



Foothill Transit

# Governing Board Meeting AGENDA

GOVERNING BOARD MEETING  
7:45 AM, October 16, 2015  
Foothill Transit Administrative Office  
2<sup>nd</sup> Floor Board Room  
100 South Vincent Avenue  
West Covina, CA 91790

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF MINUTES FOR THE SPECIAL GOVERNING BOARD MEETING OF SEPTEMBER 18, 2015
5. PUBLIC COMMENT
6. PROPOSED JANUARY 2016 SERVICE ENHANCEMENTS

*Recommended Action: 1. Recommend the proposed service enhancements recommended for implementation in January 2016; 2. Recommend the implementation of Pilot Line 496 service between the Azusa Intermodal Transportation Facility and Downtown Los Angeles; and 3. Receive and file an update on preliminary public outreach related to other possible service enhancements proposed for implementation in June 2016.*

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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 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.

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. RECENT RIDERSHIP TRENDS

*Recommended Action: Receive and file a report on recent ridership trends.*

8. Foothill TRANSIT PROGRAM UPDATES

- ROSE BOWL SHUTTLE SERVICE
- SEAT VANDALISM ISSUE
- LINES 190, 194, AND 270 UPDATE

9. SPECIAL ELECTION FOR CLUSTER 4 TO ELECT EXECUTIVE BOARD ALTERNATE (DIAMOND BAR, EL MONTE, INDUSTRY, LA PUENTE, AND SOUTH EL MONTE)

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 Executive Director’s office at (626) 931-7300 extension 7204, at least 48 hours prior to the meeting.

Si necesita servicios de traducción, por favor póngase en contacto con la oficina del Director Ejecutivo en el (626) 931-7300, extensión 7204, al menos 48 horas antes de la reunión.

如果需要翻译服务，请至少于会议前48小时致电高级主任办公室：（626）931-7300 分机 7204。

Nếu Quý vị có yêu cầu dịch vụ dịch thuật, xin vui lòng liên hệ với văn phòng Giám đốc Điều hành tại (626) 931-7300 số lẻ 7204, ít nhất 48 giờ trước khi cuộc họp.

Kung nangangailangan ka ng mga serbisyo sa pagsasalín, pakisuyong makipag-ugnayan sa opisina ng Executive Director sa (626) 931-7300 extension 7204, ng hindi bababa sa 48 oras bago ang pulong.

번역 서비스가 필요하시면 미팅 최소 48시간 이전에 임원 사무실로 (626-931-7300, 내선 번호 7204) 전화주시기 바랍니다.

翻訳サービスが必要な方は、会議の48時間前までに(626) 931-7300 内線 7204のエグゼクティブディレクター事務所にご連絡ください。

إن كنت بحاجة إلى خدمات ترجمة، برجاء الاتصال بالمدير التنفيذي للمكتب على رقم (626)931-7300 (الرقم الداخلي 7204) قبل الاجتماع بـ 48 ساعة على الأقل.

Եթե Ձեզ թարգմանչական ծառայությունների են հարկավոր, հանդիպումից առնվազն 48 ժամ առաջ խնդրում ենք զանգահարել Գործադիր տնօրենի գրասենյակ՝ (626) 931-7300 լրացուցիչ 7204 հեռախոսահամարով:

ប្រសិនបើលោកអ្នកស្នើសុំសេវាកម្មបកប្រែភាសា សូមទាក់ទងមកការិយាល័យនាយកប្រតិបត្តិ តាមលេខទូរស័ព្ទ៖ (626) 931-7300 លេខបញ្ជូនបន្ត 7204 ដែលមានរយៈពេលយ៉ាងតិច 48 ម៉ោង មុនពេលកិច្ចប្រជុំ។

در صورت نیاز به خدمات ترجمه، لطفاً حداقل 48 ساعت قبل از جلسه ملاقات با مدیر اجرایی دفتر به شماره (626)931-7300 داخلی 7204 تماس حاصل فرمایید.



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10. RECONVENE MEETING AND ANNOUNCE THE EXECUTIVE BOARD ALTERNATE FOR CLUSTER 4
  
11. EXECUTIVE DIRECTOR COMMENT
  
12. GOVERNING BOARD MEMBER COMMENT
  
13. ADJOURNMENT



**Foothill Transit**

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

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

**Friday, September 18, 2015  
7:45 a.m.**

**1. CALL TO ORDER**

The meeting was called to order by Chair Herrera at 7:51 a.m.

**2. PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was led by Chair Herrera.

**3. ROLL CALL**

Roll call was taken by Christina Lopez, Board Secretary.

Present: Member Corey Calaycay, Member Paula Lantz, Member Emmett Badar, Member Antonio Cartagena, Member Cruz Baca, Member Peggy Delach, Member Roger Chandler, Member Richard Barakat, Member Tzeitel Paras-Caracci, Vice Chair Becky Shevlin, Member Cynthia Sternquist, Chair Carol Herrera, Member Juventino Gomez, Member Valerie Munoz, Member Hector Delgado, Member Michael De La Torre, Member Sam Pedroza, Member David Rodriguez

Alternates: Member Gene Murabito

Absent: Member Charlie Rosales, Member Uriel Macias, Member Gary Boyer, Member Mark Breceda, Member Corey Warshaw, Member Margaret McAustin

**4. PUBLIC COMMENT**

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

5. **FOOTHILL TRANSIT PROGRAM UPDATES**

- **CALIFORNIA TRANSIT ASSOCIATION (CTA) UPDATE**

Katie Gagnon, Special Projects Manager, presented a verbal report on the following:

The California Transit Association's 50<sup>th</sup> Annual Fall Conference & EXPO will take place November 18-20, 2015 at the Pasadena Convention Center. This year Foothill Transit will be co-hosting the conference & EXPO with Pasadena Rapid Transit System.

Foothill Transit's Governing Board Members are encouraged to attend the conference if available.

In response to questions posed by the Governing Board, Doran Barnes, Executive Director, informed the Governing Board that those interested in attending should contact Christina Lopez and Foothill Transit Line 187 provides service from Montclair to Pasadena for those interested in taking the bus.

After discussion, by Common Consent, and there being no objection, the Governing Board accepted Ms. Gagnon's report.

- **SEAT VANDALISM ISSUE**

Ali Showkatian, Safety Compliance Coordinator, presented a verbal report on the following:

Over the last several months there has been a significant increase in incidents of vandalism on Foothill Transit buses. When vandalism occurs on a Foothill Transit bus it is removed from service and the issue is fixed, which in turn can cause a shortage of buses.

Some examples of recent vandalism on Foothill Transit buses include graffiti, seat slashing, and objects thrown at buses. The slashing of seats has caused over \$80,000 in damages incurred by Foothill Transit's contractors. Since April 2014 over 1,200 seats have been slashed. The routes that have been most affected are the Lines 185, 187, and 486.

Staff has reached out to local law enforcement for help and is currently pursuing supplemental law enforcement services for these

types of incidents. A safety themed campaign has been launched, which includes customer communications via interior cards, blog posts, and Footnotes. A text tip hotline is being developed for passengers, where passengers will be able to text a description of an incident. An educational campaign has begun for operators and dispatchers will be contacting local law enforcement to respond to these incidents as they occur.

In response to various comments made by the Governing Board, Executive Director Doran Barnes, thanked the Governing Board for their ideas and indicated that staff would follow-up on those. Chair Herrera requested that an update be presented at the October 16<sup>th</sup> Governing Board Meeting.

After discussion, by Common Consent, and there being no objection, the Governing Board accepted Mr. Showkatian's report.

- **FARE RESTRUCTURING**

Michelle Caldwell Director of Finance & Treasurer presented a verbal report on the following:

A comprehensive review of Foothill Transit's fare structure will take place as recommended in Foothill Transit's Comprehensive Operational Analysis. Foothill Transit last raised fares in 2010.

The policy discussion issues for the governing board include fare increases indexed to inflation; impacts of fare changes on ridership; paratransit pricing; regional fare pricing versus local fare pricing; and implementing fare collection technology.

At the August 2015 Executive Board Meeting, the Board authorized staff to issue a RFP to solicit a consultant to conduct a fare restructuring study. The RFP was issued on September 17<sup>th</sup>. A contract will be awarded at the December 2015 meeting. The consultant will begin work in January 2016. The plan is to bring back a policy recommendation to the Board by fall 2016.

In response to various comments made by the Governing Board, Executive Director Doran Barnes, indicated that the consultant will assist with the process, technical support, and policy questions framed for the Board. Questions regarding fare restructuring will be posed during the cluster break-out sessions just to spark conversation and

get some thinking going.

After discussion, by Common Consent, and there being no objection, the Governing Board accepted Ms. Caldwell's report.

- **CLUSTER 4 EXECUTIVE BOARD ALTERNATE VACANCY**

Christina Lopez, Board Secretary, presented a verbal report on the following:

On August 26<sup>th</sup>, Jeff Parriott stepped down from the City of Industry council. This created a vacancy on the Foothill Transit Executive Board for Executive Board Alternate for Cluster 4.

Notification of Interest forms will be sent out September 21, 2015 to all Cluster 4 Governing Board Members. Completed forms must be submitted by September 30, 2015. On October 2, 2015 completed forms will be emailed to Cluster 4 Governing Board Members. A Special Election will be held at the October 16, 2015 Governing Board Meeting to fill the Cluster 4 Executive Board Alternate seat.

After discussion, by Common Consent, and there being no objection, the Governing Board accepted Ms. Lopez' report.

6. **CLUSTER BREAK-OUT SESSIONS**

Each cluster met individually to discuss involvement in public service, what Foothill Transit's primary focus for fare restructuring should be; and should the agency focus on trying to balance fares with the rest of the region or only focus on adjusting fares to fit the San Gabriel Valley/Pomona Valley communities.

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

The clusters reconvened at 9:15 a.m. Each cluster reported on their group discussions. Governing Board comments included their involvement in public service; the need for customers to be educated about the fare restructuring process; the agency needs to stay competitive with other transit agencies as far as fares, but that the San Gabriel Valley population should be considered first; and the importance of Gold Line interface.

After discussion, by Common Consent, and there being no objection, the



Governing Board accepted the cluster break-out session reports.

8. **EXECUTIVE DIRECTOR COMMENT**

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

Mr. Barnes reported the following:

- Today's cluster break-out sessions were intended to start the thinking on fare restructuring. Once a consultant is on-board, staff will begin to add additional details and this will continue to shape how the Governing Board wants Foothill Transit to move forward.
- Service adjustments will be considered at the October 16, 2015 Governing Board Meeting. Adjustments are primarily tied to the introduction of the Gold Line. In addition, a presentation on regional ridership trends will be presented.

9. **GOVERNING BOARD MEMBER COMMENT**

Comments by Members of the Foothill Transit Executive Board.

- Vice Chair Shevlin stated that the cluster break-out sessions should continue at future governing board meetings.
- Member Delach commented on the great Foothill Transit shuttle service to the Rose Bowl for the UCLA football games.
- Member Baca commented that she found the cluster break-out session very informative.
- Member Sternquist thanked Doran Barnes and staff for the weekly report.
- Member Cartagena, suggested that a CD with information regarding the bus vandalism issue and fare restructuring be provided to cities to present at council meetings.

10. **ADJOURNMENT**

Adjournment for the September 18, 2015 Foothill Transit Special Governing Board Meeting.





There being no further business, the Foothill Transit Special Governing Board meeting adjourned at 9:47 a.m.



October 16, 2015

To: Governing Board

Subject: **Proposed January 2016 Service Enhancements**

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### **Recommendations**

1. Recommend the proposed service enhancements recommended for implementation in January 2016;
2. Recommend the implementation of Pilot Line 496 service between the Azusa Intermodal Transportation Facility and Downtown Los Angeles; and
3. Receive and file an update on preliminary public outreach related to other possible service enhancements proposed for implementation in June 2016.

### **Analysis**

On October 26, 2012 the Executive Board authorized the Executive Director to enter into an agreement with Nelson\Nygaard Consulting Associates to complete a Comprehensive Operational Analysis (COA) for Foothill Transit. The goals of the project are to optimize current transit services, maximize underutilized resources, and expand the system in an efficient manner, where possible and necessary so that Foothill Transit can provide the most effective bus network for residents of the Pomona and San Gabriel Valleys.

The initial phase of service enhancements is aimed at integrating service with the Gold Line extension, maintaining a minimum one hour frequency during the weekdays and weekends, and streamlining existing routes so they run more efficiently. Ten lines were initially proposed for rerouting to either connect to the upcoming Gold Line stations, extend the route to increase coverage and/or streamline the routes by removing low ridership side trips that increase the line's travel time and operating costs. To make the service easier to ride, a minimum one hour headway on all Foothill Transit lines is being proposed. Only one line does not meet the requirement, and the recommendation is to change the weekend headway of Line 289 from two hours to one hour on weekends.

As part of the public outreach process, five public hearings were held. Customers unable to attend the hearings were invited to submit comments through email, postal mail, fax, phone, and in-person at one of our five Transit Stores. The public meetings were held in the cities of Pomona, El Monte, Baldwin Park, La Puente/City of Industry, and Azusa.



All the comments received during the public comment period were recorded and categorized as either in favor or against the proposed change, and included the aspect of the change with which the customer was in favor or against.

With the possible integration of LA Metro lines 190 194 and 270 along with the possibility of a Cal Poly Pomona Class Pass that may require additional line changes, we determined it was better to focus on integrating lines with the Gold Line extension which is expected to start service in the Spring and launching a new express route to serve the newly constructed Azusa Intermodal Transportation Center.

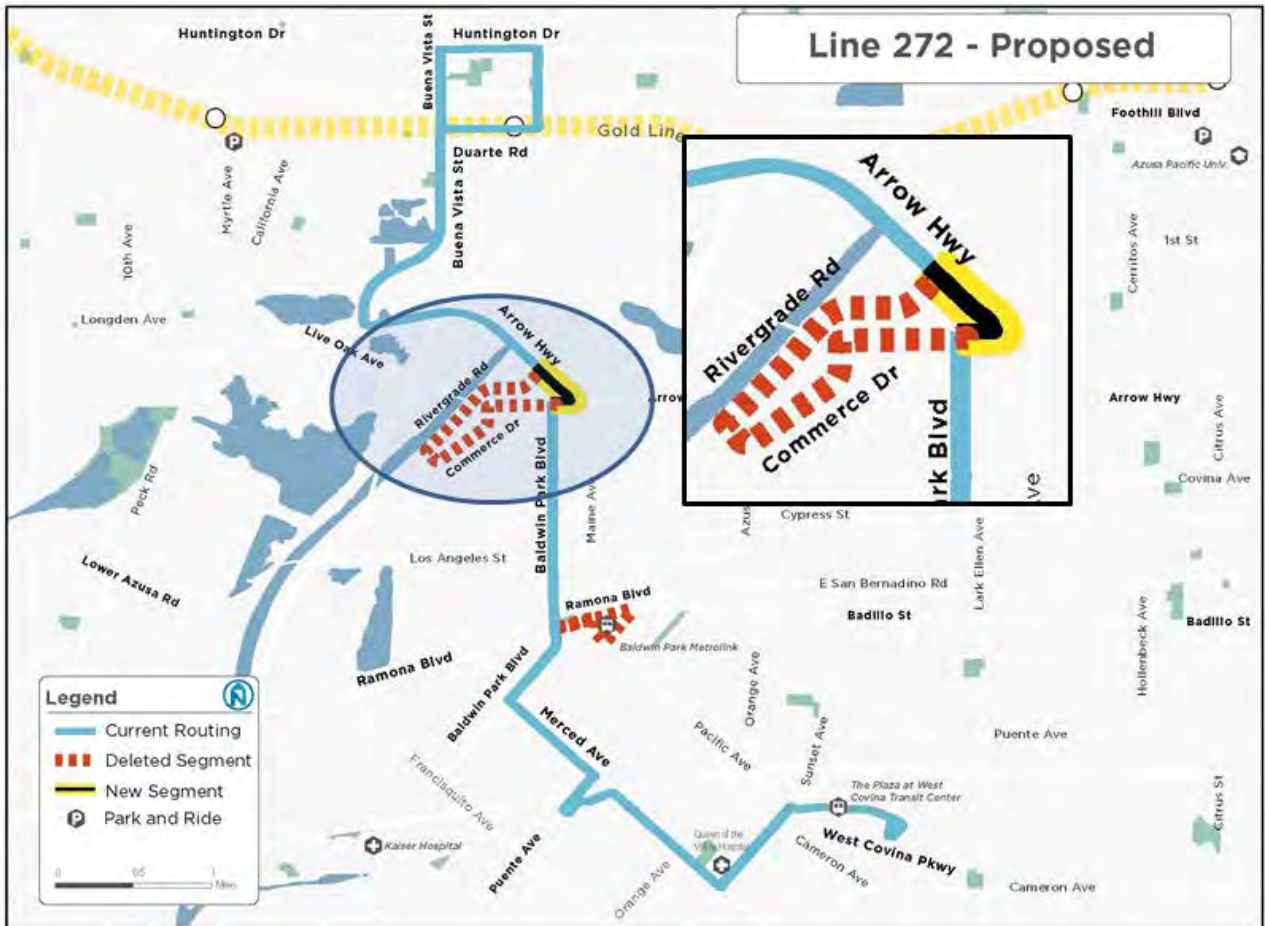
The preliminary feedback we received for the lines not integrated with the gold line, will be incorporated into our outreach process once LA Metro makes a decision on lines 190 194 and 270.

Below is a summary of proposed service enhancements by line recommended for January 2016 implementation:

Proposed Enhancements for January Implementation		
Line	Staff Recommendation	Annual Cost Change
178	Keep existing routing	\$ -
185	Extend line to Azusa Intermodal Station	\$ 75,481.00
272	Extend to Duarte Gold Line Station Remove Rivergrade/Commerce and Baldwin Park Metrolink Loops	\$ (120,163.00)
274	Keep existing routing	\$ -
280	Extend line to Azusa Intermodal Station	\$ 38,218.00
284	Extend line to Citrus College Gold Line Station	\$ 59,737.00
488	Extend line to Citrus College Gold Line Station	\$ 406,225.00
496	Implement Line 496 Azusa Express	\$ 556,920.00
	<b>Total Cost</b>	<b>\$ 1,016,418.00</b>



**Line 272: Duarte - Baldwin Park - West Covina**



The proposed changes:

1. Extend the line to the Duarte Gold Line Station
2. Eliminate the Rivergrade/Commerce loop and have the route travel along Live Oak to Arrow Highway
3. Eliminate the Baldwin Park Metrolink loop and have the route continue to travel up Baldwin Park Boulevard.

The recommendation is to implement the proposed changes which will streamline the route, improve travel time and schedule adherence. The Baldwin Park Metrolink station will continue to be serviced by Lines 178 and 274. The proposed change will decrease the line's annual cost by \$120,163.





**Line 488: Glendora - West Covina - El Monte**



The proposed changes:

1. Reroute the line to the Citrus Gold Line Station
2. Reroute the line to travel along Rowland Ave. instead of Cameron Ave.

The recommendation is to implement the proposed changes. The public comments received were favorable, especially since there is currently no service provided along Rowland Avenue. If approved, staff will conduct additional outreach to the residents along Rowland Street to inform them of the proposed change and enhance the line’s ridership. The segment along Cameron Avenue will continue to be serviced by Line 281. The proposed change will increase the line’s annual cost by \$406,225.



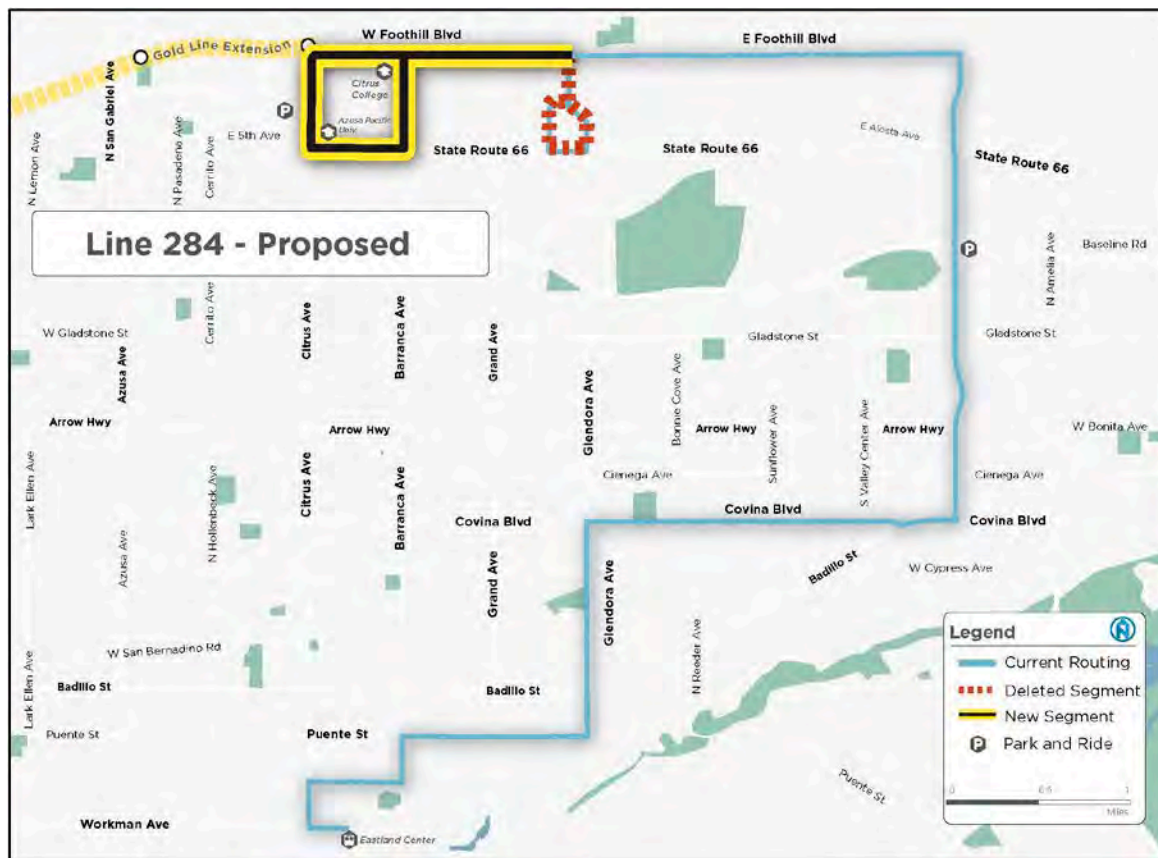
**Line 280: Azusa - Puente Hills via Azusa Avenue**



The recommended change will extend the route to the Azusa Intermodal Transportation Center. The route extension will increase the annual cost by \$38,218.



**Line 284: West Covina - Covina - San Dimas - Glendora**



The recommendation is to extend the route to service Citrus College and the Citrus Gold Line station. The proposed extension will increase the line’s annual cost by \$59,737.





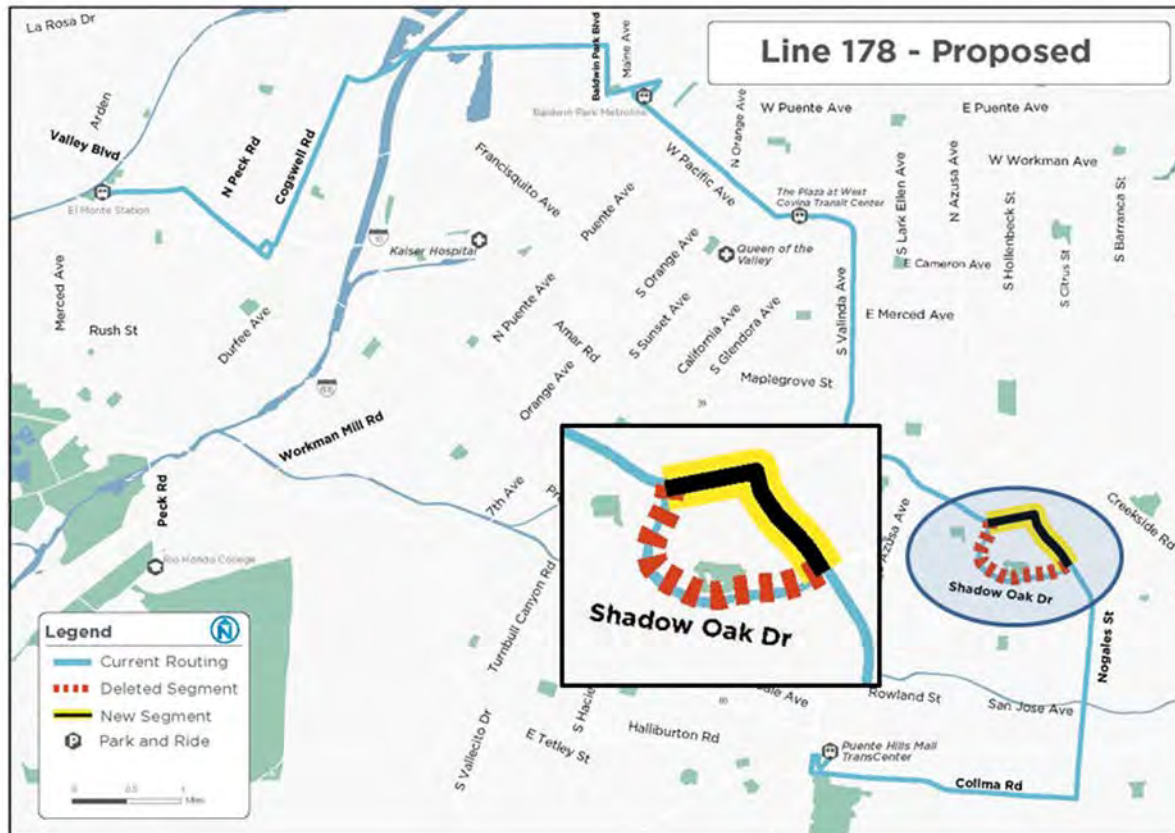
**Line 274: Baldwin Park - Industry - Whittier**



In response to customer feedback, the recommendation is to keep the line as is and monitor ridership at the Baldwin Park Metrolink over the next twelve months.



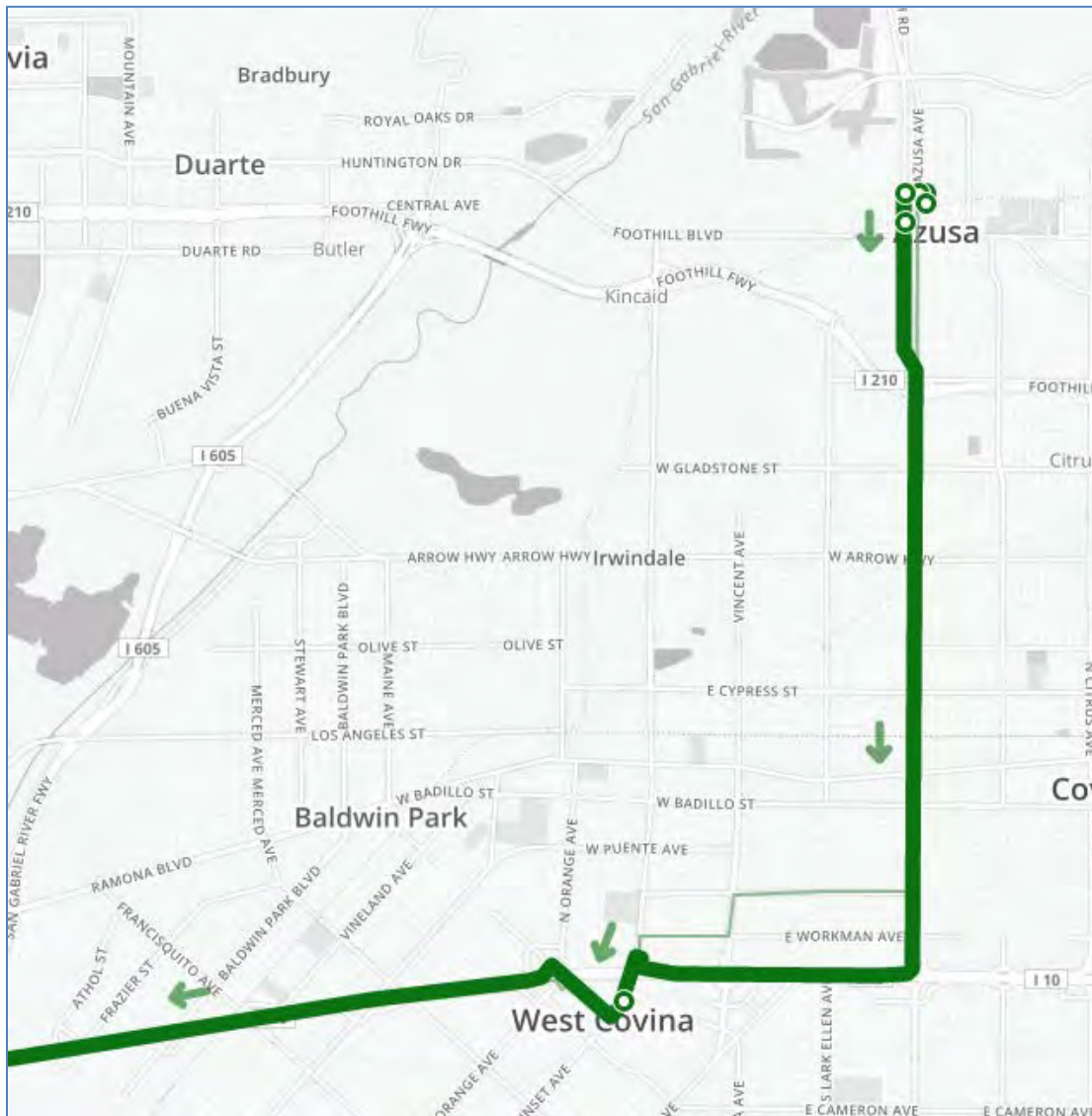
**Line 178: Baldwin Park - Industry - Whittier**



In response to customer input, the recommendation is to keep the line as is and continue to monitor ridership along Shadow Oak Drive.



**Pilot Line 496: Azusa Intermodal Transportation Facility - West Covina City Hall Park & Ride - Downtown Los Angeles Express Service**



The proposal is to implement Pilot Line 496 offering service between the new Azusa Intermodal Transportation Facility and downtown Los Angeles. The line will travel from the new facility by way of the West Covina City Hall Park & Ride to downtown Los Angeles starting in January 2016 shortly after the facility opens. The annual operating cost of the line is projected at \$556,920.





**Budget Impact**

The proposed service enhancements recommended for implementation in January 2016 will cost \$1,016,418.00 and has been programmed in the FY 15-16 operating budget.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Joseph Raquel', written over a light blue horizontal line.

Joseph Raquel  
Director of Planning

A handwritten signature in blue ink, appearing to read 'Doran J. Barnes', written over a light blue horizontal line.

Doran J. Barnes  
Executive Director



October 16, 2015

To: Governing Board

Subject: **Recent Ridership Trends**

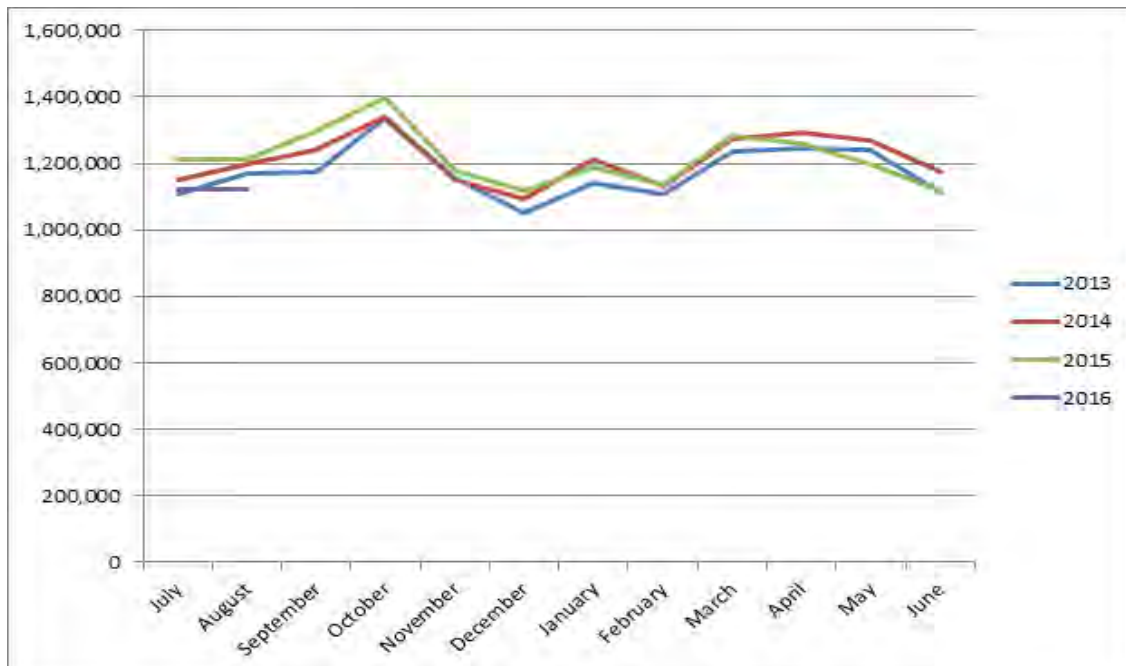
**Recommendation**

Receive and file a report on recent ridership trends.

**Analysis**

Over the past several months, Foothill Transit ridership has seen some softening. This decline in ridership followed a period during which Foothill Transit ridership actually grew while that of our neighboring agencies began seeing flat or reduced ridership. Staff research shows that not only has ridership in the greater Los Angeles area begun to see a decline, transit ridership across the country has been declining steadily.

The American Public Transportation Association (APTA) reported that bus ridership in 2014 is down one percent nationally compared to 2013. Some of our local operators are also seeing a decrease in ridership, L.A. Metro ridership has declined 5.2 percent; Long Beach Transit is experiencing a 1.2 percent decline, while OmniTrans saw a 12.3 percent decline in ridership. Starting this fiscal year, Foothill Transit has started to see a decline in ridership, overall boardings are down seven percent compared to the previous year's number (Graph 1).





**Graph 1. Foothill Transit Ridership by Month**

There are several potential factors that could be contributing to this region-wide ridership decline. The U.S. Department of Commerce reported “a second quarter increase in consumer spending. Spending on services, nondurable goods, and durable goods increased” (Graph 2).

There has also been a steady drop in the unemployment rate since 2009. According to the Los Angeles Economic Development Corporation, the Los Angeles County the unemployment rate fell from nine percent a year earlier to 7.5 percent.

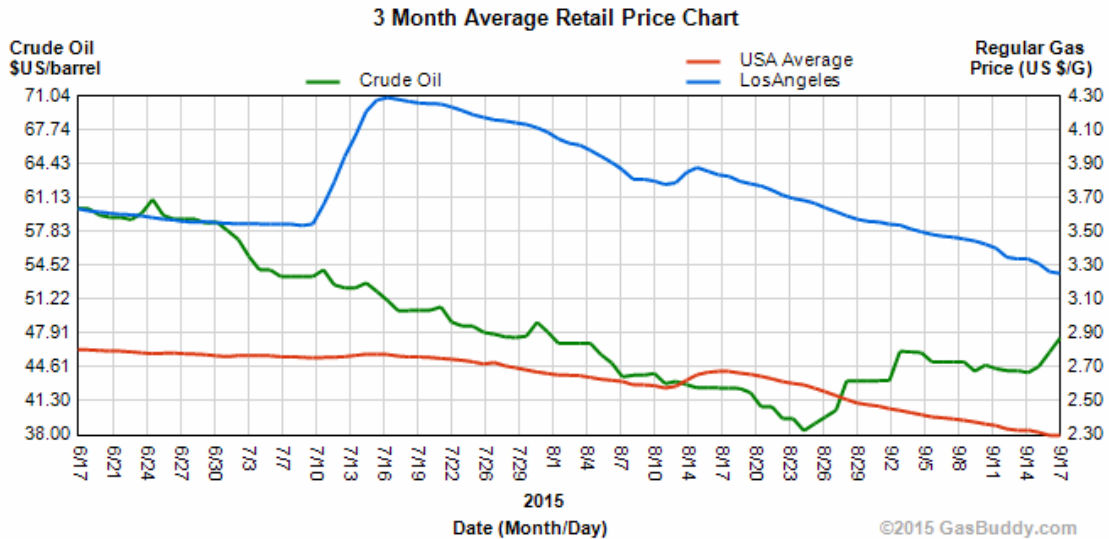
In Los Angeles County, new auto sales increased 9.2 percent while used auto sales increased 12.7 percent for the year through March 31<sup>st</sup>. The growth in car sales factored with a growth in new drivers may have also contributed to the decline in Foothill Transit ridership.

If regional economic growth is considered along with the lower cost of gas (Graph 3), and the ability to purchase new vehicles, then we can assume that some customers who took the bus because it was more affordable may now be opting to drive for the same reason.



*Real GDP growth is measured at seasonally adjusted annual rates.*

**Graph 2. Showing GDP Growth Trends**



**Graph 3. Showing Average Gas Prices in Los Angeles County, US Average, and Crude Oil Prices**

Another factor that may be playing a role in the decreased ridership includes the California Department of Motor Vehicles (DMV) reported issuing 759,000 new driver’s licenses state-wide during the first half of calendar year 2016. New drivers, new cars, and lower gas prices all equate to more traffic which has been noticeable especially during the morning and afternoon commutes.

The San Gabriel Valley Economic Partnership’s regional report states that the San Gabriel Valley’s population has changed very little the last 15 years. Since 2000, the population has grown by 2.2 percent compared to 5.5 percent in Los Angeles County and 13.2 percent in California.

While the population isn’t growing or shrinking, it is changing in demographics. Housing prices have climbed sharply since 2009 and have pushed lower income residents farther afield to housing developments outside of the more urban areas. These transit amenable residents are being replaced by more affluent residents who are more likely to operate a single occupancy vehicle for their daily commutes.

In an effort to maintain current ridership and reach new customers, Foothill Transit’s Vital Factors teams are looking at ways to reach out to new riders, including a new-resident direct mail program, free passes for employee transportation coordinators in urban centers that we serve, and by partnering with local centers of commerce to promote public transit to their employees.





Our Planning team continues to look at ways to ensure that Foothill Transit matches service levels with demand for future service changes and also looking at ways to update the technology on the buses to improving customer facing technologies such as the NexTrip system which predicts the amount of time the bus will take to arrive at a selected bus stop.

Foothill Transit is aware of the decline in ridership and is working to maintain the existing riders and attract new riders.

**Budget Impact**

There is no budget impact associated with this update report.

Sincerely,

A blue ink signature of Joseph Raquel, consisting of a series of loops and a long vertical stroke.

Joseph Raquel  
Planning Director

A blue ink signature of Doran J. Barnes, featuring a large, stylized 'D' and 'B'.

Doran J. Barnes  
Executive Director