

**LONG BEACH TRANSIT  
BOARD OF DIRECTORS MEETING  
MINUTES**

**MONDAY, JUNE 27, 2016  
333 W. OCEAN BOULEVARD  
COUNCIL CHAMBER, 12:00 PM**

Maricela de Rivera, Chair  
Sumire Gant, Vice Chair  
Mary Zendejas, Secretary/Treasurer  
Colleen Bentley, Director  
April Economides, Director



Nancy Pfeffer, Director  
Barbara Sullivan George, Director  
Amy Bodek, City Representative  
Eric Widstrand, City Representative

President and Chief Executive Officer  
Kenneth A. McDonald

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**REGULAR MEETING - 12:00 P.M.**

1. Call to Order. (Maricela de Rivera)

Meeting called to order at 12:04 p.m. by Chair de Rivera.

2. Roll Call. (Ivette Gonzalez)

12:05 p.m.

Chair de Rivera thanked Dave Hernandez for his service as Acting Board Secretary for the previous seven months. She welcomed Ivette Gonzalez into her new position as Board Secretary.

**Commissioners** Colleen Bentley, Nancy Pfeffer, Barbara Sullivan George, Sumire  
**Present:** Gant and Maricela de Rivera

**Commissioners** Mary Zendejas

**Excused:**

**Commissioners** April Economides

**Absent:**

3. 16-053TR Recommendation to approve the minutes of the regular session meeting held on May 23, 2016. (Maricela de Rivera)

**A motion was made by Director Bentley, seconded by Director Pfeffer, to approve recommendation. The motion carried by the following vote:**

**Yes:** 5 - Colleen Bentley, Nancy Pfeffer, Barbara Sullivan George, Sumire Gant and Maricela de Rivera

**Excused:** 1 - Mary Zendejas

**Absent:** 1 - April Economides

4. Employee Recognition. (LaVerne David)

Employees of the Month for June 2016:

Jose Elizarraras, Transit Service Delivery and Planning  
Martin Esparza, Maintenance and Infrastructure  
Teresa Lopez, Staff

INFORMATION ITEM

LaVerne David, Executive Director/VP, Labor and Employee Relations, presented the Employees of the Month for June 2016.

Ms. David acknowledged Jose Elizarraras, Employee of the Month for Transit Service Delivery and Planning; and Teresa Lopez, Employee of the Month for Staff, who were not present.

Martin Esparza, Maintenance and Infrastructure Employee of the Month for June 2016, was presented by Frank Spalding, Maintenance Manager.

Second Roll Call

12:08 p.m.

At this time, Director Economides arrived.

**Commissioners** Colleen Bentley, April Economides, Nancy Pfeffer, Barbara

**Present:** Sullivan George, Sumire Gant and Maricela de Rivera

**Commissioners** Mary Zendejas

**Excused:**

5. President and CEO Monthly Report. (Kenneth McDonald)

- Safety and Service Quality
- Employee Engagement
- Customer Experience
- Community and Industry Focus

INFORMATION ITEM

Kenneth McDonald, President and CEO, introduced Aida Douglas, Long Beach Transit's (LBT) new Regulatory Compliance and Civil Rights Officer (RCCRO). He stated that in her role, she will be responsible for administering LBT's Disadvantaged Business Enterprise (DBE) Program and ensuring Equal Employment Opportunity (EEO), compliance with the American with Disabilities Act of 1990 (ADA), Title VI, Limited English Proficiency and Environmental Justice.

Ms. Douglas fills a critical position within LBT and the community it serves. She has 17 years of experience in Civil Rights including working directly for a transit agency, the Federal Transit Administration (FTA) and as a National Transit Institute (NTI) instructor. LBT is very excited to have her as a part of the team. Ms. Douglas spoke briefly and thanked CEO McDonald for the opportunity.

CEO McDonald provided the President and CEO monthly report.

(Safety & Service Quality)

Under LBT's focus to Improve Safety and Service Quality:

- LBT is currently observing and actively participating in the National Safety Council's Safety Month program which occurs during the month of June.

The National Safety Council has identified specific safety awareness themes for each week during the month. The themes are selected to encourage safe behaviors to help prevent vehicular accidents, one of the nation's leading causes of injuries and deaths.

In support of the safety month and to encourage safe behaviors, LBT's Safety Department has assembled materials provided by the National Safety Council and has shared that information with its Operators, Maintenance and Staff employees.

Safety volunteers have staffed tables throughout LBT facilities and are distributing

take-ones, safety quizzes and other factual information to engage all employees in the National program.

(Employee Engagement)

In LBT's continued effort to Foster Employee Engagement:

- Last month, LBT's Customer Service Clerks participated in an interactive skills training session conducted by a third-party vendor, SkillPath. The training was called Essentials of Excellent Customer Service. Topics included:
  - o Building Customer Rapport and Goodwill
  - o Effectively Handling Problems and Complaints
  - o How to Communicate with Customers
  - o Dealing with Difficult Customers
  - o Projecting a Professional Image
  - o Becoming a Customer Service Star; and
  - o Developing a Personal Action Plan

The training was positively received by Customer Service staff and they considered the information to be beneficial for on and off the job.

- During the weeks of June 6, June 13 and June 20, CEO McDonald, along with the Deputy CEO, held sessions with LBT frontline Maintenance and Transit Service Delivery employees during the State Mandated Annual Refresher Training (SMART) to present and review LBT's 2016 Employee Engagement Survey results.

The sessions allow for interactive discussions amongst employees by providing the finalized results of the survey and to gain a better understanding of how LBT can collectively improve the agency and work environment.

SMART sessions will continue on a monthly basis with the Operators throughout the Fiscal Year to ensure that each employee has an opportunity to receive this information and provide input.

(Customer Experience)

Under LBT's priority of Enhancing the Customer Experience:

- Beginning Friday, July 1, LBT will launch its 2016 Museum Express. The Museum Express is a transportation service specifically developed to promote regional arts and culture along with public transportation use.

For a \$10 roundtrip fare, Museum Express takes customers to 18 of Southern California's most popular museums and gardens. Museum Express operates Thursday-Sundays through September 4. The bus departs from the Transit Gallery's Shelter E, adjacent to the Transit Visitor and Information Center in downtown Long Beach.

Tickets must be pre-purchased through a mail-in registration form or in-person at the Transit Visitor and Information Center or at LBT1 or on Eventbrite.

Individuals utilizing the service are responsible for their own admission to the venues.

- Beginning Friday, July 1, LBT will introduce a Water Taxi weekend pass. The pass will enable customers to take unlimited rides on LBT's water taxi system on any one weekend of the season. The weekend designation includes Fridays, Saturdays and Sundays.

Passes may currently be purchased at the Transit Visitor and Information Center and sales vendor partnerships are being developed with local area businesses including hotels and eateries.

A media advisory has been distributed and information is posted on social media including Facebook, Twitter and Instagram.

(Community and Industry Focus)

In an effort to strengthen LBT's focus on the community it serves and the transportation industry:

- On June 1 and 2, LBT hosted representatives from Foothill Transit and Santa Monica's Big Blue Bus, who along with five staff from LBT, took part in a multi-agency exchange program over the course of two days.

The multi-agency exchange is a cooperative program between the three agencies and is focused on expanding employees' skills, knowledge and partnerships within the region.

The program objectives are to:

- o Enhance employee industry knowledge
- o Share respective experience of each agency
- o Expose participants to L.A. County peer transit agencies

- o Gain a better understanding of regional transit issues and best practices; and
  - o Develop peer relationships to work towards a more integrated transportation network within L.A. County
- On Thursday, June 16, LBT staff and Secretary/Treasurer Zendejas attended Long Beach's Disabled Resources Center's (DRC) 40th Annual Awards Dinner.

A partner of LBT's, DRC is dedicated to empowering people with disabilities to live independently in the community, to make their own decisions about their lives and to advocate on their own behalf.

The program honored six individuals for their contributions to the DRC's mission. LBT Paratransit Committee Member, Cynde Soto, was the recipient of the Jerry Stein Memorial Independent Living Award.

- On Friday, June 19, Community Relations staff accompanied a video blogger on LBT's AquaLink to showcase LBT's water taxi service along the Long Beach coastline and identify key destinations and attractions that LBT serves.

Staff met the blogger at Alamitos Bay Landing and traveled to the Aquarium of the Pacific, the Queen Mary, Belmont Pier and back to Alamitos Bay Landing.

**6. 16-054TR      Monthly Financial Report. (Lisa Patton)**

**INFORMATION ITEM**

Lisa Patton, Executive Director/VP, Finance and Budget, presented the staff report.

Chair de Rivera thanked staff for starting LBT's water taxi service earlier than it started in 2015. She added that launching the water taxi service during Long Beach Pride, which took place the weekend of May 21, 2016, was a great idea and catered to the needs of the community.

**This TR-Agenda Item was received and filed.**

7. 16-056TR Recommendation to authorize the President and CEO to enter into a contract with Nelson\Nygaard Consulting Associates, for consulting services to perform a Comprehensive Operational Analysis (COA), for a total authorization not to exceed \$451,715.  
(Lee Burner)

Lee Burner, Executive Director/VP, Transit Service Delivery and Planning, presented the staff report.

Director Sullivan George stated that undergoing a COA is very important to the agency. She added that she does not see how the Board could not approve this recommendation due to a COA not having been done in 12 years. Chair de Rivera agreed with Director Sullivan George.

Director Pfeffer asked if the scope of work for this project addresses all of the changing technologies that relate to transit and travel use, such as Lyft, Uber and smart phones. Mr. Burner stated that the scope of work will address technology and various modes of transportation.

Director Pfeffer asked what public participation will occur during the COA project. Debra Johnson stated that LBT will reach out to various audiences of non-customers and current customers. In doing so, there will be a plethora of different focus groups and workshops. LBT plans to team up with its stakeholders and leverage the opportunities of already established entities, to go before their bodies and engage people in that realm, similar to what Los Angeles County Metropolitan Transportation Authority (LA Metro) has recently done with its potential ballot measure.

LBT will hold its own public input sessions at key destination sites such as the Veterans Administration Building and schools that LBT serves.

Director Pfeffer asked what is the source of the local matching funds. Ms. Patton stated that the source of the local matching funds is the municipal operator service improvement funds.

Director Bentley asked what is the length of the contract. Mr. Burner stated the COA will take one year to 18 months. He added that the duration of the contract is through 2018.

Vice Chair Gant stated that the Board has brought up a lot of issues over the last 12 months and staff has replied that the COA will address those

issues. She further stated that she hopes staff is going back through all of those issues, such as customer service and service to seniors, and is taking them into consideration. She added that she is expecting great things from the COA study.

Ms. Johnson stated that LBT will need to discern where major employment sites are in Long Beach. She added that the COA will not be the solution to all of LBT's issues, it will provide LBT information of where the solutions lie. She further added that once LBT receives the recommendations from the COA, the agency will have to identify what steps it takes going forward. She stated that LBT will need money to ensure solutions to the identified issues come to fruition. She further stated that through public participation, LBT will have an understanding of what the demographics are relative to the senior population, students, etc.

Vice Chair Gant asked if LBT will do surveys regarding origin and destination. Ms. Johnson stated that LBT will be doing origin and destination surveys route by route and added that LBT will need to identify why customers are utilizing the service and why they are not utilizing the service.

Vice Chair Gant noted that she has heard regularity of service impacting ridership. Ms. Johnson stated that LBT will address that issue during the COA as well as identifying which bus size to use on different routes.

Director Economides stated that she hopes Nelson\Nygaard Consulting Associates (Nelson\Nygaard) will meet with different departments of the City of Long Beach, as many new developments are coming to fruition and lot more people will be living in Long Beach. She added that she hopes the consulting firm will look at the future developments to plan accordingly for the future.

Ms. Johnson stated that LBT will work with key stakeholders, not only within the City of Long Beach, but within the other 12 cities LBT services as well. She added that duplication of services will also be studied.

Director Economides stated that the City of Long Beach is getting better at working as a team within departments and agencies.

Director Sullivan George stated that if there not a policy in place already, LBT should undergo a COA every five years. She would regret LBT not undergoing a COA in another 12 years.



Ms. Johnson stated that oftentimes, COAs are done every five years and are incorporated into the Short Range Transit Plan.

Chair de Rivera thanked staff for recommending an authorization for the President and CEO to enter into a contract for with Nelson\Nygaard for consulting services to perform a COA.

**A motion was made by Director Sullivan George, seconded by Director Pfeffer, to approve recommendation. The motion carried by the following vote:**

**Yes:** 6 - Colleen Bentley, April Economides, Nancy Pfeffer, Barbara Sullivan George, Sumire Gant and Maricela de Rivera

**Excused:** 1 - Mary Zendejas

8. Public Comment.

Any member of the public may approach the podium and, upon recognition by the Chair, state his or her name and proceed to address the Board on any item within the subject matter jurisdiction of the Long Beach Transit Board of Directors, provided that no action may be taken on off-agenda items unless authorized by law. Comments shall be limited to three minutes, unless different time limits are set by the Chair, subject to the approval of the Board.

There were no public comments.

9. Board Requests.

There were no Board requests.

10. 16-058TR      Adjourn. The next regular meeting will be held on July 25, 2016.  
(Maricela de Rivera)

Meeting adjourned at 12:42 p.m.

**A motion was made by Vice Chair Gant, seconded by Director Bentley, to approve recommendation. The motion carried by the following vote:**

**Yes:** 6 - Colleen Bentley, April Economides, Nancy Pfeffer, Barbara Sullivan George, Sumire Gant and Maricela de Rivera

**Excused:** 1 - Mary Zendejas

**Note:**

The City of Long Beach intends to provide reasonable accommodations in accordance with the Americans with Disabilities Act of 1990. If special accommodation is desired please call the City Clerk Department 48 hours prior to the meeting at (562) 570-6101.

(\*The City Clerk's office is closed on weekends. To assure proper accommodations, please call by 4:30 p.m. on the Friday prior to the meeting.)

(For Telecommunication Device for the Deaf, please call (562) 570-6626. Inquire at the City Council Chamber Audio Visual Room for Assistive Listening Device.)

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