



Foothill Transit

**STATEMENT OF PROCEEDINGS FOR THE
SPECIAL MEETING OF THE
FOOTHILL TRANSIT GOVERNING BOARD**

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

**Friday, April 15, 2016
7:45 a.m.**

1. CALL TO ORDER

The meeting was called to order by Chair Herrera at 7:50 a.m.

2. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Chair Herrera.

3. FOCUS ON SAFETY

Ali Showkatian, Safety Compliance Coordinator, presented a safety message on managing stress.

4. ROLL CALL

Roll call was taken by Christina Lopez, Board Secretary.

Present: Member Corey Calaycay, Member Charlie Rosales, Member Paula Lantz, Member Emmett Badar, Member Antonio Cartagena, Member Cruz Baca, Member Peggy Delach, Member Gary Boyer, Member Albert Ambriz, Member Corey Warshaw, Member Roger Chandler, Member Richard Barakat, Member Tzeitel Paras-Caracci, Member Becky Shevlin, Member Margaret McAustin, Member Cynthia Sternquist, Member Carol Herrera, Member Juventino Gomez, Member Cory Moss, Member Valerie Munoz, Member Hector Delgado, Member Michael De La Torre, Member Sam Pedroza, Member David Rodriguez

Absent: Member Uriel Macias

5. REVIEW & APPROVAL OF THE MINUTES

Approval of the minutes for the Governing Board Meeting of March 4, 2016.



Motion by Member Calaycay, second by Vice Chair Shevlin, the minutes for the Governing Board Meeting of March 4, 2016 were approved.

Motion carried 23-0. Member Lantz abstention.

6. PUBLIC COMMENT

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

7. OPERATION OF LINES 190, 194 AND 270

Recommendation: Provide direction on the potential transition of Line 190, 194, and 270.

Doran Barnes, Executive Director, reported that staff has been working closely with Metro staff on the transition of these lines. There was potential for some policy issues that may have required the Governing Board's attention. Mr. Barnes stated that there was no need for the policy issues to be addressed and requested that the agenda item be withdrawn since there was no action required.

This item was withdrawn by consensus.

8. FARE RESTRUCTURING STUDY UPDATE

Recommendation: Receive and file an update on the status of Foothill Transit's ongoing Fare Restructuring Study and provide input to staff on the conceptual fare options.

Michelle Lopes Caldwell, Director of Finance & Treasurer, presented this item.

Ms. Lopes Caldwell reported that in August 2015 the board authorized staff to issue an RFP for a consulting firm to assist in reviewing Foothill Transit's current fare structure and look at ways to improve the fare structure, and to do some modeling on how to improve ridership and revenues. In December 2015 the Executive Board awarded a contract to Four Nines Technologies. Ms. Lopes Caldwell introduced the consulting team; Terry Matsumoto, Cyndi Pollen, Alexis Dim, and Laura Wolfgran.

Ms. Wolfgran reported that the objective for the meeting was to obtain each Governing Board Member's feedback and indicated that is why the board



room is set-up by clusters. Once the progress update is presented, each cluster will meet individually and provide feedback on different conceptual options and other fare policy decisions. At the end, the group will reconvene and she will go over the next steps.

Ms. Wolfgran reported that the project is in three phases. Phase 1 is the Background Review, which was recently completed. As part of the Background Review, stakeholder interviews were conducted with staff to understand strength and weaknesses of the current fare structure, an independent review of the fare structure was conducted, and other peer structures were reviewed. Phase 2 will be developing conceptual options, which is where the study is at currently. A staff workshop was conducted, where conceptual options were discussed and narrowed down. In Phase 3, modeling will be conducted to understand the ridership and revenue implications of the fare changes. A public workshop will also be conducted as part of Phase 3 to get feedback from the public, as well as a Title VI analysis.

As part of the Fare Restructuring Study, two goals have been identified. The first one is to develop an overall fare policy and the second is to increase ridership while maintaining or increasing fare revenue. The objectives identified as part of the study are to simplify fare, reducing cash transactions, maintain fare equity, align fare regionally, and develop board fare policies.

The current Foothill Transit fare structure is service phased. This allows Foothill Transit to charge a higher fare for the express and limited stop services. The local service provides services within the San Gabriel Valley, as well as the Silver Streak and limited stop service that runs along the freeway, and the commuter express services that run into Downtown Los Angeles. The rider categories consist of full fare and discounted fare, which consist of persons with disabilities, Medicare recipients, and students. There are three fare payment options – cash/TAP stored value, transfer, and monthly/31-day passes. Challenges with the current fare structure include a service based fare structure pricing, transfers, and TAP.

Some conceptual options were identified for the Governing Board to consider. The first option would be to maintain the three fare types which include the local, Silver Streak, and commuter express. Another option was the potential of eliminating the Silver Streak fare and charging the local fare. This would help increase ridership on the Silver Streak but it may have impacts on revenue. Transfer options include maintain existing transfer



policies, provide free transfers within Foothill Transit local services, and eliminate Foothill Transit transfers and introduce day passes. Some other fare policy considerations are related to average fare and farebox recovery and there are multiple things that impact these.

Received and filed by consensus.

9. **CLUSTER BREAK-OUT SESSIONS**

Each cluster met individually to discuss fare policy direction. There was a moderator at each table. The moderators went over the goals and objectives of the study, conceptual options, and the Governing Board Members provided feedback. At the end of the fare restructuring discussion each cluster was provided additional time to discuss cluster business or upcoming cluster elections.

10. **CLUSTER BREAK-OUT SESSIONS REPORTS**

Ms. Wolfgran thanked the Governing Board Members for participating in the break-out sessions and providing feedback. The next steps for the study include collecting all the information collected at break-out sessions and the conceptual options will be refined based on the feedback provided today. Ms. Wolfgran indicated that they would return to the May 12, 2016 Annual Meeting to summarize the results of the break-out sessions.

11. **EXECUTIVE DIRECTOR COMMENT**

Comments by Mr. Doran J. Barnes, Executive Director, Foothill Transit.

Mr. Barnes reported the following:

- Great progress continues related to the Class Pass Program. The staff person who helped implement the program at Mt. SAC is now holding a senior level position at Citrus College and has contacted Foothill Transit asking that the Class Pass Program be implemented at Citrus College. Also related to the Class Pass Program, Mr. Barnes met with Michael Biagi, Director of Parking and Transportation for Cal Poly Pomona. Mr. Biagi is optimistic that the program will move forward and he will be advocating for a transit center at the heart of the campus.



- An Alexander Dennis Double Decker Transit Coach is on display outside, staff has been in discussions with the company on the feasibility of having that type of coach in service as an electric double decker coach.
- The Annual Meeting of the Governing Board is scheduled for May 12, 2016. The Governing Board will consider the budget and business plan. Cluster Elections will also take place.

12. **GOVERNING BOARD MEMBER COMMENT**

Comments by Members of the Foothill Transit Governing Board.

- Chair Herrera wished Member Pedroza happy birthday.
- Member Cartagena thanked everyone for the opportunity to serve as member of the Governing Board. He announced that this would be his last governing board meeting as he did not run for re-election.

13. **ADJOURNMENT**

Adjournment for the April 15, 2016 Foothill Transit Special Governing Board Meeting.

There being no further business, the Foothill Transit Special Governing Board meeting adjourned at 9:10 a.m.