



**STATEMENT OF PROCEEDINGS FOR THE
FOOTHILL TRANSIT EXECUTIVE BOARD
STRATEGIC PLANNING WORKSHOP
KELLOG HOUSE
CAL POLY POMONA
3801 WEST TEMPLE STREET
POMONA, CALIFORNIA 91768**

Friday, February 1, 2013

8:00 AM

CALL TO ORDER

1. Call to Order (13-0599)

The meeting was called to order by Chair Pat Wallach at 8:16 a.m.

ROLL CALL

2. Roll Call (13-0600)

**Roll call was taken by Ms. Martha Arana, Staff, Board of Supervisors
Executive Office, Commission Services Division.**

Present: Chair Pat Wallach, Treasurer Paula Lantz, Alternate Member
Becky Shevlin for Member Margaret McAustin and Member Carol
Herrera

Absent: Vice Chair Doug Tessitor

Member Margaret McAustin joined the meeting at 8:34 a.m.

I. PUBLIC COMMENT

3. Public Comment (13-0602)

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

II. DISCUSSION ITEMS (REGULAR AGENDA)

4. CONTRACT AMENDMENT - ELECTRIC DRIVE COOLING FAN SYSTEM

Recommendation: Authorize the Executive Director to execute an amendment to Agreement No. 11-030 with Diversified Services, Inc. in the amount of \$197,581.50 to replace hydraulic drive cooling fan systems on ten Foothill Transit buses with electric drive systems. (13-0603)

Lauren Festner, Director of Maintenance and Vehicle Technology, presented this item and reported that in 2012 Foothill Transit contracted with Diversified Services, Inc. to upgrade 75 North American Bus Industries (NABI) 40 ft. transit buses with new electric cooling fan system. This project was funded with Federal Transit Administration Section 5309 "State of Good Repair" grant funding.

In response to questions posed by the Executive Board, Ms. Festner added that Foothill Transit had additional "State of Good Repair" funding to upgrade the ten additional NABI 40 ft. transit buses with the electric cooling fan systems; these buses have been in circulation for six years and were originally equipped with hydraulic drive cooling fan systems. Going forward buses that are procured will be equipped with the electric cooling fan system.

After discussion, on motion of Member Carol Herrera, seconded by Alternate Member Becky Shevlin for Member Margaret McAustin, unanimously carried, this item was approved. Member Margaret McAustin was not present during vote taken for this item.

Attachments: [SUPPORTING DOCUMENT](#)

5. INVITATION FOR BIDS (IFB) NO. 13-026 FOR REPLACEMENT OF HEATING, VENTILATION AND AIR CONDITIONING (HVAC) EQUIPMENT AT FOOTHILL TRANSIT'S POMONA OPERATIONS & MAINTENANCE FACILITY

Recommendation: Authorize the Executive Director to issue IFB No. 13-026 for replacement of the HVAC equipment at Foothill Transit's Pomona Operations and Maintenance Facility. (13-0607)

Roland Cordero, Director of Facilities, presented this item.

In response to the questions posed by the Executive Board, Mr. Cordero

added that the cost estimate for replacement of the HVAC equipment at Foothill Transit's Pomona Operation is \$268,000.

Ed Gill, Special Counsel, added that American Recovery and Reinvestment Act (ARRA) funds remaining from the Pomona Rehabilitation project can be used to fund this project.

After discussion, on motion of Member Carol Herrera, seconded by Chair Pat Wallach, unanimously carried, this item was approved. Member Margaret McAustin was not present during vote taken for this item.

Attachments: [SUPPORTING DOCUMENT](#)

6. STRATEGIC PLANNING WORKSHOP
Peter Stark, Moderator

Recommendation: Receive an overview presentation and provide direction to staff as appropriate. (13-0608)

Mr. Stark, representing Peter Barron Stark & Associates, Inc., retreat moderator, greeted attendees, provided opening statements covering the overall emphasis of the workshop, and distributed the workshop workbook for discussion and completion by attendees.

Mr. Stark provided results of survey/assessment conducted amongst Foothill Transit staff and Executive Board and reported the following:

- 16 staff members including Executive Board Members were interviewed. The average length of employee retention for the organization is 8.2 years. Executive Board Members expressed concern with the number of staff turnover; however, staff was excited about the turnover and the possibility of inter-departmental coordination.
- Financial stability was identified as a strength for Foothill Transit.
- Productivity and resiliency of the organization is great, and 7 of 9 goals set by management for the Fiscal Year 2012 were achieved.
- Foothill Transit has a good reputation because Board members always work together in the best interest of the organization.
- Communication between senior members of the organization has improved. Communication between Board members and line staff is open and good. Team work is evident in the organization's structure.
- Research goals that were identified were: a) Schedule Adherence/Contractor Accountability; b) Park and Rides; c) College Ridership Programs; and d) Electric Bus Project.

Executive Board Members and staff highlighted major accomplishments by Foothill Transit for calendar year 2012, and discussed Strategic Objectives for 2013. Accomplishments and strategic plan objectives included but were not limited to the following:

Accomplishments for 2012

- **Board and staff are very involved and committed in government and industry relations.**
- **Smart buses are working.**
- **A balanced budget was adopted.**
- **Organization achieved 7 of 9 key performance indicators.**
- **Organization has a positive reputation in the transportation industry.**
- **Organization is first to virtualize the Smart Bus**
- **Organization's Board and staff are well situated and well-known within the transportation industry (Member Herera – representative of the American Public Transportation Association (APTA) Region 6 Representative; Executive Director Barnes - Treasurer of APTA; Director of Customer Service and Operations, LaShawn Guillespie – recognized by the Mass Transit Magazine Top 40 under 40 category; Director of Facilities, Roland Cordero – incoming Chair for the Covina Chamber of Commerce; and Director of Finance, Richard Hasenohrl – awarded Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers Association (GFOA).**

Strategic Topics and Objectives for 2013

Strategic Topic: Enhance Schedule Adherence & Customer Service

Objectives:

- **Adjust schedules to reflect true traffic patterns**
- **Continue to improve customer service**
- **Identify best use the unallocated Measure R Funds (\$ 2.3 million a year)**
- **Leverage the express lane project to increase ridership**
- **Address contract challenges with First Transit**
- **Rely more on Smart Bus Systems Data to lessen staff oversight and involvement**

Direction:

The Executive Board requested that staff take the following actions to support objectives noted above:

- Develop an action plan for the next 12 months (2013) to address schedule adherence.
- Provide monthly reports at Executive Board Meetings addressing schedule adherence results and solutions identified to improve adherence.
- Develop a plan to address issues of schedule adherence with First Transit and report back to the Executive Board on progress and alternatives and/or options identified.
- Conduct contractor performance reviews and report findings at the February 2012 Executive Board Meeting.
- Continue usage Smart Bus Data for information on schedule adherence.
- Instruct Quality Assurance staff and Safety and Security Officers to observe dispatch and make recommendations for improvement to schedules.
- Conduct monthly meetings of Foothill Transit's planning and IT personnel and contractor.
- Pursue real time information delivery to customers on bus arrivals via smart phones, customer service center call lines, and/or digital signage.
- Develop recommendation, for the use of Measure R unallocated funds with report to the Executive Board.

Strategic Topic: Electric Bus Project

Objectives:

- Move forward with Project; \$10 million available for 9 more buses.
- Develop a Vehicle Acquisition Plan; Ms. Festner is vigorously working on Plan.
- Achieve sole source status with the Federal Transit Agency.

Direction:

The Executive Board directed staff continue to move forward on this endeavor within the required timeframe (September 2013).

Strategic Topic: Capital Funding

Objectives:

- **Develop a long-term capital funding plan for the organization**
- **Continue to work and dialogue with key individuals on current Park and Ride sites and identify and explore other locations for potential and viable Park and Rides.**

Direction:

The Executive Board requested that staff take the following actions to support objectives noted above:

- **Develop a long-term capital funding plan and present options, with costs, to the Executive Board and a forthcoming meeting.**
- **Continue updating the Executive Board on the development of current identified Park and Ride sites and identify other viable locations for Park and Rides.**

By common consent and there being no objection, the Executive Board received an overview presentation and provided direction to staff as detailed above.

Attachments: [SUPPORTING DOCUMENT](#)

7. FOOTHILL TRANSIT LIVERY REDESIGN

Recommendation: Consider authorizing the Executive Director to move forward with refining and installing the approved bus livery redesign and amend the General Marketing Services contract with Pulsar Advertising for \$24,930. (13-0609)

Felecia Friesema, Director of Marketing and Communications presented this item. Ms. Friesema provided a PowerPoint Presentation detailing the proposed color schemes and stationary branding for Foothill Transit, as well as the proposed bus livery (external paint and decal scheme) for the upcoming purchase of 64 new buses.

Following a brief discussion, the Executive Board recessed at 12:15 pm. for lunch and to allow its members to view bus livery that was on display. The Executive Board reconvened at 1:04 p.m. The following members were present: Chair Pat Wallach, Treasurer Paula Lantz, Members Carol Herrera and Margaret McAustin.

Discussion ensued on proposed branding and bus livery. Executive Board members expressed concern that sufficient time was not afforded enabling them to make a determination on the proposal and requested that staff present item at the next Executive Board meeting scheduled for February 22, 2013.

Therefore, on motion of Chair Pat Wallach, seconded by Member Carol Herrera, this item was taken off calendar. The Executive Board requested that staff bring item back at the February 22, 2013 Executive Board meeting.

Attachments: [SUPPORTING DOCUMENT](#)

RECESS/RECONVENE

The Foothill Transit Executive Board recessed to Closed Session at 1:57 p.m. following Agenda Item No. 7. The Foothill Transit Executive Board meeting was reconvened and called to order by Chair Wallach, at 3:05 p.m.

The following members were present: Chair Pat Wallach, Treasurer Paula Lantz, Members Carol Herrera and Margaret McAustin. (13-0710)

III. NOTICE OF CLOSED SESSION

8. CLOSED SESSION: PUBLIC EMPLOYEE PERFORMANCE EVALUATION
(Government Code Section §54957)
Title: Executive Director (13-0610)

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

IV. ADJOURNMENT

9. Adjournment for the February 1, 2013 Foothill Transit Executive Board Strategic Planning Workshop. (13-0611)

There being no further business, the Foothill Transit Executive Board Strategic Planning Workshop was adjourned at 3:07 p.m.