

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

**MONDAY, MARCH 28, 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)
2. Roll Call. (Dave Hernandez)

Vice Chair Gant made a motion to remove agenda item 9-1 from the agenda. The motion was seconded by Director Bentley. The motion carried by the following vote:

**Yes:** 5 - Colleen Bentley, Nancy Pfeffer, Sumire Gant, April Economides and Barbara Sullivan George

**Absent:** 2 - Mary Zendejas and Maricela de Rivera

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

**Present:** Sullivan George and Sumire Gant

**Commissioners** Mary Zendejas and Maricela de Rivera

**Excused:**

3. 16-028TR Recommendation to approve the minutes of the regular session meeting held on February 22, 2016. (Maricela de Rivera)

Director Bentley referred to the bottom of page 13 of the minutes and stated that she is listed as absent on agenda item 16 although she was present. She referred to page 18 and stated that agenda item 17 should have five "Yes" votes instead of four.

Acting Board Secretary Dave Hernandez stated that the minutes would be corrected.

After the motion to approve the minutes of the regular session meeting held on February 22, 2016 was carried, Secretary/Treasurer Zendejas arrived.

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

**Yes:** 5 - Colleen Bentley, April Economides, Nancy Pfeffer, Barbara Sullivan George and Sumire Gant

**Absent:** 2 - Mary Zendejas and Maricela de Rivera

4. Employee Recognition. (LaVerne David)

Employees of the Month for March 2016:

Rida Shihata, Transit Service Delivery and Planning  
Roman Ortiz, Maintenance and Infrastructure  
Kana Sato, Staff

INFORMATION ITEM

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

Roman Ortiz, Employee of the Month for Maintenance and Infrastructure; and Rida Shihata, Employee of the Month for Transit Service Delivery and Planning, were not present.

Kana Sato, Staff Employee of the Month for March 2016, was presented by Lisa Patton, Executive Director/VP of Finance and Budget.

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

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

INFORMATION ITEM

(Safety & Service Quality)

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

- LBT is finalizing preparations to kick off the 2016 water taxi season next month during the 42nd Annual Toyota Grand Prix of Long Beach which takes place Friday, April 15 through Sunday, April 17.

LBT will provide service throughout the three-day event.

The AquaBus, which provides service within the harbor, will begin operation at 8 a.m. with the first boat departing the Queen Mary. The last departure from the Aquarium dock will be at 6:30 p.m. Service frequency will be every 30 minutes. Fares on the AquaBus are \$1 one way.

Service on the AquaLink, which runs along the coastline, will begin at 8:30 a.m. departing at Alamitos Bay. The last departure from Alamitos Bay will be 8:05 p.m. and the last departure from the Aquarium will be 8:15 p.m. Service frequency will be every 45 minutes. Fares are \$5 one way.

- On Thursday, March 24, Long Beach Police Chief Robert Luna, Deputy Chief Michael Beckman and Commander John Cook joined LBT's Deputy CEO, Executive Director/Vice President of Transit Service Delivery and Planning, Public Information Officer and CEO and rode buses along the 7th Street corridor to Cal State Long Beach and down to the Transit Gallery.

The purpose of the inter-agency ride-along was to interface with customers and talk with them about their experience, their perception of security and LBT's overall service delivery.

This ride-along allowed for first-hand collaboration first-hand while riding buses in LBT's service area and to discuss how best to improve the safety and security of

LBT service onboard LBT buses and at bus stops.

(Employee Engagement)

In LBT's continued effort to Foster Employee Engagement:

- On March 8 and March 22, LBT provided three training sessions for management staff and other employees associated with purchasing goods and services on the United States Department of Transportation's Disadvantaged Business Enterprise (DBE) Program.

The purpose of the training was to orient staff to the general and administrative requirements of the program, goals, good faith efforts, certification, compliance and enforcement.

LBT receives federal financial assistance from the Department of Transportation, and as a condition of receiving this assistance, LBT has signed an assurance that it will comply with 49 Code of Federal Regulation Part 26, which pertains to the establishment and compliance of a DBE Program.

- On Tuesday, March 15, LBT staff took part in a Behavioral Threat Assessment Preventing the Active Shooter training course hosted by Long Beach Department of Health and Human Services.

This training session is designed to equip individuals with the skills and tools necessary to identify potentially violent individuals, assess the risk they pose of engaging in violence, proactively manage the risk and prevent violent attacks; including active shooter events.

(Customer Experience)

Under LBT's priority of Enhancing the Customer Experience:

- On Tuesday, February 23, LBT hosted a media event and ribbon-cutting celebration for the completed Alamitos Bay Pier, Berth 3 Improvement Project.

The event included remarks from Mayor Robert Garcia and LBT Board Chair, Maricela de Rivera.

Secretary/Treasurer Zendejas and Director Bentley attended the event and participated in the cutting of the ribbon.

LBT is excited to have this pier fully accessible for the Toyota Grand Prix weekend and the kick-off of the 2016 Water Taxi Season.

- On Tuesday, March 8, LBT continued its partnership with the Long Beach Airport and conducted intercept surveys gauging airport travelers' interest in Long Beach Transit.
- LBT staff approached airport travelers and asked eight questions which covered these general themes:
  - o Familiarity with Long Beach Transit
  - o Interest in having a direct public transit connection to downtown Long Beach
  - o Bus fares a traveler would be willing to pay for express service and/or direct service between the airport and downtown Long Beach

This was the second of three surveys as LBT conducted the first survey in November of last year. The third survey will take place within the next month.

LBT will further assess the feasibility of direct airport service during the Comprehensive Operational Analysis (COA) which will be conducted within the next few months.

- On Saturday, March 12, Community Relations staff participated in "Kids in the Kitchen," a community fair promoting healthy eating and exercise, at Martin Luther King, Jr. Park.

The Junior League of Long Beach sponsored this program in conjunction with the Health Department's Healthy Active Long Beach Program.

LBT staff promoted the benefits of taking public transportation as it requires aspects of "active" transportation as customers can walk or bike to connect or complete trips. Staff also provided service and fare information, such as how to register for TAP.

- LBT participated in the Long Beach Irish Heritage Festival and Parade on Saturday, March 12.

LBT provided a bus to process along the parade route that carried the current reigning titleholders of the two Long Beach pageants: Miss Long Beach and Miss Southern California Cities.

Also, LBT had a booth set-up where staff distributed information and answered questions about service, fares and programs.

- On Saturday, March 19, LBT took part in the City of Long Beach's Beach Streets event which opened streets for walking, bicycling, and socializing by temporarily closing thoroughfares to automobile traffic.

Known more generally as Open Streets, these events are a common way of pursuing innovative strategies to achieve environmental, social, economic, and public health goals.

This event showcased local neighborhoods, businesses, and parks, as well as LBT, health, and recreation options.

The four-mile downtown route featured the Broadway Corridor, Pine Avenue, East Village Arts District and 4th Street Retro Row.

LBT had a bus on display and staff demonstrated how to use the bus bike racks to load a bicycle.

Additionally, LBT handed out schedule information about getting around on transit and provided service information to attendees.

(Community and Industry Focus)

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

- In an effort to take advantage of opportunities provided by the American Public Transportation Association, LBT's Marketing Manager attended and participated in APTA's Marketing and Communications Workshop in late February where he served on a panel assessing the "Social Media Landscape."

He also had an opportunity to gain insight into new media strategies, customer outreach techniques, including best practices and networking.

- On Wednesday, March 2, External Affairs staff made a presentation to the Queen Mary Development Task Force regarding LBT's existing service.

Staff provided an overview of LBT's service in the downtown core to the Queen Mary project site in an effort to educate the Task Force on opportunities and constraints related to viable transit options adjacent site.

- During the week of March 13, LBT's Deputy CEO and Government Relations Manager participated in APTA's Legislative Conference in Washington, DC to

advance LBT's 2016 Legislative program.

Staff also met with LBT's Congressional representatives and their staff to apprise them of LBT's federal legislative priorities and to seek support.

- On Tuesday, March 22, the Conference Of Minority Transportation Officials (COMTO), Southern California Regional Chapter, sponsored its First Annual Women Leaders of Southern California Transportation Awards.

The awards program was held during Women's History month to recognize inspiring women leaders whose public service contributions have significantly impacted the surrounding communities and the transportation industry.

LBT's Deputy CEO, Debra Johnson, was one of three recipients of the Outstanding Transportation Executive Leadership Award.

Director Economides asked about the surveys being conducted at Long Beach Airport and asked if the survey is available online. Ms. Johnson stated that the aspect of the survey is to intercept customers that are actively at Long Beach Airport. She further stated that a more robust survey will be done pertaining to information about origin and destination trips during the course of the Comprehensive Operational Analysis (COA).

Director Economides asked for confirmation that the survey is not available online. Ms. Johnson confirmed that the survey is not available online. Director Economides noted that it would be helpful to broaden the survey to customers that are not present at the airport that day. Ms. Johnson stated that it will be done during the COA.

6. 16-029TR Monthly Financial Report. (Lisa Patton)

INFORMATION ITEM

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

Director Sullivan George referred to the dues and subscriptions and asked what comprised of the year-to-date rollover figure. Ms. Patton answered that it was the result of dues for the Business and Midtown Improvement District.

Director Pfeffer referred to the fringe benefits and noted that the expense for LBT's pension is year-to-date 117 percent of budget. She asked why that number was so high.

Ms. Patton stated that LBT changed the investment return rate for Staff and LBT has not changed the investment return rate for Contract Employees which LBT will look at in the future. She further stated that LBT is making less money than it projected. She added that when LBT receives a CNG tax credit, it is able to credit it towards pension, which is essentially a debt so it will look higher on the year-to-date.

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

7. 16-030TR Recommendation to adopt a resolution approving Long Beach Transit's Disadvantaged Business Enterprise (DBE) Program. (Debra Johnson)

Debra Johnson, Deputy CEO, presented the staff report.

Director Pfeffer asked if there are separate requirements for state funding or is this implemented in all funding. Ms. Johnson stated that California banned affirmative action and LBT made a commitment to level the playing field and take a proactive approach to carry forward the same concept.

Director Pfeffer asked who is LBT's DBE Liaison Officer (DBELO). Ms. Johnson stated that LBT is currently recruiting a DBELO. Director Pfeffer asked for a confirmation that it is a dedicated position for the DBE Program. Ms. Johnson stated that the position will be carried on in a broader sense. She added that the position would officially be a Regulatory Compliance and Civil Rights Officer (RCCRO) which includes Equal Employment Opportunity (EEO) and Americans with Disabilities Act (ADA). She further added that the DBE Program will also be an aspect of the individual's job requirements.

Director Pfeffer referred to page nine and noted that in regards to accountability it states that LBT will be self-auditing if it needs to. She asked if there is an external entity that audits LBT's DBE Program. Ms. Johnson stated, as an example, that the RCCRO would go to a construction site to confirm what a contractor asserted on its paperwork is true. She further stated that reviewers from the federal government will also perform an audit.

Director Pfeffer asked how LBT will know if the DBE Program is working. She further asked if there is anything else LBT should be doing as far as what is required by federal guidelines. Ms. Johnson stated that her opinion is that there is always room for improvement. She added that during the recent Federal Transit Administration (FTA) triennial review, the reviewers stated that LBT had a robust outreach effort for its public consultation period for the FFY 2016-2018 DBE Overall Goal and Goal-Setting Methodology. LBT went above and beyond and placed advertisements in multilingual papers, held a public meeting and leveraged the COMTO mailing list to send out LBT's DBE Goal Methodology in excess of 350 entities and individuals so they would be aware of what LBT is doing.

Director Economides asked how LBT protects against discriminating against companies owned by persons of different sexual orientations. Ms. Johnson stated that sexual orientation is incorporated in LBT's EEO statement and it is also stated in LBT contracts that LBT does not discriminate. LBT would have the future RCCRO monitor those aspects and have an understanding coming from the CEO that discriminatory behavior is not tolerated.

Director Economides asked if the phrase "sexual orientation" is in LBT's EEO statement. LaVerne David confirmed that the phrase is in LBT's EEO statement. Director Economides further asked if it also refers to age and physical ability. Ms. David stated that it refers to age and physical ability and LBT complies with state and federal requirements.

Director Bentley asked if LBT had a DBELO before. She further asked if this is a renewal of a program or an updated program. Ms. Johnson stated that there was an individual that assumed the role of the DBELO and that individual retired in February 2015. LBT later recruited an individual that is no longer with the agency. After assessing LBT's needs, the agency has developed the RCCRO position which will be more suitable for the programs that LBT has. Ms. Johnson stated that the job will be posted later that day and it is LBT's intent to have an individual on the premises to carry out the responsibilities by June 1.

Director Bentley referred to the first page of the DBE policy statement and noted that the proposal was submitted in November and is currently waiting on a response from the FTA. She asked if not hearing back after four months is uncommon. Ms. Johnson stated that it is not uncommon and added that the FTA did not respond for nine months when LBT submitted its EEO Program. CEO McDonald added that it is not surprising to wait that length of time.

Ms. Johnson stated that LBT is bringing the DBE Program to the Board because the program will still continue and the goals will be updated every three years. LBT is going to operate with a goal of 10 percent and will utilize the DBE Goal Methodology as it is a requirement by the federal government. She added that the government requires agencies to follow certain steps and that is what LBT has followed.

Director Sullivan George referred to number six of the DBE Program objectives and stated that she thinks it is very important to develop that

objective as an agency. She added that Long Beach companies have a tendency to operate in silos around different issues such as small businesses versus DBEs. She added that in her opinion, it should be an inclusive kind of effort.

Director Sullivan George added that in many cases, DBEs tend to be small businesses and they have to submit everything to get the designation of a DBE which is not easy to do. She stated she hopes that LBT is doing everything in its power to outreach and utilize DBEs in Long Beach not just in construction but in legal, training and professional services.

Ms. Johnson thanked Director Sullivan George for her comments. She added that LBT holds the same philosophy and it will continue to go above and beyond what is required. CEO McDonald added that even though this is a federal program, LBT has committed to making sure that all the funds go towards that as much as possible.

Vice Chair Gant agreed with Director Sullivan George in terms of Long Beach-specific businesses. She added that although this is a federal program she hopes that LBT will perform outreach to Long Beach businesses. She asked if the DBE Program specifies to performing outreach to Long Beach businesses.

Ms. Johnson stated that LBT has made it a point to look at local businesses with recent contracts to have more participation from Long Beach since it is a benefit to the company and the community.

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

**Yes:** 6 - Mary Zendejas, Colleen Bentley, April Economides, Nancy Pfeffer, Barbara Sullivan George and Sumire Gant

**Absent:** 1 - Maricela de Rivera

8. 16-031TR Recommendation to authorize the President and CEO to enter into a contract with Urban Solar Corp. for the manufacturing and delivery of 87 solar powered light emitting diode (LED) light kits to be installed on LBT bus shelters for a total of \$145,090 and options for 189 additional units over the next five years. (Rolando Cruz)

Rolando Cruz, Executive Director/VP of Maintenance and Infrastructure, presented the staff report.

Director Sullivan George asked if there was a bid process. Mr. Cruz confirmed that there was a bid process. He added that LBT submitted a request for information and seven companies who deliver this type of lighting submitted information. LBT evaluated the companies and prequalified three. The three prequalified companies went through a full evaluation and LBT selected Urban Solar Corp.

City Representative Bodek referred to the year one installation and asked if 87 solar kits are going to be covered under the grant in year one or all 116 solar panel kits that are mentioned in the staff report. Mr. Cruz stated that LBT is going to bid separately for the labor to install the lights which will be done under the same grant in year one.

City Representative Bodek asked when the remaining LED light kits will be installed. Mr. Cruz stated that the remaining LED light kits will be installed as funds become available. He added that LBT would go to the Board if authorization is required.

Vice Chair Gant asked how many LBT bus stops there are. Mr. Cruz stated that LBT has approximately 1,950 bus stops.

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

**Yes:** 6 - Mary Zendejas, Colleen Bentley, April Economides, Nancy Pfeffer, Barbara Sullivan George and Sumire Gant

**Absent:** 1 - Maricela de Rivera

9. Closed Session.

- 1) Personnel Matter: President and CEO Performance Evaluation  
Pursuant to Cal. Gov. Code § 54957(b)
- 2) Conference with Legal Counsel - Existing Litigation  
Pursuant to Cal. Gov. Code § 54956.9(d)(1)  
Ribakoff v. City of Long Beach, et al. (Case No. BC610000)

9-1 was removed from the agenda during agenda item 2.

Vice Chair Gant recommended to move into closed session.

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

**Yes:** 5 - Colleen Bentley, Nancy Pfeffer, Sumire Gant, April Economides, Mary Zendejas and Barbara Sullivan George

**Absent:** 1 - Maricela de Rivera

Meeting went into closed session.

Meeting reconvened and Vincent Ewing, General Counsel, announced that the Board met in closed session on agenda item 9-2. He stated there was no reportable action taken nor was direction given.

**This was approve recommendation.**

10. 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.

Wayne Wright, an occasional bus rider from Los Angeles, addressed his concern with an item that was brought to the Board in January. He stated he had a concern with the purchasing of New Flyer buses in 2016. He further stated that the rear seats that face each other are too narrow and will cause friction between customers. He added that the seats are not suitable for large passengers. He noted that he would like LBT to purchase Gillig buses.

Mr. Wright stated he would also like LBT to have off-white headsigns instead of its current headsigns. He further addressed he feels LBT should have Automated Voice Annunciation (AVA) sign columns in LBT's entire service area and not just transfer points.

Vice Chair Gant thanked Mr. Wright for his comment.

11. Board Requests.

Director Pfeffer referred to the LAX FlyAway service that has been implemented and asked if there had been a study of having LAX FlyAway service at the Metro Blue Line Willow Station. She noted that there is a parking structure there.

CEO McDonald stated that LBT spoke to Los Angeles World Airports (LAWA) and the Willow Station was not discussed. He added that LAWA wanted direct service from Long Beach after performing a study in terms of people traveling from Long Beach to the airport which was the reason the FlyAway service was implemented in Long Beach.

12. 16-032TR      Adjourn. The next regular meeting will be held on April 25, 2016.  
(Maricela de Rivera)

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

**Yes:** 6 - Mary Zendejas, Colleen Bentley, April Economides, Nancy Pfeffer, Barbara Sullivan George and Sumire Gant

**Absent:** 1 - Maricela de Rivera

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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