



Foothill Transit
GOING GOOD PLACES

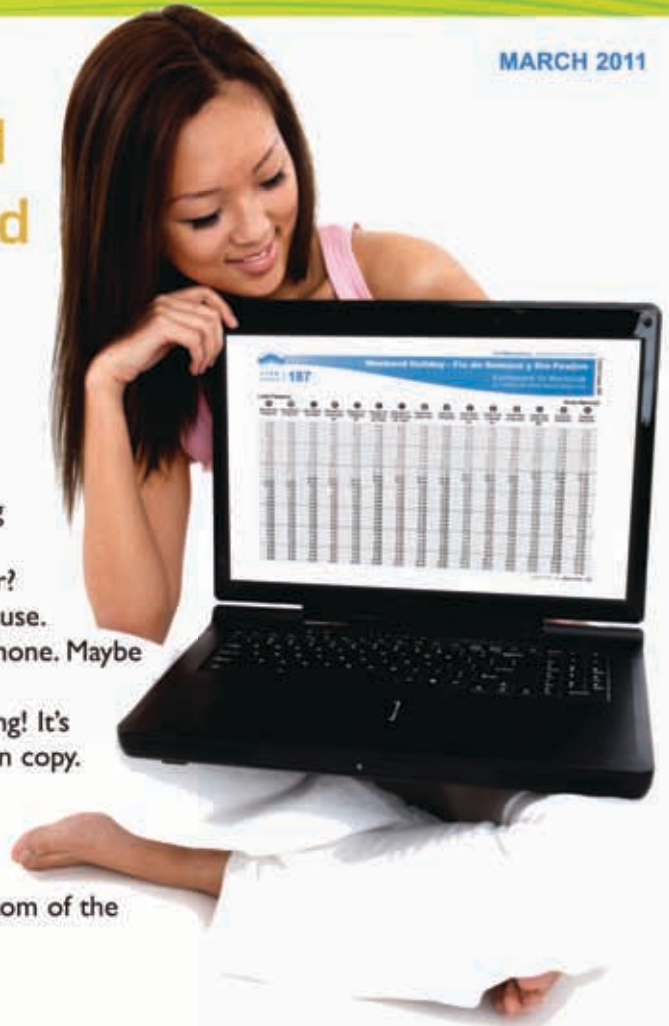
FOOTNOTES

Volume 21 No. 3

MARCH 2011



The skinniest and most personalized Bus Book ever!



The E Bus Book is almost here! Coming to a computer near you on March 20th!

Introducing the E Bus Book, from Foothill Transit! Starting March 20th!

Ever wonder how the Bus Book could be a little bit better? Maybe it could include only the routes and schedules you actually use. Maybe it could be as easy to carry around with you as your cell phone. Maybe it could help the environment by using less paper.

Well here's some great news – a better Bus Book is coming! It's Foothill Transit's new E Bus Book, and you can customize your own copy. Here's how:

Step 1

Go to foothilltransit.org and click the E Bus Book icon at the bottom of the homepage

Step 2

Select which lines and customer information you need (everything that's in the printed Bus Book is there)

Step 3

Click the "Create my E Bus Book" button – you'll get a file that you can download to your computer, view on your smartphone, e-mail to yourself or print out!

Take a look on March 20th and let us know what you think. We're pretty sure you're going to like it, and we're working with other public outlets, like libraries and senior centers, to make it available on their public access computers. Thanks for riding Foothill Transit!



SPRING BUSBOOK

Free for a time and then after April 3rd it's \$1. Get yours soon!

The Foothill Transit Spring 2011 Bus Book is almost ready for her debut (she'll be arriving about a week before the effective date of March 20th). Last month we talked about a few changes you needed to know about, not the least of which is that the Bus Book will be free until April 3rd. After that? It's \$1. But we'll get to that in a moment.

We've made some important additions to our Bus Basics section that we'd like to bring to your attention.

Excessive noise from cell phones, talking too loudly, or music from mp3 players can be extremely distracting, not only to your fellow passengers, but to the bus operator. The Foothill Transit bus operator is entrusted with the safety of everyone on board at all times. If there are loud sudden noises, they could be a potentially dangerous distraction. Wear headphones when listening to music, and please wait to make that cell phone call until you are off the bus.

The second change is that in addition to banning smoking on board, **we are also banning the use of simulated smoking devices**. Why when they don't actually produce real smoke? Because in many cases, simulated cigarettes look just like the real thing and are a distraction to the bus operator. It's their job to enforce our rules on board the bus. Banning all types of smoking, real and otherwise, keeps their focus on the road.

Frankly, you wouldn't be able to smoke on board anyway, so waiting to get off the bus to use your simulated smoking device shouldn't be an issue, right? (Oh and by the way, congrats on trying to kick the habit! Keep up the good work!)

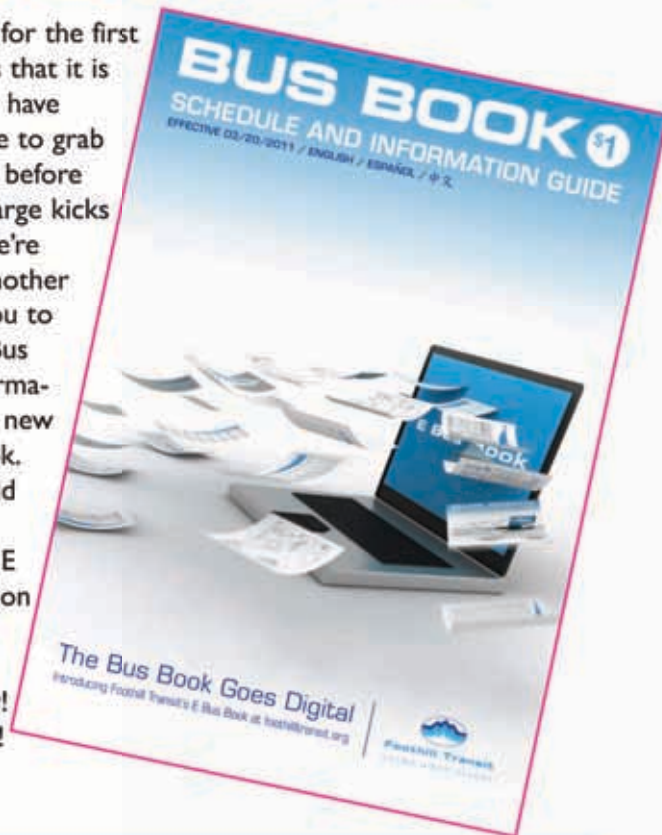
Now let's talk about that \$1 charge.

As we said in past issues of *Footnotes*, yes, starting this year, the Bus Book will only be available for free on board the buses and at the Transit Stores for two weeks after the effective date. **Then beginning April 3rd, Bus Books will be available at the five Foothill Transit Stores for purchase for \$1.**

We so often see copies of the Bus Book littering benches, in the street, or left behind on the floor of the bus. We hate to sound like your mother, but the info inside is still good! It's doesn't go bad because you've stopped reading it. We want you to keep your Bus Book and reuse it again and again. The information inside is good for months and months and doesn't expire until we say so. We also understand that these aren't easy times for everyone. That's why we're offering

it for free for the first few weeks that it is out. You'll have ample time to grab your copy before the \$1 charge kicks in. Plus we're offering another way for you to get your Bus Book information – the new E Bus Book.

Did you read about the E Bus Book on page one? No? Go! Do it now! We'll wait!



Not Nice Gas Price

Have you seen the gas prices lately? Ouch! But you're taking public transportation, so you're already ahead of the curve.

Know someone who isn't yet? Grab the new Spring Bus Book and give it to a friend or coworker! Or send them to foothilltransit.org/Calculators where we do the math and put the cost savings of taking public transportation into cold, hard numbers. The amount you save could surprise you.

Foothill Transit customers are our best advertising. If you like riding with us, share the love!



The E Bus Book is

Visit foothilltransit.org

Summer Student Blues?

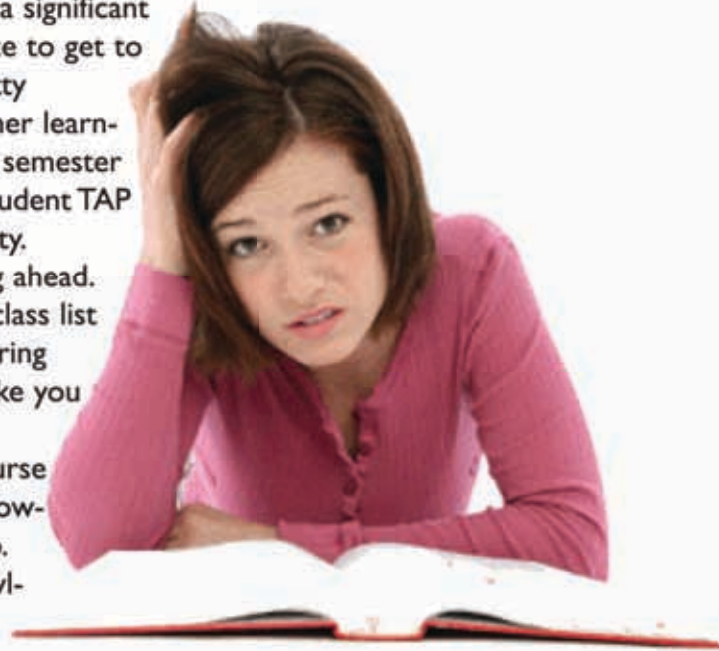
We have some info that will probably cheer you up a bit. Read on about student discount eligibility.

When the seasons start to turn and we go from cold and rainy to warm and sunny, it's natural to look ahead and day dream about our summer plans. Perhaps especially if you're a local college student.

We love our college students. So much so that we offer a significant discount on our service to full-time students who use our service to get to and from their campus. The criteria to get this discount are pretty straightforward – 12 credits or more at a local institution of higher learning. You prove this by bringing in your transcript for the current semester and by filling out an application. Do that and you get a special student TAP card and access to some of the least expensive fares in the county.

But back to the seasons. You're a student. You're thinking ahead. Summertime is coming and you're looking through the summer class list to see what you're going to take. Trouble is, taking 12 credits during summer session is, frankly, impossible. On the surface, it looks like you aren't eligible for your discount student passes.

Well, guess what? If you were enrolled for a full-time course load in the spring, you qualify for the student discount in the following summer. Bring in your transcript and we'll get you carded up. Because you're working hard, and we think that deserves acknowledgement. Thanks for riding with us, and keep up the good work.



Emergency Urgency

Do you know what to do in an emergency? The first thing you do is before one even happens.

Do you know what to do in case of an emergency on board our buses? Things happen – accidents, medical emergencies, natural disasters. When something unexpected happens, what's your first reaction? In all situations on board, look to your bus operator for guidance on what to do, but doing a little visual homework doesn't hurt either.

See all those decals around the bus? It's easy to ignore them. They're everywhere, telling you to watch your step, stay behind the yellow line, don't smoke, don't eat, give priority seating to our seniors and people with disabilities. There are a bunch of others too. Take a look around you right now and read them. They're the ones that tell you where the emergency exits are and where to push to open or release a door or window.

In case of an emergency, always follow the directions of your bus operator or any responding authorities first. If you need to evacuate and the doors aren't working or are blocked, go to the nearest emergency exit. Take note of its location every time you board – each bus can be a little different and the emergency door may be in a different position. Be calm. Do not panic. And follow directions. And if you have any questions, call us at 1-800-RIDE-INFO (800-743-3463).

Other things happen on board, too. If you witness anything out of the ordinary, let your bus operator know immediately. If it's not an emergency, give us a heads up at reportcrime@foothilltransit.org or call 626-931-7218.



coming March 20th!

foothilltransit.org and click the 



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COMMUNITY EVENTS

Bird Walk

Saturday, March 12th, 8:00am

Duarte Historical Museum

777 Encanto Parkway, Duarte

Join Ornithologist Kimball Garrett collections manager at the Los Angeles County Museum of Natural History, on a bird walk. Bring your binoculars and comfortable shoes. The walk is easy and generally remains around Encanto Park. The trip will proceed rain or shine. For more information call 626-358-0329.

Take Foothill Transit Line 187.

Earth Day Celebration

Saturday, April 9, 10:00am-2:00pm

Sanitation District of LA County - Whittier

1955 Workman Mill Rd., Whittier

Free and open to the public. The Sanitation District office will be hosting an Earth Day celebration. Train rides, over 50 green exhibitors, earth friendly arts and crafts, water reclamation plant tours, eco-puppet show, gardening workshops and so much more! For more information visit www.lacsdd.org or call 562-908-4288 ext 2303.

Take Foothill Transit Line 274 or 282.

Congratulations to Yong Yuan Hu of Hacienda Heights! He rides a few of our lines and correctly named our Bus Book effective date (March 20th, if you were still wondering). Congratulations! He gets a free 31-Day Pass. This month's topic? Switching gears to the E Bus Book now! Good luck!

How do you get to the new E Bus Book when it launches on March 20th?

- A. Click the E icon at foothilltransit.org
- B. Send us a letter asking for a copy
- C. Click anything BUT the E icon at foothilltransit.org
- D. All of the above.

As always, employees of Foothill Transit contractors and their families are not eligible to win.

Send your answers to Footnotes, c/o Foothill Transit, 100 S. Vincent Ave., Suite 200, West Covina, CA 91790. Please include your personal information, so we can let you know if you've won.

Name: _____

Address: _____

City & Zip: _____

I ride Line # _____

Daytime phone _____

Evening phone _____

FOOTNOTES

Published for the customers, board members, friends, and staff of Foothill Transit. Articles may be submitted to Felicia Friesema, editor.

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Foothill Transit contracts with Veolia Transportation for management and administrative services, and with First Transit and MV Transportation for operations.



Foothill Transit

100 S. Vincent Ave., Ste. 200
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