

DUMP THE PUMP

Thursday, June 18th

**Foothill Transit
Dump the Pump
Ambassadors**

will be located at the following transit centers to help you with your commute:

El Monte Station
3500 N. Santa Anita Ave.

Fairplex Park and Ride
1810 Gillette Rd., Fairplex & Gillette

Montclair Transit Center
5091 Richton St.

West Covina Plaza Park and Ride
1200 W. Covina Pkwy., in the parking garage

Welcome aboard!

You guys really like it when we put the answer inside the articles in Footnotes. Carol Dominguez of Covina, CA won a free 31-Day Pass for April. Who will be savvy enough to find this month's answer? We're making it a little more challenging this time, but we think you're up for it. The new (not really) topic is TAP...again. 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?

The new TAP fareboxes are on a diet.

What type of coin will they no longer accept?

A: pennies

B: nickels

C: dimes

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: _____

1 ride Line # _____

Daytime phone _____

Evening phone _____

Volume 19 No. 5

JUNE 2009



TAP finally is here!

Ah June. Summer is here. TAP is here. Both are pretty unmistakable. Yes, dear customers, the big whoop-dee-doo we've been trumpeting for months on end has finally, blissfully, arrived.

By the time you read this, almost every bus in our fleet will have tossed their old, cranky farebox and have very pretty and new blue-grey TAP fareboxes. From here on out? It's all TAP all the time as far as your fare is concerned.

Now, we know this hasn't been a perfectly smooth change - what change is? There are still a few things not quite ready to go live. For example, you'll be able to buy your 31-Day Passes online at taptogo.net, but you won't be able to load a cash purse there yet - but they can at your local Foothill Transit Store. The new TAP system WILL be a wonderful thing. We promise. Growing pains are natural.

We have a few more tidbits to go over in this issue. Transfers are undergoing a huge change - no more paper! And there are a few other bits of housekeeping that need addressing.

The TAP card is changing how you take Foothill Transit - PLEASE READ!

- There are no more tickets, paper transfers, or paper passes. If you want to use a pass or buy a transfer, you need a TAP card.
- The new TAP fareboxes will not accept pennies. It'll just spit them back out.
- If you're buying a transfer, please tell your driver and follow their instructions - you'll need your TAP card for your transfer!
- TAP cards will be available on board the bus for a VERY limited time. Once you get it - KEEP IT.
- TAP cards take up to 48-hours to register newly purchased passes and cash purses. Plan ahead!

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

Foothill Transit Executive Board

Michael De La Torre, Chair
Roger Chandler, Vice Chair
Peggy Delach, Treasurer
Paula Lantz
Carol Herrera

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.

Paper doesn't exist anymore

No more paper tickets, transfers, or passes.* From now on all of those are now digital blips on your TAP card. That's a pretty important change, especially regarding transfers. Even if you pay cash, if you want to buy a transfer for your next line, you'll need a TAP card. We'll be giving them away on the buses for a limited time to help ease the transition. But when you get one? Hold onto it. It's going to be your ticket to ride.

Remember those little, flimsy pieces of paper you'd see on the floor of the bus? We sure did. Such a waste. With the new TAP card fare system, those little pieces of paper are a thing of the past. But how do you transfer to another bus now? It's a teensy bit more complicated than before. But once you get the hang of it, you'll love it.

To buy a transfer using the new TAP card, cash customers (non TAP card holders) follow these steps:

Step One – Pay for your fare and your transfer.

Insert exact change into the farebox to cover your fare and the cost of your transfer.

Step Two – Tell the bus operator that you want to buy a transfer.

In order for you to get your transfer properly loaded onto a TAP card, your bus operator needs to tell the farebox to do it – which means you need to tell the bus operator that you want a transfer.

Step Three – When the bus operator says so, tap your complimentary** TAP card on the farebox ONCE and wait for the operator to indicate to TAP a second time.

* paper transfers still exist for OCTA and Omnitrans service.
**for a very limited time



If you are reading this, you've probably already dumped the pump. But you probably know someone who is just on the verge - the person who's wanted to try transit but has been putting it off. Maybe it's confusing? Maybe they think it's a hassle? Chances are they really like their car, and they're not alone. All those people stuck in traffic next to them seem to agree.

If they've been holding off trying transit, you can tell them their chance has arrived. On June 18th, across the nation, the public transportation industry is holding its annual Dump the Pump day - a celebration of alternative commuting that could not be more timely. On this day, not only will they have access to helpful Dump the Pump ambassadors at key Foothill Transit hubs in the San Gabriel Valley (see the back of Footnotes for locations) to help them on their way - they'll also have a free ride (so can you, by the way).

Interested riders may fill out a brief survey and then print out the special, one-day coupon which you will show to their bus driver. The coupon is good for free rides on Foothill Transit service all day on June 18th.

Riders who do not have Internet access may visit any one of Foothill Transit's five Transit Stores in Claremont, El Monte, Pomona, Puente Hills, or West Covina to fill out a survey by hand to receive their one-day free ride coupon. You will also be entered into a drawing for a free 31-Day Pass. Dump the pump on June 18th! And thank you for riding Foothill Transit.

TAPing into discounts

Those of you who have been toting around the Foothill Transit Photo ID Card and your discounted 31-Day Pass, listen up! This new TAP card? It'll be your photo ID card AND your pass all in one. No more fumbling around for your ID and your pass to board with your discount. From now on, it's all-in-one.

Discounts for our senior, student, and disabled customers are nothing new - you all have been on that happy bandwagon for a while now. But one thing probably wasn't as convenient as you would have liked it to be.

Yes, that pesky Foothill Transit ID Card. Anytime you wanted to buy your discounted senior, student, or disabled pass you had to show your ID card. Anytime you wanted to USE your pass, you had to show your ID card. There were a lot of reasons why we needed you to do that. And we really have appreciated your cooperation. That said? We know it probably wasn't the most convenient thing in the world.

TAP changes all of that. Your ID card and your pass will now be all-in-one. There are a few hoops to jump through to get it, but we'll make sure you get your ride - and your discount - with minimal fuss.

First of all, you will need to come in to your local Foothill Transit Store and fill out a special form. If you have a picture on file with us, we'll go ahead and use that. Otherwise we'll snap a shot while you're there. Once we've done that we send your picture and info on to the TAP card processing center. From there, it'll take them about two weeks to send you a new TAP photo card.

TWO WEEKS!

Yes, two weeks. There's a bit of a backlog and we hope it won't take that long. But in the meantime, you'll still be able to get your discounted pass. We'll issue you a temporary TAP card to use for your discounted passes while the processing center creates your new TAP photo card. **Seniors and people with disabilities - BE AWARE** that your temporary TAP card has an expiration date. Check with your local Transit Store representative for info on use dates and when to validate your card.

Eligibility for discount passes varies from type to type. If you're a full time student, a senior over age 62, or a person with disabilities, please visit foothilltransit.org or your local Foothill Transit Store for details on eligibility.

Do we really need to list the reasons to take Foothill Transit to the Hollywood Bowl? Parking fees, not to mention the hassle of traffic, parking, and then trying to find your car at the end of the evening, maybe you're even leaving the show early just so you don't have to spend half an hour behind the wheel just trying to get out of the parking lot - how is any of that entertaining?

The 2009 Hollywood Bowl summer concert season spans 14 weeks from June to September, and includes presentations of classical music by the Los Angeles Philharmonic; popular weekend shows with the Philharmonic and the Hollywood Bowl Orchestra; jazz; world music; pop; rock; and special presentations, as well as family and educational programs.

If you haven't figured it out yet, riding Foothill Transit to the Hollywood Bowl is THE way to get to your favorite concerts and fireworks shows. And it's super easy. Visit foothilltransit.org one week prior to your event to see where and when you need to board. Just remember - when you buy your tickets? Buy your fare too. Only prepaid fares for the Hollywood Bowl service will be guaranteed a seat.

Tickets are also available through Ticketmaster, and by credit card phone order at 213.480.3232, for an additional service charge. We have three departure locations to serve you. Event information is conveniently located on the Hollywood Bowl website at hollywoodbowl.com.

Arcadia Park	Lot 13, Line 663 405 S. Santa Anita Ave. South of Huntington Drive.
Pasadena	Lot 5, Line 655 NE corner of Marengo Ave. and Ramona St. Entrance off Ramona St.
Rowland Heights	Lot 14, Line 665 Schabarum Regional Park E. Colima Rd. and Azusa Ave. Parking off Colima Rd.

