



July 25, 2014

To: Executive Board

Subject: Line 495 Public Outreach

Recommendation

Authorize the Executive Director to seek public input related to the continuation of Line 495 service beyond the one-year pilot phase.

Analysis

Foothill Transit opened the Industry Park & Ride on October 7, 2013. Line 495, providing direct service between the Industry Park & Ride and downtown Los Angeles was introduced as a pilot program in an effort to increase customer convenience and enhance ridership from the Park & Ride. Trip schedules on the line were coordinated with existing Metrolink trips to give area commuters additional transit options.

Since the launch of the pilot service on February 3, 2014 ridership has grown steadily and boardings per vehicle service hour (VSH) compare favorably with other established commuter express lines as shown in the table below.

Month	Line 495 Boardings	Line 495 Boardings per VSH	Avg. Express Boardings per VSH
Feb-14	4,344	14.2	14.2
Mar-14	4,540	13.5	14.5
Apr-14	5,039	14.3	14.4
May-14	5,120	15.2	13.8
June-14	5,050	13.0	13.7

In order to ensure that implementation of the service on a long-term basis does not negatively impact minority or low-income populations, a Title VI Equity Analysis will be completed. As part of this effort a public outreach campaign will be launched to obtain customer feedback about the line via email and social media, and a public hearing will be held at the Industry Park & Ride on August 13, 2014 at 6:00PM. In addition, letters announcing the public hearings will be mailed to member city managers.



Upon completion of the public outreach process, all feedback gathered and the results of the Title VI analysis will be analyzed and a recommendation regarding the continuation of Line 495 will be made to the Executive Board in September of this year. The Executive Board's recommendation will be presented to the Governing Board at their meeting on October 10, 2014.

Budget Impact

The projected cost to operate the Line 495 through FY 2014-2015 is \$647,337. Sufficient funding is available in Foothill Transit's adopted FY 2014-2015 operating budget.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Joseph Raquel'.

Joseph Raquel
Director of Planning

A handwritten signature in blue ink, appearing to read 'Doran J. Barnes'.

Doran J. Barnes
Executive Director