Board. (12-2317)

Mr. Barnes, reported the following:

- **SB 1257, (Hernandez) - Utility user tax: exemption: public transit vehicles, has unanimously passed in the Senate and is currently in the Assembly floor for hearing. Mr. Barnes thanked Vice Chair Tessitor and Treasurer Lantz for attending the California Transit Association's 46th Annual Spring Legislative Conference held in Sacramento on May 22-23, 2012; and for testifying at the hearing on behalf of Foothill Transit.**
- **AB 1706, Eng - Vehicles: transit bus weight, is moving forward. Mr. Barnes thanked Vice Chair Tessitor and Treasurer Lantz for going to Sacramento to advocate for this bill.**
- **A Foothill Transit Special Governing Board is scheduled for Friday, June 8, 2012 at 7:45 a.m. Information regarding the public hearings held for the Proposed Silver Streak Promotional Fare Reduction will be presented to the Governing Board then.**

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

VII. BOARD MEMBER COMMENT

16. Comments by Members of the Foothill Transit Executive Board. (12-2319)

Chair Wallach, thanked the Foothill Executive Boards Members for their support provided as this is the first time she is chairing the meeting.

Member Jeff Parriott, stated he enjoyed participating at today's meeting.

RECESS

The Foothill Transit Executive Board recessed to Closed Session at 8:50 a.m. following Agenda Item No. 16. The Foothill Transit Executive Board meeting was reconvened and called to order by Chair Wallach, at 9:24 a.m.

The following members were present: Chair Wallach, Vice Chair Tessitor, Treasurer Lantz, Members McAustin and Parriott. (12-2456)

VIII. NOTICES OF CLOSED SESSION

17. CLOSED SESSION: CONFERENCE WITH REAL PROPERTY NEGOTIATORS
(Government Code § 54956.8)

Property Address/Location: 600 S. Brea Canyon Rd. City of Industry APN: 908
Agency Negotiator(s): Doran J. Barnes, Roland Cordero, Edward J. Gill, Darold
D. Pieper, Kevin McDonald

Negotiating Parties: John D. Ballas, Director of Public Works, City of Industry
Under Negotiation: Price and Terms (12-2321)

**Darold Pieper, General Counsel, reported that no reportable action was
taken.**

IX. ADJOURNMENT

18. Adjournment of the May 25, 2012, Foothill Transit Executive Board Meeting. (12-
2320)

**There being no further business, the Foothill Transit Executive Board
meeting adjourned at 9:25 a.m.**