



**San Gabriel Valley Council of Governments\***  
**AGENDA AND NOTICE OF THE REGULAR**  
**MEETING OF THE TRANSPORTATION COMMITTEE**  
**WEDNESDAY, NOVEMBER 5, 2025 – 4:00 PM**  
**SGVCOG Office**  
**1333 S. Mayflower Avenue, Suite 360, Monrovia, CA 91016**

Chair  
**Ed Reece**  
Claremont

Vice Chair  
**Cory Moss**  
Industry

**Members**  
*Alhambra*  
*Azusa*  
*Claremont*  
*Diamond Bar*  
*Duarte*  
*Glendora*  
*Industry*  
*La Cañada*  
*Flintridge*  
*Monrovia*  
*Pasadena*  
*Pomona*  
*San Gabriel*  
*South El Monte*  
*South Pasadena*  
*Temple City*  
*West Covina*  
*L.A. County*  
*District #1*  
*L.A. County*  
*District #5*

Thank you for participating in tonight's meeting. The SGVCOG encourages public participation and invites you to share your views on agenda items.

**MEETINGS:** *Regular Meetings of the Transportation Committee are held on the first Wednesday of each month at 4:00 PM at the SGVCOG Monrovia Office (1333 South Mayflower Avenue, Suite 360, Monrovia, CA 91016).* The agenda packet is available at the SGVCOG's Office, 1333 S. Mayflower Avenue, Suite 360, Monrovia, CA, and on the website, [www.sgvkog.org](http://www.sgvkog.org). Copies are available via email upon request ([sgv@sgvcog.org](mailto:sgv@sgvcog.org)). A copy of the agenda is also posted for public viewing at the entrance of the SGVCOG Monrovia Office Building. Any additional agenda documents that are distributed to a majority of the Committee after the posting of the agenda will be available for review in the SGVCOG office during normal business hours and on the SGVCOG website noted above.

**PUBLIC PARTICIPATION:** Your participation is welcomed and invited at all Transportation Committee meetings. Time is reserved at each regular meeting for those who wish to address the Committee. SGVCOG requests that persons addressing the meeting refrain from making personal, slanderous, profane, or disruptive remarks. A person who continues to disrupt the orderly conduct of the meeting, after being warned by the Committee Chair or designee to cease the disruption, may be precluded from further participation in the meeting.

**TO ADDRESS THE COMMITTEE:** All public comments will be taken during the public comment portion of the agenda. At a regular meeting, the public may comment on any agenda item as well as on any matter within the subject matter jurisdiction of the SGVCOG that is not listed on the agenda during the public comment period at the beginning of the agenda. At a special meeting, the public may only comment on items that are on the agenda. Members of the public are requested, but not required, to state their name prior to speaking. Comments are limited to a maximum of three minutes per person. The Board President may impose additional time limits if a large number of members of the public seek to provide public comment. Except in limited situations, the Board may not take action on items not appearing on the agenda and/or discuss them at length.

If you would like to provide a public comment during a Board meeting, please see "Instructions for Public Comments" below.

**AGENDA ITEMS:** The Agenda contains the regular order of business of the Committee. Items on the Agenda have generally been reviewed and investigated by the staff in advance of the meeting so that the Committee can be fully informed about a matter before making its decision.



In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the SGVCOG office at (626) 457-1800 or via email to [sgv@sgvcog.org](mailto:sgv@sgvcog.org). Notification 48 hours prior to the meeting will enable the SGVCOG to make reasonable arrangement to ensure accessibility to this meeting.



**CONSENT CALENDAR:** Items listed on the Consent Calendar are considered to be routine and may be acted upon by one motion. There will be no separate discussion on these items unless a Committee member so requests. In this event, the item will be removed from the Consent Calendar and considered after the Committees takes action on the balance of the Consent Calendar.

**TELECONFERENCE LOCATIONS:** State law allows Committee members to teleconference from remote locations as long as certain conditions are met, including listing the teleconference locations in the agenda. The following locations are hereby noticed as teleconference locations, which are accessible to the public for the purposes of observing this meeting and/or addressing the Committee.

|                                                                                  |                                                                                           |                                                        |
|----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|--------------------------------------------------------|
| Industry City Hall<br>15625 Mayor Dave Way<br>Industry, CA 91744                 | Rose Conference Rm<br>City Hall<br>One Civic Center Dr.<br>La Cañada Flintridge, CA 91011 | 4130 Cahuenga Blvd, Suite 108<br>Toluca Lake, CA 91602 |
| Chuck Bader Conference Rm.<br>City Hall<br>505 S. Garey Ave.<br>Pomona, CA 91767 | City Hall<br>1414 Mission Street<br>South Pasadena, CA 91030                              |                                                        |

**Instructions for Public Comments:** For those wishing to make public comments on agenda and non-agenda items, but within the SGVCOG's subject matter jurisdiction, you may submit written comments via email or provide a verbal comment.

- **Written Comments (Email):** If you wish to submit written public comments to be distributed to the Committee members at the meeting, please submit these materials via email to Steph Wong at [swong@sgvcog.org](mailto:swong@sgvcog.org) at least 1 hour prior to the scheduled meeting time. Please indicate in the "Subject" line of the email "FOR PUBLIC COMMENT" and the agenda item number to which the public comment is addressed. Written public comments may include, but are not limited to letters, reports, and presentations.
- **Verbal Comments (In Person):** If you would like to make a public comment at the Committee meeting location, please fill out a public comment card. Comment cards will be made available to you by staff at the entrance to the meeting room. If you are attending the meeting at a noticed teleconference location and would like to make a public comment, please raise your hand when the item upon which you wish to speak comes up on the agenda.
- **Verbal Comments (Zoom):** If you would like to participate by teleconference from a private location, please email Steph Wong ([swong@sgvcog.org](mailto:swong@sgvcog.org)) to request an attendee Zoom link at least 24 hours before the meeting. Through Zoom, you may provide a verbal comment by using the web interface "Raise Hand" feature when the agenda item upon which you wish to speak is to be considered. You will then be called upon to provide your verbal comments.

For questions related to accessing the available teleconference locations, please contact Steph Wong ([swong@sgvcog.org](mailto:swong@sgvcog.org)) or (626) 457-1800.

## **PRELIMINARY BUSINESS**

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Public Comment (*If necessary, the Chair may place reasonable time limits on all public comments*)
5. Changes to the Agenda Order

## **CONSENT CALENDAR** (*It is anticipated that the Committee may take action on the following matters*)

6. Review Transportation Committee Meeting Minutes – [Page 1](#)  
*Recommended Action: Review and approve.*

## **PRESENTATION ITEMS**

7. SGVCOG Member City Microtransit, Local Transit, and Paratransit Projects: Sophia Sousa, Management Analyst, City of Monrovia; Rene Salas, City Manager, and Gerardo Marquez, Community Development and Public Works Director, City of South El Monte; Alana Mantilla, Economic Development Manager, and Daniella Andrade, Senior Management Analyst, City of Covina; Kelly McDonald, Assistant City Manager, City of West Covina; and Judy Witrago, Senior Management Analyst, City of Monterey Park – [Page 3](#)  
*Recommended Action: For information only.*

## **UPDATE ITEMS**

8. LA Metro Access for All (AFA) Paratransit Program: Hilary Norton, Executive Director, FASTLinkDTLA  
*Recommended Action: For information only.*

## **LIAISON REPORTS**

9. [Los Angeles County Metropolitan Transportation Authority Liaison Report](#)
  - Introduction: Lilly O'Brien, Deputy Executive Officer, LA Metro
10. Foothill Transit Liaison Report
11. [Gold Line Foothill Extension Construction Authority Liaison Report](#)

## **STAFF ANNOUNCEMENTS**

## **ADJOURN**



## SGVCOG Transportation Committee Meeting Minutes

Date: September 3, 2025

Time: 4:00 PM

Location: 1333 S. Mayflower Ave., Monrovia, CA 91016

### PRELIMINARY BUSINESS

1. Call to Order  
SGVCOG Transportation Committee Chair, Ed Reece, called the meeting to order at 4:06 PM.
2. Pledge of Allegiance  
Ben Feldman, Metro Board Deputy to Director Tim Sandoval, led the pledge of allegiance.

### 3. Roll Call

**A quorum was in attendance.**

#### Committee Members Present

|                    |                |
|--------------------|----------------|
| Alhambra           | Noya Wang      |
| Claremont          | Ed Reece       |
| Monrovia           | Larry Spicer   |
| Pasadena           | Joaquin Siques |
| Pomona             | Tim Sandoval   |
| San Gabriel        | Tony Ding      |
| South Pasadena     | Sheila Rossi   |
| Temple City        | Ashley Avery   |
| West Covina        | Ollie Cantos   |
| LA County Dist. #1 | Ryan Serrano   |
| LA County Dist. #5 | David Perry    |

#### Absent

Azusa  
Diamond Bar  
Duarte  
Glendora  
Industry  
La Canada Flintridge  
Monterey Park  
South El Monte

#### Guests

|                        |                  |
|------------------------|------------------|
| Foothill Gold Line     | Habib Balian     |
| Construction Authority |                  |
| LA Metro               | JC Montenegro    |
|                        | Jackie Gonzalez  |
| Foothill Transit       | Matt Nakano      |
| TPA                    | Carly Shelby     |
| SCAQMD                 | Cristina Lopez   |
| Members of the Public  | Michael Grossman |

#### SGVCOG Staff

M. Creter, Executive Director  
R. (Ricky) Choi, Staff  
R. (Roy) Choi, Staff  
R. Alimoren, Staff  
K. Lai, Staff  
J. Burkart, Staff  
S. Piedra, Staff  
N. Arreaga, Staff  
L. Hwang, Staff  
R. Lansing, Staff  
S. Pedersen, Staff  
R. Coronel, Staff

4. Public Comment  
Cristina Lopez from South Coast AQMD made a public comment.
5. Changes to the Agenda Order  
There were no changes to the agenda order.

## CONSENT CALENDAR

### 6. Review Transportation Committee Meeting Minutes

*Action: Review and approve.*

**There was a motion to approve the consent calendar.**

**(M/S: L. Spicer, T. Ding)**

**[Motion Passed]**

|                              |                                                                                                                               |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>AYES:</b>                 | Alhambra, Claremont, Monrovia, Pasadena, San Gabriel, South Pasadena, Temple City, L.A. County Dist. #1, L.A. County Dist. #5 |
| <b>NOES:</b>                 |                                                                                                                               |
| <b>ABSTAIN:</b>              |                                                                                                                               |
| <b>NO VOTE<br/>RECORDED:</b> |                                                                                                                               |
| <b>ABSENT:</b>               | Azusa, Diamond Bar, Duarte, Industry, Glendora, La Canada Flintridge, Monterey Park, Pomona, South El Monte, West Covina      |

## PRESENTATION ITEMS

7. Metro A Line Foothill Extension to Pomona Station Dedications and Opening Update  
Habib Balian, Foothill Gold Line Construction Authority Chief Executive Officer, JC Montenegro, LA Metro Community Relations Manager, and Jackie Gonzalez, LA Metro Community Relations Director, Rail Safety & Mobility Programs presented on this item
8. Corazon del Valle Open Streets Update  
Sam Pedersen, SGVCOG Senior Management Analyst, presented on this item

## LIAISON REPORT

9. Los Angeles County Metropolitan Transportation Authority Liaison Report
10. Foothill Transit Report  
Foothill Transit Liaison, Matt Nakano, provided a report
11. Gold Line Foothill Extension Construction Authority Report  
SGVCOG Transportation Committee Chair and Gold Line Foothill Extension Construction Authority Chair, Ed Reece, provided a report

## STAFF ANNOUNCEMENTS

The next Transportation Committee meeting will be held Wednesday, November 5, 2025 at 4:00 pm.

## ADJOURN

SGVCOG Transportation Committee Chair, Ed Reece, adjourned the Transportation Committee meeting at 4:58 PM.

# REPORT

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DATE: November 5, 2025

TO: Transportation Committee

FROM: Marisa Creter, Executive Director

RE: **SGVCOG MEMBER CITY MICROTRANSIT, LOCAL TRANSIT, AND PARATRANSIT PROJECTS**

## **RECOMMENDED ACTION**

For information only.

## **BACKGROUND**

Cities across the San Gabriel Valley are implementing programs that provide new multimodal transportation services; complement and connect to existing fixed-route transit services; or replace existing transportation services, like dial-a-ride, altogether. SGVCOG staff have identified several member cities that are implementing these innovative programs in order to highlight local transportation programs and help build up regional knowledge and best practices. The following cities will present at this month's Transportation Committee meeting:

- Monrovia | GoMonrovia Lyft Pass
- South El Monte | SGV Carshare
- Covina | Fric and Frac Circulator
- West Covina | Go West Covina Microtransit
- Monterey Park | MPK Transit Express

This report contains a brief overview of each program.

## **MONROVIA'S GOMONROVIA LYFT PASS**

The GoMonrovia Lyft Pass provides residents of Monrovia and Bradbury with \$6 fixed-fare Lyft rideshares within the Monrovia/Bradbury service area. The rider pays the first \$6 for the ride, and the City pays any remaining balance up to \$15. Riders can use the Pass Sunday – Monday from 7:00 am to 10:00 pm and Friday and Saturday from 7:00 am and 1:00 am. Besides the Lyft Pass, GoMonrovia also includes "Monrovia Transit," the City's on-demand transit service for seniors and individuals living with disabilities.

The Lyft Pass program began in 2019 and was scaled up in 2023 when the City secured funding from LA Metro's Section 5310 Grant Program. With this funding, the city expanded the GoMonrovia Lyft Pass program to include same-day wheelchair accessible services, thereby bringing it into compliance with the Americans with Disabilities Act (ADA).

## **SOUTH EL MONTE'S SGV CARSHARE**

SGV Carshare provides San Gabriel Valley residents with the ability to borrow zero-emission vehicles (ZEVs) at a daily or weekly rate. Participants can reserve one of six vehicles stationed at the

South El Monte Civic Center parking lot by using an app provided by the program's vendor: Mobility Development Operations (MDO), LLC. All members must apply and pay a non-refundable \$20 application fee. Daily rentals (24 hours and 150 miles) are \$40 and weekly rentals (up to 7 days and 500 miles) are \$220. During their rental period, users can access 24/7 bilingual support.

Funding for this program comes from the California Air Resources Board's (CARB) Clean Mobility Options (CMO) Voucher Pilot program. The CMO program funds community-driven projects that improve access to clean transportation in under-resourced communities. The City received a total of \$1.5 million in funding to launch this program. Partners for this program include The Energy Coalition (TEC); MDO; and ActiveSGV. SGV Carshare will soon expand to service four new destinations in the City of El Monte, including the City's Metrolink Station, historic downtown, community center, and public works department.

### **COVINA'S FRIC & FRAC CIRCULATOR**

Free Rides In Covina and Free Rides Around Covina (FRIC & FRAC) provides free rides connecting downtown Covina destinations to the City's Metrolink station, several downtown parking structures, and various bus lines. This fixed-route circulator service utilizes three all-electric five-passenger vehicles that serve nine static stops located at key downtown interest points. FRIC & FRAC operates on Thursday and Sunday from 1:00 pm to 9:30 pm, and on Friday and Saturday from 2:00 pm to 11:00 pm.

The cost for the new vehicles was approximately \$115,000, with most funding provided through Department of Energy's Energy Efficiency and Conservation Block Grant (EECBG) program. The City authorized a \$300,000 contract with their dial-a-ride operator, Parking Co of America (PCAM), to operate FRIC & FRAC during the pilot period. Operational costs are covered by Proposition A funds and a lease agreement with Covina Kia for the use of city-owned parking facilities.

FRIC & FRAC functions both as a microtransit service and as a "placemaking" strategy for the City. The City's Economic Development division leverages the program as an amenity that can attract new visitors and foot traffic, with the goal of attracting additional investment in Covina's historic central business district. Staff highlight its unique and whimsical branding as a key part of this "placemaking" strategy. City staff also anticipate that FRIC & FRAC can serve the residents of the 600+ additional transit-oriented housing units planned for downtown Covina.

### **WEST COVINA'S GO WEST COVINA MICROTRANSIT**

Go West Covina provides riders with on-demand door-to-door trips throughout the northern West Covina service area and connects to the Metrolink stations in the neighboring cities of Baldwin Park and Covina. Riders can book rides between 7:00 AM and 7:00 PM, Monday through Friday, either by contacting a call center or by using a dedicated mobile app. Riders with disabilities can also reserve a wheelchair accessible vehicle (WAV) for their trip. During the one-year pilot which began in November 2024, all Go West Covina rides have been free of charge. The City contracts with Via Transportation, Inc. (Via) to implement the service.

This program is funded through LA Metro's Measure M "Visionary Seed Fund" (VSF), which competitively allocates funding to develop "innovative mobility concepts." The one-year contract with Via is for an amount not to exceed \$1,098,484. The City discontinued its Red and Blue line fixed-route shuttles beginning January 2025 in conjunction with Go West Covina implementation.

In October 2024, West Covina City Council authorized a one-year extension of the program through November 2026. This extension maintains the current service area, service model, and fare-free operations. City staff note that the pilot program has been a success. Between the program launch and August 2025, Go West Covina provided 19,123 rides with an average customer ride rating of 4.9 stars. Staff also note that the microtransit program has proven to be less expensive to operate than the discontinued fixed-route shuttles.

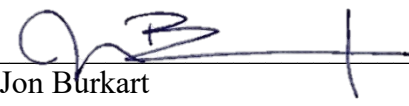
### **MONTEREY PARK'S MPK TRANSIT EXPRESS**

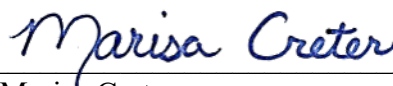
MPK Transit Express provides riders with on-demand door-to-door trips throughout Monterey Park and beyond to key destinations in neighboring jurisdictions. Riders can book rides between 6:30 AM and 7:30 PM, Monday through Friday, either by contacting a call center or by using a dedicated mobile app. Riders with disabilities can also reserve a wheelchair accessible vehicle (WAV) for their trip. MPK Transit Express rides are a flat \$2 fare, or \$1 for seniors (55+) and riders with disabilities. The City contracts with Via Transportation, Inc. (Via) to implement the service.

In mid-2024, the City completed an evaluation of its existing fixed-route local transportation, Spirit Bus. This analysis revealed declining ridership and rising operational costs, along with resident demand for more flexible transportation options. As a result of this study, the City Council approved a one-year pilot for the MPK Transit Express and approved route restructuring of its fixed route services.

MPK Transit Express launched in April 2025. Initially, it operated exclusively within the City limits and began at 7:30 AM. In August 2025, the City expanded the service to begin at 6:30 AM and offer rides to key destinations outside the city: Cal State Los Angeles, Atlantic/Pomona Metro E Line Station, and the Rosemead Walmart, to name a few. From April through July 2025, riders booked more than 2,700 rides through MPK Transit Express, 98% of which were booked through the app.

Sophia Sousa, Management Aide, City of Monrovia; Rene Salas, City Manager, and Gerardo Marquez, Director of Community Development and Public Works, City of South El Monte; Alana Mantilla, Economic Development Manager, and Daniella Andrade, Management Analyst, City of Covina; Kelly McDonald, Assistant City Manager, City of West Covina; and Judy Witrago, Senior Management Analyst, City of Monterey Park, will provide presentations on this item.

Prepared by:   
Jon Burkart  
Management Aide

Approved by:   
Marisa Creter  
Executive Director