



Executive Board Meeting AGENDA

Foothill Transit

EXECUTIVE BOARD MEETING
8:00 AM, May 25, 2012
Foothill Transit Administrative Office
2nd Floor Board Room
100 South Vincent Avenue
West Covina, CA 91790

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL: MEMBERS LANTZ, MCAUSTIN, PARRIOTT, TESSITOR, WALLACH
4. APPROVAL OF MINUTES FOR THE REGULAR MEETING OF APRIL 27, 2011 AND SPECIAL MEETING OF APRIL 27, 2012
5. PRESENTATIONS:
 - 5.1. Contractors' Employee Recognition
6. PUBLIC COMMENT

CONSENT CALENDAR: Items 7 through 9 are consent items which may be received and filed and/or approved by the board in a single motion. If any member of the Executive Board wishes to discuss a consent item, please request that the item be pulled for further discussion and potential action.

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 three 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.

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) 967-3147 extension 7204, at least 48 hours prior to the meeting.

Limited English Proficiency (LEP) persons, if you require translation services, please contact the Executive Director's office at (626) 967-3147 extension 7204, at least 48 hours prior to the meeting.

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) 967-3147 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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7. APRIL FINANCIAL STATEMENTS AND INVESTMENT SUMMARY

Recommended Action: Receive and file the Financial Statements and Investment Summary for Fiscal Year 2012.

8. APRIL PERFORMANCE INDICATORS REPORT

Recommended Action: Receive and file the April 2012 Performance Indicators Report.

9. 2012 LEGISLATIVE SUMMARY

Recommended Action: Receive and file the May 2012 Legislative Summary. Adopt a support position on AB 1446.

REGULAR AGENDA:

10. 2012 DUMP THE PUMP PROMOTION

Recommended Action: Receive and file a report on Foothill Transit's 2012 Dump the Pump Promotion.

11. 2012 BUS ROADEO RESULTS

Recommended Action: Receive and file the 2012 Bus Roadeo Results.

12. PROPOSED SILVER STREAK PROMOTIONAL FARE REDUCTION

Recommended Action: 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.

13. GENERAL MARKETING SERVICES CONTRACT AWARD

Recommended Action: 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.



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14. TRANSIT STORE QUARTERLY REPORT

Recommended Action: Receive and file the Transit Store Quarterly Report.

15. EXECUTIVE DIRECTOR COMMENT

16. BOARD MEMBER COMMENT

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

18. ADJOURNMENT

**A Special Meeting of the Foothill Transit
Governing Board is scheduled for
Friday, June 8, 2012 at 7:45 a.m.**

**The next Regular Meeting of the Foothill Transit
Executive Board is scheduled for
Friday, June 29, 2012 at 8:00 a.m.**