

SUBJECT

Long Beach Transit Customer Code of Conduct

RECOMMENDED ACTION

To adopt the Long Beach Transit Customer Code of Conduct.

BACKGROUND

Long Beach Transit (LBT) provides important transportation services to the communities it serves. Safety and security are top priorities at LBT, and a successful partnership between LBT and its customers depends on LBT employees and customers behaving in a mutually respectful and courteous manner.

In support of LBT's strategic priorities 'Improve Safety and Service Quality' and 'Enhance Customer Experience,' LBT is developing a Customer Code of Conduct (the Code) pursuant to the authority granted to LBT by the California Civil Code Section 2186.

The Code sets out expected behaviors for everyone who uses LBT property, which includes, but is not limited to, operating, maintenance and administrative facilities, vehicles, transit stations, bus shelters, bus benches, water vessels and water vessel docks. The Code authorizes specific personnel the ability to expel from LBT property persons who commit Transit Violations (as defined within the Code) and to suspend their privileges to enter upon LBT property and use the transit system.

Additionally, LBT is establishing the Code to facilitate the proper use of LBT property; to protect LBT property and employees; to ensure payment of fares; and to ensure LBT property is safe, secure, welcoming and accessible for all customers.

Interior displays, advertising the Code, will be posted in all LBT buses. The Code will also be available in full on LBT's website and promoted via social media. Currently there are no materials onboard buses addressing how LBT expects its customers to behave while using LBT's system or while on LBT property.

PROCUREMENT – N/A

ALTERNATIVES CONSIDERED

The Board could decide not to approve the proposed Customer Code of Conduct. However, there



would continue to be no formal notices onboard buses and on the LBT website to help promote proper conduct and a safe and secure experience.

BUDGETARY/FISCAL IMPACT – N/A

Staff is recommending the Board to adopt the proposed Long Beach Transit Customer Code of Conduct.

Kenneth A. McDonald
President and Chief Executive Officer

Attachment