

# COMMUNITY EVENTS

## City of El Monte Children's Day Parade

Saturday, October 20  
 Parade steps off at 10:30am  
 Tyler and Valley Mall to Arceo Park (3125 Tyler Ave)  
 For more information call 626-580-2001  
 Take Line 178

## Covina Chamber of Commerce

### Bluesapalooza

Saturday, October 20  
 1:00-8:00pm  
 Citrus Avenue (between San Bernardino Rd and Badillo Street)  
 For more information call 626-858-7271

## Baldwin Park Health & Safety Fair

Monday, October 29  
 9:00 - Noon  
 Esther Snyder Community Center  
 4100 Baldwin Park Blvd.  
 For more information call 626-856-4118

## Police & Fire Expo and Family Security Show

Saturday, November 3  
 10:00 - 3:00pm  
 L.A. County Fairplex  
 1101 W McKinley Ave., Pomona  
 For more information call 818-239-3165

Rodney Dangerfield, rest his funny soul, wasn't adverse to recycling his material. *Back to School's* opening sequence came from his previous movie, *Caddyshack*. Brian Sisk of San Dimas is our September winner so he gets a free 31-Day Pass! October's topic is HOLIDAYS. Good luck!

**Please limit entries to ONE per customer. We pick one winner at random from all the correct answers we receive. Duplicate entries could get you disqualified, so no monkey business. Ok?**

**Halloween is on our doorstep -- literally. You can tell by the eerie glow coming from our jack-o-lanterns. We carve them out of pumpkins. But this was not always the tradition. What venerable veggie used to be the common jack-o-lantern of choice?**

- A. Watermelons
- B. Turnips
- C. Celery
- D. Potatoes

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 \_\_\_\_\_

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

### Foothill Transit Executive Board

- Paula Lantz, President
- Peggy Delach, Vice President
- Lola Storing, Treasurer
- John Fasana
- Michael De La Torre

### Doran J. Barnes Executive Director

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

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# What's fare?

**It's a valid question. More than 75% of the money needed to run Foothill Transit comes from public subsidies. And that money could be disappearing. How will it affect you?**

Now hardly seems like a good time for a play on words, but it fits. When talking about raising fares, what actually is fair? Does it even matter in this case? We'd like to think so. If given a choice, we wouldn't raise fares at all. But this isn't about choice or fairness. It's about the cold, hard reality of funding and costs.

We've been talking to you here in *Footnotes* about the possibility of an upcoming fare increase for the past few months. We've detailed the reasons why we may have to - funding cuts both locally and at the state level, rising fuel and maintenance costs, etc. But up until now we haven't



been able to give you more details. Why? We needed a clearer picture. Raising fares isn't something you do out of hand because you think you need to. We've calculated the dollars and cents and have predicted a rather dismal deficit in the coming years. We have to act to secure our funding and in turn, the service we put on the street, all while imposing the least amount of impact on you, our customer.

Details about the proposed increases are inside along with information about how you can have your voice heard on this. Foothill Transit has always welcomed customer input on major changes. It's helps us better understand the impact on what we do.

Keep an eye out for announcements both on the buses and on the website ([foothilltransit.org](http://foothilltransit.org)). In the meantime, read on, and thank you for riding Foothill Transit.

# The good, the bad, and the meetings...

Here's a bit of info that most people aren't really aware of - if we were to charge every customer exactly what it cost for them to ride the bus, we'd probably be charging you around \$5 for a one way trip. More, if we were charging by actual distance traveled. The reason why you don't pay that much is because the public invests in providing a service that facilitates cleaner air, safer streets, and less congestion. And it's an investment worth making, especially here in Southern California. Think about it - each adult riding the bus is potentially one less car on the road. We have a ridership of 15 million a year. You think the air is chunky now? Public transportation plays a big role in keeping that chunk at bay.

Now all that said, you'd never know it by looking at the recent budget cuts made to transportation funding. Foothill Transit stands to lose about \$7 million in operating funds in the next year and \$10 million in the next. That's not chump change by anyone's standard.

Let's add another unfortunate truth to the equation - Foothill Transit's costs for running the service on the street has doubled in the past eight years. And even though public transit is really popular in the press right now, ridership has remained pretty steady across the board.

It's pretty easy, if depressing, math. It gets a little complicated when you start to figure in another variable in the funding picture: fare units. There is a funding allocation formula that divvies up all money locally-based on the number of fare units you have. Metro's recent fare increase upped their fare units pretty significantly, leaving a smaller piece of the pie to divide among the other local transit agencies. If we don't act now to up our own fare units, our portion of that funding will be in jeopardy to the tune of about \$3 million dollars in 2010.

Ouch.

So, here we are, proposing a fare increase as part of the solution. We didn't want to. We had to. But we don't move forward without you, which is why we have public meetings. The schedule is on the right, and we mean it when we say we hope to see you there.

Now, if any of those dates don't work for you, don't worry. There are other ways you can make your voice heard. E-mail us at [fareincrease2007@foothilltransit.org](mailto:fareincrease2007@foothilltransit.org).

Fax us at 626-967-4608. Or send us a letter to the address on the front of *Footnotes*. **The deadline for your comments is November 1, 2007.** The details about the fare increase are on the right. And as always, thank you for riding Foothill Transit.

## Tuesday, October 23, 2007 6:30PM

El Monte Station  
El Monte/ Metro San Gabriel Valley Sector  
Offices  
3449 Santa Anita Ave.  
El Monte, CA 91731  
Take Lines 178, 269, 481, 482, 486, 488, 492,  
494, Silver Streak

## Thursday October 25, 2007 6:30PM

Pomona Public Library  
Conference Room  
625 S. Garey Ave.  
Pomona, CA 91767  
Take Lines 286, 291, 480

## Thursday, November 1, 2007 6:30PM

Foothill Transit Administrative Office  
100 S. Vincent Ave, 2nd floor Board Room  
West Covina, CA 91790  
Take Lines 272, 284, 480, Silver Streak

## PROPOSED FARE INCREASE

Cash Fares	Current	Proposed
Adult Local	1.00	1.00
Student Local	1.00	1.00
Senior/Disabled/Medicare Local	0.50	0.50
Silver Streak	2.00	2.50
Discount Silver Streak	1.00	2.50
Commuter Express	3.65	4.40
Discount Commuter Express	1.80	4.40
Pass Prices	Current	Proposed
Adult Local	55.00	66.00
Student Local	25.00	30.00
Senior/Disabled/Medicare Local	18.00	21.00
Silver Streak	80.00	96.00
Discount Silver Streak	40.00	96.00
Commuter Express	130.00	155.00
Discount Commuter Express	65.00	155.00

Local cash prices remain unchanged.

The rest of the fares would undergo about a 20% increase for selected cash fares and all 31-Day Pass prices.

Discounts on all express fares, including the Silver Streak, would be eliminated.

Now as you can see in the chart above, there is some good news - we're not touching the Local cash fares or the transfer prices. But everything else has been examined and revised to address all those money issues we mentioned on the previous page while trying to lessen the financial impact on our customers. The result was a 20% increase on everything else, both cash and 31-Day Passes, and the elimination of discounts on our express services - both Commuter and the Silver Streak.

And you know, even with this

increase, we still face a shortage financially. But based on our research and some price comparisons with similar services in our area, we think this is a fair fare. No one likes to pay more for anything, but the truth is we have been and now it's time to make ends meet. This also means that somewhere down the road we're going to be coming back to you with a service plan that will streamline lightly traveled routes and cut service in some areas. We've been working hard on that research with the same intent - minimal impact on you while still allowing

the agency to remain fiscally sound.

Come to one of our public meetings. Send us an email, a fax or a letter. Let us know your thoughts. The contact info is on the left. **The deadline for comments on this proposal is November 1, 2007.** All your comments will be included in our final recommendation to the Governing Board on November 15th. If all is approved, we expect to launch the new fares on January 1, 2008. A final announcement on the outcome will be on the buses after November 15th.

## A few non-fare related newsbits:

As most of you know by now, the new Fall 2007 Bus Book is out. What some of you may also know is that the hours for the West Covina Transit Store were printed incorrectly.

WCTS opens M-F at 8:30AM, not 10AM, and closes up at 6PM, not 7PM.

Apologies for any confusion that may cause.

In addition, the Duarte Transit Store

will be moving shortly to another space in the same shopping center. The store will close on

November 12th and reopen at the new spot on November 19th. Signs will be posted at both sites.

There are also a plethora of other changes in the Fall 2007 Bus Book, which are outlined in the "What's New" section at the front of the book. Please take a moment to check and see how these affect your ride.

