



**Foothill Transit**



## **EXECUTIVE BOARD MEETING**

West Covina, CA  
Friday, July 23, 2021



Foothill Transit

# Foothill Transit MISSION

To be the premier public transit provider committed to:

**SAFETY**  
**COURTESY**  
**QUALITY**  
**RESPONSIVENESS**  
**EFFICIENCY**  
**INNOVATION**



## Foothill Transit VALUES

### **SAFETY**

We educate, encourage, and endorse a strong culture of safety at all levels of the organization, valuing the responsibility entrusted in us by the communities that we serve.

### **RESULTS**

We value the achievement of organizational goals and initiatives as defined in our business plan and involving all levels of the organization.

### **INTEGRITY**

We are committed to high ethical standards based on accountability, honesty, respect, transparency, and a high level of fiscal responsibility.

### **GRATITUDE**

We are a team united in thankfulness for each other; we express gratitude for our many opportunities by investing our time and energy in our community and industry, and through the open expression of appreciation.

### **DIVERSITY**

We create an environment rich with talented people and differing viewpoints, valuing the unique perspectives that everyone brings.

### **TEAM MEMBERS**

Our team members are the key to Foothill Transit's success and we are committed to supporting them through education, development, and recognition.

### **COMMUNICATION**

We value and are committed to open honest respectful discussion which is responsive, informative, and constructive.

### **SUSTAINABILITY**

We embrace sustainability because it benefits all aspects of our business while helping our communities by protecting the environment through measured and responsible stewardship of resources.



Foothill Transit

# Executive Board Meeting AGENDA

## EXECUTIVE BOARD MEETING - TELECONFERENCE

8:00 AM, JULY 23, 2021

Foothill Transit Administrative Office

2<sup>nd</sup> Floor Board Room

100 South Vincent Avenue

West Covina, CA 91790

FOOTHILL TRANSIT IS TAKING ALL PRECAUTIONS POSSIBLE TO PREVENT THE SPREAD OF COVID-19. FOR THE HEALTH AND SAFETY OF ALL EXECUTIVE BOARD MEMBERS, FOOTHILL TRANSIT STAFF, AND THE PUBLIC, PARTICIPATION IN THE MEETING WILL BE DONE REMOTELY VIA TELECONFERENCE USING THE FOLLOWING ZOOM MEETING LINK: <https://foothilltransit.zoom.us/j/87096956802>. ALTERNATIVELY, TO PARTICIPATE VIA PHONE, DIAL (669) 900-6833 AND ENTER MEETING ID: 870-9695-6802.

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL: MEMBERS BOYER, CALAYCAY, MOSS, SHEVLIN, STERNQUIST
4. CONFIRMATION OF AGENDA BY CHAIR AND CHIEF EXECUTIVE OFFICER
5. GENERAL PUBLIC COMMENT

Public Comment: Members of the public shall have the right to address the Board on any item of interest which is within the jurisdiction of the Board before or during the Board's consideration of the item. Presentations shall not exceed two minutes in length. The Board will take public comment under this agenda item for a maximum of 30 minutes. Public Comment will resume later in the meeting if there are members of the public who did not get an opportunity to speak because of the 30-minute limit.

Action may be taken on any item identified on the agenda.

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Public Comment: Members of the public shall have the right to address the Board on any item of interest which is within the jurisdiction of the Board before or during the Board's consideration of the item. Presentation shall not exceed two minutes in length. Action may be taken on any item identified on the agenda. Persons wishing to comment should submit a "Request to Speak" form to the Secretary. Note: ACTION MAY BE TAKEN ON ANY ITEM IDENTIFIED ON THE AGENDA.

The public may view and obtain all written information supporting this agenda provided to the board both initially and supplementary prior to the meeting by calling (626) 931-7300 extension 7204 or at the agency's offices located at 100 S. Vincent Ave., Suite 200, West Covina, CA 91790. Documents, including PowerPoint handouts, distributed to Board Members by staff or Board Members at the meeting will simultaneously be made available to the public upon request.



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2nd Floor Board Room, 100 South Vincent Avenue, West Covina, CA 91790  
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IF PARTICIPATING VIA ZOOM, CLICK ON “RAISE HAND” TO INDICATE YOU WOULD LIKE TO SPEAK. IF PARTICIPATING VIA PHONE CALL, SUBMIT A REQUEST TO [BOARD.SECRETARY@FOOTHILLTRANSIT.ORG](mailto:BOARD.SECRETARY@FOOTHILLTRANSIT.ORG) BY CLOSE OF BUSINESS ON JULY 22, 2021.

5.1. Chief Executive Officer Response to Public Comment

6. POSSIBLE FARE REVENUE PROGRAM PARTICIPATION

*Recommended Action: 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.*

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In accordance with the Americans with Disabilities Act of 1990, if you require a disability-related modification or accommodation to attend or participate in this meeting, including auxiliary aids or services, please contact the Executive Director’s office at (626) 931-7300 extension 7204, at least 48 hours prior to the meeting.

If you require translation services, please contact the Chief Executive Officer’s office at (626) 931-7300 extension 7204, at least 48 hours prior to the meeting.

Si necesita servicios de traducción, comuníquese con la oficina del Director Ejecutivo llamando al (626) 931-7300, extensión 7204, al menos 48 horas antes de la reunión.

若需要翻譯服務，請在會議前至少48小時聯絡執行長辦公室 (626) 931-7300分機7204

Nếu quý vị yêu cầu dịch vụ dịch thuật, vui lòng liên hệ với văn phòng Giám Đốc Điều Hành theo số (626) 931-7300, số máy lẻ 7204, ít nhất 48 giờ trước cuộc họp

Kung kailangan mo ng serbisyong pagsasalin, mangyaring makipag-ugnayan sa tanggapan ng Punong Ehekutibong Opisyal sa numerong (626) 931-7300 ekstensyon 7204, hindi bababa ng 48 oras bago ang pagpupulong

번역 서비스가 필요한 경우, 회의가 시작되기 최소 48시간 전에 (626) 931-7300 내선 7204번으로 최고경영자실에 연락하십시오.

通訳／翻訳サービスが必要な際は、ミーティング48時間前までに、CEO/最高経営責任者事務所までに連絡してください。CEO事務所連絡先：(626) 931-7300内線7204

اگر به خدمات ترجمه نیاز دارید، لطفاً دست کم 48 ساعت قبل از شروع جلسه با دفتر مدیر عامل به شماره تلفن (626) 931-7300 داخلی (626) 931-7300 تماس بگیرید

ច្បាប់ ឧបករណ៍បំប្លែងភាសាសំឡេង ឬការបំប្លែងភាសាសំឡេង ផ្សេងទៀត ត្រូវតែត្រូវបានសុំយ៉ាងតិច 48 ម៉ោង មុន ការប្រជុំ ក្នុង បន្ទប់ លេខ (626) 931-7300 ប្រព័ន្ធបន្ត 7204 អ៊ីនតឺណិត ខាងក្នុង លេខ 7204

ប្រសិនបើលោកអ្នកត្រូវការសេវាកម្មបកប្រែភាសា សូមទាក់ទងការិយាល័យនាយកក្នុងការប្រតិបត្តិការមន្ទីរលេខ (626) 931-7300 លេខក្របខ័ណ្ឌ 7204, ដែលមានរយៈពេលយ៉ាងតិច 48 ម៉ោងមុនកិច្ចប្រជុំ

في حالة الحاجة لخدمات الترجمة، يرجى الاتصال بمكتب الرئيس التنفيذي على رقم الهاتف (626) 931-7300 (الرقم الداخلي 7204) وذلك قبل 48 ساعة على الأقل من الاجتماع

หากคุณต้องการบริการล่าม โปรดติดต่อสำนักงานประธานเจ้าหน้าที่บริหารที่ (626) 931-7300 ต่อ 7204 อย่างน้อย 48 ชั่วโมงก่อนการประชุม



8:00 AM, July 23, 2021

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7. SILVER STREAK FARE STRUCTURE EVALUATION AND ALTERNATIVE CONSIDERATION

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

8. ELECTRIC BUS PROGRAM

*Recommended Action: 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.*

9. EXPRESS SERVICE LEVELS UPDATE

*Recommended Action: Receive and file the Express Service Levels Update report.*

10. SUMMER SALE UPDATE

*Recommended Action: Receive and file the Summer Sale Update.*

11. CONTINUED GENERAL PUBLIC COMMENT

*This time is reserved for those members of the public who were unable to speak earlier in the agenda because of the 30-minute time restriction.*

12. CHIEF EXECUTIVE OFFICER COMMENT

13. BOARD MEMBER COMMENT

14. ADJOURNMENT

**The next Regular Meeting of the Executive  
Board is scheduled for  
Friday, August 27, 2021 at 9:15 a.m.**



July 23, 2021

To: Executive Board

Subject: **Possible Fare Revenue Program Participation**

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### **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

### **Analysis**

#### College U-Pass Program

Similar to the Foothill Transit Class Pass program, the LA Metro UPass program provides a fare-free ride for students with schools who have an agreement with LA Metro. The college student rides all Metro services for no charge, then LA Metro bills the college for the rides. Currently, the reimbursement rate from the College to LA Metro is \$.75 per ride.

If Foothill Transit joins the UPass program, LA Metro will reimburse Foothill Transit for all rides taken on Foothill Transit buses,(excluding Commuter Express). Foothill Transit will continue to offer the Class Pass program for schools in the Foothill Transit service area.

#### K-12 Fareless System Initiative (FSI)

The LA Metro Board has approved moving ahead with a pilot program to enable students in Los Angeles County K-12 schools to ride Metro buses and trains without paying the fare. The school districts participating in the pilot must sign up and complete an agreement with LA Metro. The participating school districts will distribute the TAP cards to the students. The school will keep the list of students at their location.

Foothill Transit could elect to participate in the K-12 fareless pilot initiative. Funds from the American Recovery Plan Act (ARPA) could be used to fund a pilot program. A representative from LA Metro will be in attendance at the



Executive Board meeting to provide more details regarding the Metro K-12 fareless pilot initiative.

**Budget Impact**

Adoption of the UPass program will result in some new revenue for Foothill Transit because LA Metro will reimburse for all UPass rides on Foothill Transit. The current reimbursement rate is \$0.75 per ride.

Participation in the FSI pilot will result in a loss of fares for the K-12 riders. The amount of forgone revenue is difficult to calculate as ridership levels are challenging to project with the community coming out of the COVID pandemic.

Sincerely,

Michelle Lopes Caldwell  
Director of Finance & Treasurer

Doran J. Barnes  
Chief Executive Officer



July 23, 2021

To: Executive Board

Subject: **Silver Streak Fare Structure Evaluation and Alternative Consideration**

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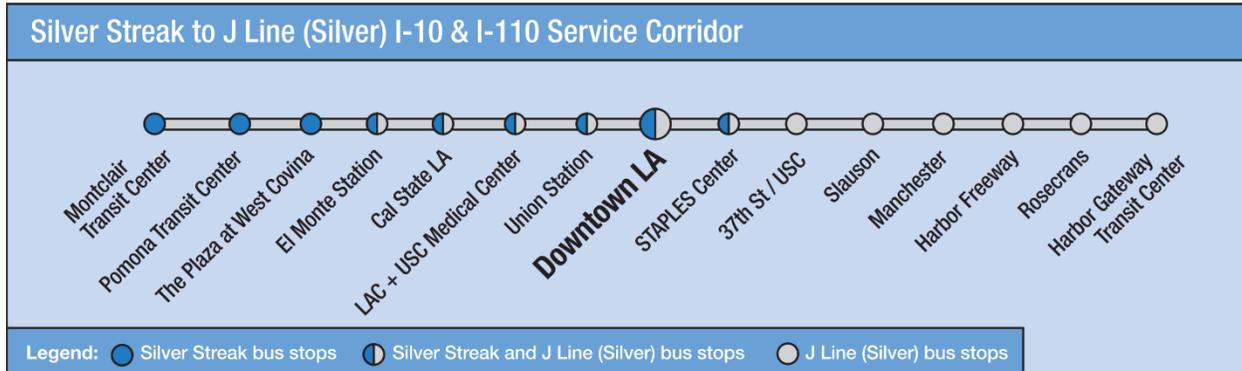
### **Recommendation**

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

### **Analysis**

Foothill Transit initially launched the Silver Streak service in 2007. The Silver Streak operates on the Interstate 10 Highway connecting the Eastern San Gabriel Valley to Downtown Los Angeles. The Silver Streak has gained popularity among San Gabriel Valley residents and has been a high performing service that transported the most customers among Foothill Transit lines. The Silver Streak operates on the carpool express lanes in one of the most heavily congested freeways in the San Gabriel Valley, making it more attractive to customers who frequently travel to and from Downtown Los Angeles.

The Silver Streak service utilizes two distinct faresets; one fareset is for the eastern part of the line (from El Monte Station to Montclair Transit Center) and the other fareset is for the western part of the line from (Downtown Los Angeles to El Monte Station). Although the fareset shares a similar base fare, the type of accepted passes and upcharges are different. The western portion of the line participates in the Silver2Silver program with LA Metro which allows both agencies fare media to be interchangeably used on either service within the corridor between Downtown Los Angeles and El Monte Station. To achieve this, our Operators are required to manually switch the fareset on the farebox at El Monte Station to be able to accept the appropriate passes and charge the correct upcharge. The chart on the next page depicts the shared and unshared portions of the service:



Among Foothill Transit’s service profile, the Silver Streak service is the best performing line in terms of ridership. The ridership on the Silver Streak service represents more than 9 percent of the total ridership. The pre-pandemic (FY 18-19) ridership on the Silver Streak is approximately 1.1 million rides and post-pandemic (FY 21) ridership is approximately 500K. The current data shows, the pandemic has significantly impacted ridership including how customers pay for fares. Since the resumption of front door boarding and fare collection, many customers have decided to pay for the single-ride fare rather than purchasing a pass. Single-ride fares make up approximately 60 percent of the total ridership on the Silver Streak. Overall, Foothill Transit’s pass ridership makes up around 7 percent of the ridership. Pass usage is not popular among Silver Streak customers and that may be attributed to complex upcharges and pass policies that prohibit customers to have a good understanding of the Silver Streak fare structure.

The Silver Streak generated \$1.83 million in revenue in FY 2018-2019 and that equates to 11.4 percent of the total fare revenue at \$16 million. Single ride fares, which are comprised of cash and TAP stored value, accounts for most of the fare revenue generated from the Silver Streak service. Post pandemic estimated fare revenue for FY 21 for the Silver Streak service is \$500k and again most of the revenue is generated from single-ride fares.

With LA Metro operating the J Line (formerly Silver Line) on the same western corridor of the service and charging a lower base fare, many of the price- sensitive single ride customers will be incentivized to ride the J Line rather than Foothill Transit’s Silver Streak if their trip permits. Knowing that most Silver Streak customers pay the single-ride fares and single-rides revenue makes up a large portion of the revenue from the service, then a comprehensive review of the Silver Streak fare structure is necessary to



maintain the attractiveness among our customers. The fare chart below summarizes the fares and upcharges between both services traveling on the same corridor:

### Fare Chart

Fare Between Silver Streak to the J Line Corridor (El Monte Station – downtown Los Angeles)	Foothill Transit Silver Streak	Metro J Line (Silver)
Adult	\$2.75 TAP \$3.00 Cash	\$2.50
Senior/Persons with Disabilities/Medicare	\$1.25 TAP \$1.50 Cash	\$1.35 Peak \$0.95 Off-Peak
Foothill Transit Day Pass	Accepted	Accepted
Foothill Transit Adult Local 31-day pass	\$1.25	\$0.75
Foothill Transit Silver Streak and Commuter Express 31-day pass	Accepted	Accepted
Foothill Transit discounted 31-day passes (Student and Senior/Persons with Disabilities/Medicare)	Accepted	Accepted
Foothill Transit Class Pass	Accepted	Accepted
Metro day pass	Accepted	Accepted
Metro 7-day pass or Adult 30-day pass	\$1.25	\$0.75
Zone 1 Metro Adult 30-day pass	Accepted	Accepted
Metro U-Pass	Accepted	Accepted
Metro E-Pass	Accepted	Accepted
Metro discount 30-day pass (Student and Senior/Persons with Disabilities/Medicare)	Accepted	Accepted
Base EZ transit pass	\$1.25	\$0.75
Zone 1 EZ transit pass	\$0.75	Accepted
Zone 2 or higher EZ transit pass	Accepted	Accepted
Discount EZ transit passes (Student and Senior/Persons with Disabilities/Medicare)	Accepted	Accepted



**Budget Impact**

There are no impacts to the budget for this recommendation at this time. Any changes to the fare structure will have an impact to the fare revenue budget, which will be determined based on the magnitude of the change.

Sincerely,

John Xie  
Revenue Manager

Doran J. Barnes  
Chief Executive Officer



July 23, 2021

To: Executive Board

Subject: **Electric Bus Program**

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### **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.

### **Analysis**

Foothill Transit has been operating Proterra Battery Electrics Buses (BEBs) since September 2010. We started with a fleet of three 35 ft. BEBs and over the years grew the fleet size to 34 BEBs by adding 12 35 ft. buses in 2014, two 40 ft. buses in 2016, 14 E2 extended range in 2017 and three 35 ft. E2 extended range in 2018.

During that time our fleet size decreased to 32. Bus 2004 was involved in a thermal event on January 9, 2020 and one of the original three buses was exchanged for a brand new 40 ft. E2 extended range bus (included in the 14 E2 buses acquired in 2017) operated out of the Arcadia Operations and Maintenance Facility. The exchange was initiated by Proterra and approved by the FTA's LA Region Office.

### Pomona BEBs - NREL Report

The team at the Pomona Operations and Maintenance facility operates 13 Proterra BE35 short range fast-charge (FC) buses and two 40 ft. short range FC buses. The buses are primarily in service on Line 291. For the past five years the reliability and fit-and-finish quality of those buses have degraded over time. Under contract with the California Air Resources Board, National Renewable Energy Laboratory (NREL) have been evaluating the performance of Pomona BEB fleet against the CNG fleet from April 2014 through December 2020. In their latest and final report issued on June 2021, the report stated "The BEB 35 ft. FC buses had a consistent high availability during the first few years of evaluation and began to decline steadily from 2017 through 2020". "The two 40 ft. FC buses also had declined in the last few years after showing higher initial availability". Although the buses experienced some issues with Energy Storage System (ESS) and electric drive system early on the evaluation, significantly more problems arose with these systems throughout 2019 and early 2020. There were also bus maintenance issues identified during the evaluation that were not related to bus propulsion systems.



These vehicles were funded from the Federal Transit Administration's Transit Investments in Greenhouse Gas and Energy Reduction (TIGGER) demonstration program, through FTA's Research, Demonstration and Innovation office. These were intended to "implement new strategies for reducing greenhouse gas emissions and/or reduce energy use within transit operations". Like many other transit agency projects funded through these projects, they were often first in the industry demonstration or deployments, and those vehicles reflected the state of the practice in technology at the time. The buses operated out of the Pomona Operations and Maintenance facility were some of the very first produced by Proterra. + The fast-charge solution used for these buses is no longer the preferred option for charging as Proterra and other ZEB OEMs now build to now-adopted SAE industry standards. Further, parts for these early generation vehicles and chargers are becoming difficult to obtain. In light of this, it may be prudent to seek the early retirement of this sub fleet. Early retirement could be achieved via administrative or legislative pathways.

#### Pomona BEB Status

The decline in bus availability worsened beginning in 2019. Bus reliability decreased and had a drastic impact on service delivery on Line 291. Since 2019, BEB out-of-service ranged from 30 percent to as high as 67 percent. CNG buses had to be deployed on Line 291 to compensate for the lack of BEBs available for service. This had an impact on spare CNGs buses that can be deployed on other routes and also increased the cost of CNG maintenance by Keolis. For the last two months over 50 percent of BEBs were out-of-service. As of July 7, 2021, only three of the 15 BEBs are available for service. Some of the buses have been out of service for very extended periods such as bus 2012 out of service for 275 days waiting for a part, bus 2010 out for 125 days waiting for a part, bus 2017 out for 45 days for a bad transmission and waiting for a part.

Buses 2001 and 2003, two of the first BEBs acquired in 2010, have only been used for operator training due to its very poor build quality and reliability.

The plastic interior panels, front wheel well cabinets and driver bulkheads in the BEBs have deformed due to exposure to heat and sunlight. We have never experienced interior panel deterioration in our fleet of CNG buses.

The first two buses acquired in 2010 are due for retirement in 2022, while 11 35 ft. fast-charge buses are eligible for retirement in 2026 and two 40 ft. fast-charge buses are eligible in 2028. With the number of failures, we are experiencing and the inability of Proterra to provide parts, these BEBs will only get worse as we continue to operate them whenever the BEBs are



available for service. Since the BEBs are now out of warranty, advanced technology parts are expensive. A DC-DC Converter costs more than \$12,600 and a traction motor costs approximately \$14,600.

Arcadia/Irwindale BEBs - NREL Report

Since the 40 ft. E2 Extended Range buses were not fully operational on Line 280 until after completion and installation of the in-depot charging station at the bus yard, the NREL evaluation of the Arcadia/Irwindale covered the period of January 2020 through December 2020. The evaluation revealed that during the 1-year evaluation period, the per-bus availability ranges from a high of 95.2 percent to a low of 43.3 percent. In addition to non-electrical system issues, the BEB fleet also experienced downtime due to transmission issues and a few problems with electric drive systems in the second half of the evaluation period.

Arcadia/Irwindale BEB Status

The BEBs in Arcadia/Irwindale are different from the Pomona BEBs in terms of size, upgraded exterior and interior body panels and larger battery capacity. They do share similarities in most of the mechanical equipment.

Last April, 47 percent of the BEBs were out of service due mainly to loose wheel chair securement, energy storage system and electric drive system. A service campaign was initiated by Proterra on the defective Grayson electric water pump. Availability of BEBs are better than at Pomona with the average bus mileage in the high 80,000.

As of July 9, four BEBS are out of service for stalling issues, bus 2607 has been out for 112 days waiting for a traction motor while bus 2801 has been out for 70 days waiting for a wiring harness.

Sincerely,

Roland M. Cordero  
Director of Maintenance and Vehicle Technology

Doran J. Barnes  
Chief Executive Officer



July 23, 2021

To: Executive Board

Subject: **Express Service Levels Update**

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### **Recommendation**

Receive and file the Express Service Levels Update report.

### **Analysis**

During the pandemic, Los Angeles County issued “Safer at home” restrictions which pushed many employers to allow their employees to work from home instead of the worksite. These restrictions eliminated the need for many to commute into Downtown Los Angeles which also has a direct impact on Foothill Transit’s Commuter Express lines resulting in lower ridership compared to pre-pandemic ridership in 2019. It is expected that many businesses will either continue to allow employees to work from home or provide a hybrid schedule where employees go to the office two or three days a week.

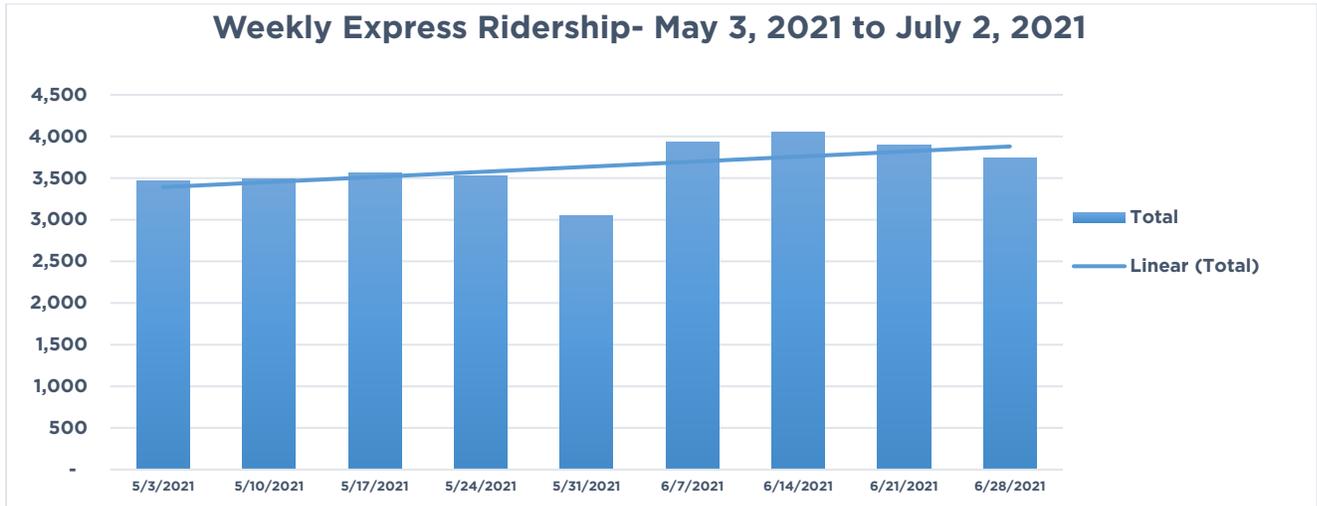
Currently, Foothill Transit operates six Commuter Express (Express) lines that travel into Downtown Los Angeles in the morning and return to the San Gabriel Valley in the afternoon. As a response to the lower Express ridership, Foothill Transit has reduced the service levels on the Express lines by thirty-five percent. Even with the service reduction, Foothill Transit is still able to maintain at least twenty-minute frequency on all six Express lines and still have capacity to accommodate more riders.

All local routes, including the Silver Streak, continue to run at regular pre-pandemic levels, with the exception of Line 690, which has been suspended since January 4, 2021 and is currently being evaluated. Lines 851, 853, and 854 which service primarily schools were suspended but will be reactivated on August 2, 2021 to coincide with the start of school year.

Comparing weekly Express ridership from May 3, 2021 to July 2, 2021, ridership is slightly trending in the positive direction. This period of time was selected to observe the ridership impact caused by the easing of COVID-19 restrictions by Governor Gavin Newsom on June 15, 2021. The overall Express ridership is still at twenty percent pre-pandemic levels when comparing Express ridership within the similar timeframe in 2019. The Express service



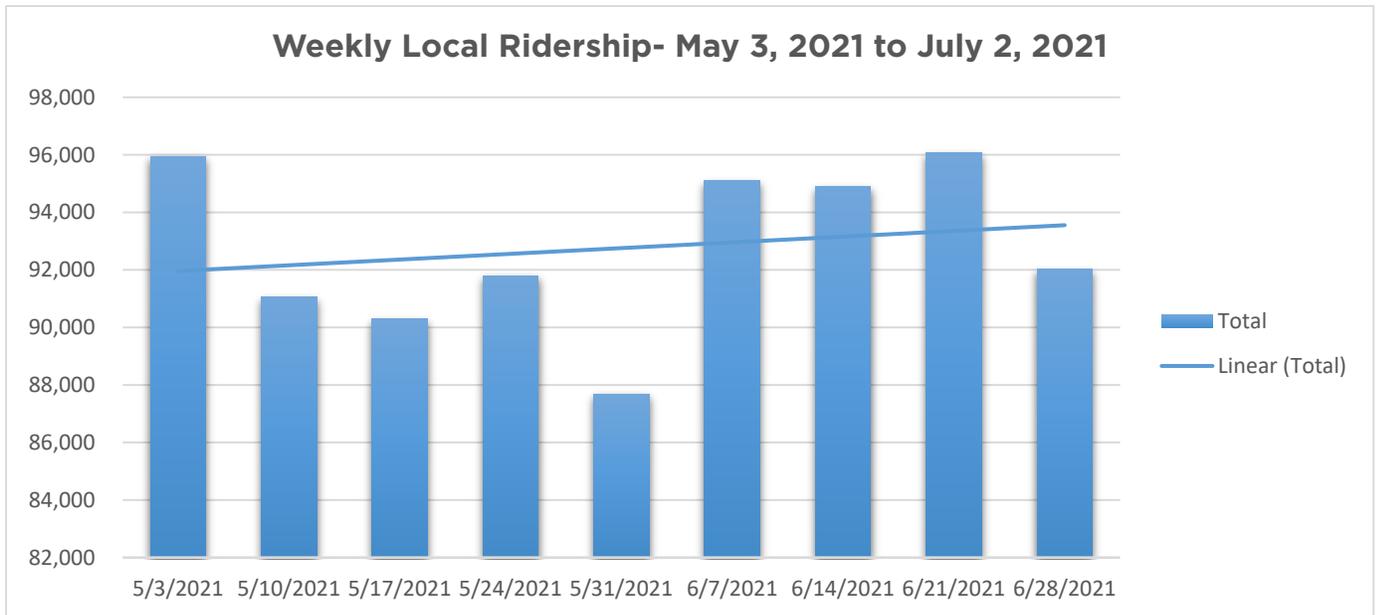
was briefly suspended in April and May 2020 due to Los Angeles County "Safer at Home" restrictions.



Year	Express Ridership
2021	32,718
2020	10,937
2019	156,184

The ridership numbers in this table are the sum of a nine week period covering the months of May and June.

While Express service is at twenty percent pre-pandemic ridership, Local service is at fifty-three percent pre-pandemic levels when comparing the same nine-week ridership period of May 3, 2021 to July 2, 2021. Like the Express ridership, Local ridership is also trending in the positive direction. Local ridership was actually higher during the nine-week period in 2019 compared to 2020, this might be attributed to Foothill Transit not enforcing the fare and instituting rear-door boarding as part of the agency’s COVID-19 safety protocols.



Year	Local Ridership
2021	834,808
2020	851,972
2019	1,567,321

The ridership numbers in this table are the sum of a nine week period covering the months of May and June.

Recent pass sales data indicate an increase in overall pass sales, which may be attributed to the current pass sale promotion offering passes at a fifty percent discount and the possibility of employees preparing to return to the workplace. Pass sales for July 1-12, 2021 of the 31- Day Commuter Express, Silver Streak, and Adult Local have already surpassed the passes sold for the entire month of May 2021 and June 2021. The increase in sales will hopefully attribute to an increase in ridership for both the Express and Local service.

Fare Product	May 2021	June 2021	July 1-12, 2021
31- Day Commuter Express	47	55	123
31- Day Adult Silver Streak	12	14	49
31- Day Adult Local	272	251	284



The next schedule change is scheduled for October 24, 2021 and currently Foothill Transit will continue to operate the Express routes at its current reduced service levels. Full Commuter Express service levels have been programmed in the FY 2022 Purchased Transportation budget. If there is an increase in demand, the Express service will be adjusted accordingly.

Sincerely,

Joseph Raquel  
Director of Planning

Doran J. Barnes  
Chief Executive Officer



July 23, 2021

To: Executive Board

Subject: **Summer Sale Update**

**Recommendation**

Receive and file the Summer Sale Update.

**Analysis**

Back in April, the Executive Board authorized the launch of a new tool for ridership recruitment – the Summer Sale. This sale was launched in response to low ridership on all types of service due to the COVID-19 pandemic.

By way of review, Foothill Transit’s average weekday ridership was 39,400 prior to the pandemic. Although ridership has been slowly improving, ridership in the most recent months remains approximately 44 percent below the pre-pandemic boardings. Prior to the pandemic, annual fare revenues totaled approximately \$16 million. Fare revenues collected in the first three quarters of FY2021 total \$2.19 million. This is approximately 12 percent of pre-pandemic fare revenues.

Foothill Transit has temporarily cut all pass prices in half, providing temporary financial relief to customers who have been adversely impacted financially by the pandemic.

All customers with a TAP card or TAP App are eligible to take advantage of the Summer Sale. Additionally, Foothill Transit has made 1,000 TAP cards available to customers at no charge so they can take advantage of the program. The modified fare table is shown below:

<b>31-Day Pass</b>	<b>Current</b>	<b>New</b>
<b>Local</b>		
Adult	\$60.00	\$30.00
Student	\$40.00	\$20.00
Senior/Persons with Disabilities/Medicare	\$30.00	\$15.00
<b>Silver Streak</b>		
Adult	\$110.00	\$55.00
Student	\$85.00	\$42.50
Senior/Persons with Disabilities/Medicare	\$55.00	\$27.50
<b>Express</b>		
All Rider Class	\$180.00	\$90.00
<b>1-Day Pass - Valid on Local and Silver Streak services</b>		
Adult	\$6.00	\$3.00
Senior/Persons with Disabilities/Medicare	\$3.00	\$1.50



**Outcomes**

While data is still being collected and analyzed, it is apparent that the Summer Sale is achieving its goals. Customer sentiment around the sale is good and is self-magnifying as customers share the information more widely. While the figures for the entire month of July aren't yet available, the current pass sales figures from both the Transit Stores and the TAPLA app show a marked increase in purchases not only over previous months, but also in comparison to pre-pandemic numbers. Ridership has shifted in a positive direction as well and will remain closely watched as the Summer Sale continues.

**Pass Sales**

Pass Product	May 2021 (full month)	June 2021 (full month)	July 2021 (7/1-7/12)	Percent Change (12 days of June-12 days of July)
Local 31-Day Pass	272	251	284	113%
Silver Streak 31-Day Pass	12	12	49	408%
Commuter Express 31-Day Pass	45	49	123	251%
1-Day Pass	806	946	519	55%
Senior Disabled Local 31-Day	184	219	178	81%
Senior Disabled Silver Streak 31-Day	12	20	19	95%
Senior Disabled 1-Day	72	77	43	56%

The Summer Sale began on July 1 and at the time of this report, only partial pass sales data was available for the month of July. Even with only 12 days of recorded sales in July, pass sales are exceeding previous months by significant percentages. In the case of senior disabled discount passes, sales are at or well above the pass sales pace of the previous month. It should also be noted that pass sales in June did not reduce in anticipation of a July 1 price change. In addition, this sales data is from the Transit Stores and pass sales achieved through the TAPLA app. While sales at both the Transit Stores and the TAPLA app are performing well, conversion to the mobile app is high, doubling pass sales in all categories at the mid-month point.

**Ridership**

As noted in the Express Service Levels Update on this agenda, overall ridership has been slowly growing as the region moves towards post-pandemic operations. From May through June, ridership has trended upward at a rate of about 2 percent. Tracking and analyzing ridership data will continue through the Summer Sale period.



**Budget Impact**

The impacts of the half-price fare program will be experienced during the first three months of FY2022. Because of low ridership, fare revenue has decreased significantly. Fortunately, funding has been available from the federal relief programs to offset fare losses. It is hoped that increases in ridership will offset some of the revenue that will be forgone during this temporary fare reduction.

Sincerely,

Felicia Friesema  
Director of Marketing and Communications

Doran J. Barnes  
Chief Executive Officer