



Foothill Transit

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

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

**Wednesday, April 7, 2021
7:30 a.m.**

1. CALL TO ORDER

The meeting was called to order by Chair Sternquist at 7:35 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. CLOSED SESSION: CONFERENCE WITH REAL PROPERTY NEGOTIATORS
(Government Code § 54956.8)**

Property Address/Location: 1118 N. Citrus Avenue, Covina, CA 91722
Agency Negotiator(s): Doran J. Barnes, Sharlane Bailey, Jane Starke, Darold
D. Pieper, Kevin Parks McDonald, Barry Foster
Negotiating Parties: Victor Linares
Under Negotiation: Price and Terms

There were no comments from members of the public on this Closed Session item.



6. **CLOSED SESSION: CONFERENCE WITH LEGAL COUNSEL—EXISTING LITIGATION Existing Litigation, Government Code § 54956.9(a)**

Name of Case: *Sharon Carlton v. Foothill Transit, et al.*, Los Angeles Superior Court Case No. 20STCV07859

There were no comments from members of the public on this Closed Session item.

7. **CLOSED SESSION: CONFERENCE WITH LEGAL COUNSEL—EXISTING LITIGATION Existing Litigation, Government Code § 54956.9(a)**

Name of Case: *Julian Bryant, et al. v. City of Pomona, Foothill Transit, et al.*, Los Angeles Superior Court Case No. 19STCV46308

There were no comments from members of the public on this Closed Session item.

The Executive Board recessed into Closed Session at 7:37 a.m.

8. **CLOSED SESSION REPORT**

The Executive Board reconvened at 8:36 a.m.

Darold Pieper, General Counsel, reported that there were no reportable actions on closed session items five, six, and seven.

9. **STUDY SESSION: FARELESS CONCEPTS AND COVID-19 RECOVERY FARE STRATEGIES**

Recommended Action: Provide direction to staff.

Fareless Concepts

Doran Barnes, CEO, provided an overview of LA Metro's fareless initiative proposal. Metro's fareless initiative would provide free fares to low income persons and K-12 students. The transit operators in the region would be responsible for bearing the costs of the program on their own. Metro as the regional planning agency would not provide funding to cover lost revenues.

There were no comments from members of the public on the fareless concepts.



Member Boyer asked if there was a similar program around the country that has been successful. He stated that some transit agencies that have tried it, have returned to collecting fares. Long Beach Transit had a fareless program, but returned to collecting fares. Doran Barnes, CEO, stated that the intent of the Long Beach program was to create a downtown circulator. Chair Sternquist recalled that Sacramento's transit agency had a program for free rides for K-12 students. Mr. Barnes stated that that program was subsidized by the school system to offset the loss in revenue. Chair Sternquist stated that the goal of Metro's fareless program has not been articulated. Mr. Barnes stated that this is a multi-\$100 million decision and there needs to be an understanding of the program goals. Vice Chair Calaycay stated that Foothill Transit needs to be engaging with its county supervisors.

COVID-19 Recovery Fare Strategies

Mr. Barnes stated that the Executive Board may want to consider a short-term fare sale to encourage ridership. Because of relief funding this would allow for a fare sale and would help grow ridership. The sale would have a definite endpoint.

There were no comments from members of the public on COVID-19 recovery fare strategies.

Member Boyer stated that he thought it was a good idea, and it would let people know that the service is there and available. Chair Sternquist likes the idea, but people might get used to it. She suggested free rides to certain destinations. Felicia Friesema, Director of Marketing Communications, shared that Foothill Transit recently had destination campaigns, and stated that those campaigns do not generate meaningful ridership. Ms. Friesema said that the team has come up with a few goals for a proposed campaign. Michelle Caldwell, Director of Finance and Treasurer, indicated that the sale could be implemented in July 2021. Chair Sternquist stated she would support doing a sale period for a three-month period. Staff will return to the April Executive Board meeting with a few proposals. Darold Pieper, General Counsel, indicated that it is within the Executive Board's purview as long as it is no longer than 6-months.

10. **CHIEF EXECUTIVE OFFICER COMMENT**

Comments by Mr. Doran J. Barnes, Chief Executive Officer, Foothill Transit.



Mr. Barnes reported the following:

- Staff continues to engage and support communitywide vaccination events.
- Foothill Transit’s administrative building is lit in blue in honor of Autism Awareness Month. Mr. Barnes thanked Member Moss for speaking at a staff meeting to share her thoughts on autism awareness.

11. **BOARD MEMBER COMMENT**

There were no comments by Members of the Foothill Transit Executive Board.

12. **ADJOURNMENT**

Adjournment for the April 7, 2021 Foothill Transit Special Executive Board Meeting.

There being no further business, the Foothill Transit Special Executive Board Meeting adjourned at 9:35 a.m.

Prepared by:

A handwritten signature in blue ink that reads "Christina Lopez". The signature is written in a cursive style and is positioned above a horizontal line.

Christina Lopez, Board Secretary

Approved on: 04/30/2021