

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

**MONDAY, MAY 22, 2017  
333 W. OCEAN BOULEVARD  
COUNCIL CHAMBER, 12:00 PM**

Maricela de Rivera, Chair  
Sumire Gant, Vice Chair  
Colleen Bentley, Secretary/Treasurer  
Michael Clemson, Director  
Nancy Pfeffer, Director



Mary Zendejas, Director  
Eric Widstrand, City Representative  
Lea Eriksen, City Representative

Kenneth A. McDonald,  
President and Chief Executive Officer

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**REGULAR MEETING - NOON.**

1. Call to Order. (Maricela de Rivera)

Chair de Rivera called the meeting to order at 12:01 p.m.

2. Roll Call. (Ivette Dubois)

**Commissioners** Colleen Bentley, Nancy Pfeffer, Mary Zendejas and Maricela de  
**Present:** Rivera

**Commissioners** Michael Clemson and Sumire Gant  
**Excused:**

3. 17-021TR Recommendation to approve the minutes of the regular session meeting held on April 24, 2017. (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:** 4 - Colleen Bentley, Nancy Pfeffer, Mary Zendejas and Maricela de Rivera

**Excused:** 2 - Michael Clemson and Sumire Gant

4. Employee Recognition. (LaVerne David)

Employees of the Month for May 2017:

James King, Transit Service Delivery and Planning  
Romie Watkins, Maintenance and Infrastructure  
Vidhya Sridhar, Staff

INFORMATION ITEM

Second Roll Call

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

James King, Employee of the Month for Transit Service Delivery and Planning, was presented by Enrique Medina, Superintendent.

Romie Watkins, Employee of the Month for Maintenance and Infrastructure, was presented by Tony Cohen, Executive Director/VP, Maintenance and Infrastructure.

Vidhya Sridhar, Employee of the Month for Staff, was presented by Patrick Pham, Executive Director/VP, Information Technology.

**Commissioners** Colleen Bentley, Michael Clemson, Nancy Pfeffer, Mary  
**Present:** Zendejas and Maricela de Rivera

**Commissioners** Sumire Gant  
**Excused:**

5. 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.

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

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

**INFORMATION ITEM**

Prior to delivering his CEO monthly report, Kenneth McDonald, President and CEO, introduced Michael Gold who joined LBT on May 1, 2017, as the new Manager, Marketing and Customer Service, replacing Kevin Lee.

CEO McDonald stated that Mr. Gold came to LBT from the Port of Long Beach, where he served as the Director of Communications and Community Relations. Prior to that, he served as Executive Director at the League of California Cities/Orange County Council of Governments, and Public Affairs Manager at the Orange County Sanitation District.

Mr. Gold has more than 17 years' experience in marketing, communications, community relations and public affairs.

LBT is very excited to welcome Mr. Gold as a part of the LBT team.

CEO McDonald thanked Kevin Lee for his six years of service to LBT and wished him continued success in his future endeavors.

CEO McDonald presented his monthly report.

(Safety and Service Quality)

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

- On Thursday, May 18, LBT participated in the nationwide "Bike to Work Day," which is part of the national "Bike to Work Week" from May 15-19.

LBT offered complimentary rides for those customers who used our bus bike racks, while they rode our buses.

This gave LBT an opportunity to showcase how active transportation and public transit are complementary modes.

- In support of LBT's ongoing Comprehensive Operational Analysis (COA), which

has been branded the Systemwide Transit Analysis and Reassessment (STAR) Initiative, LBT hosted a public meeting:

- o On Saturday, April 29, LBT held its final STAR Initiative community meeting in this phase of the project on the city's west side at Silverado Park Community Center.
- During the month of May, LBT's Safety department conducted its monthly safety blitz campaign on the topic of "Pedestrian Awareness."

At the Transit Gallery, Operators were engaged and thanked for continuing to drive safely. They were reminded to be aware of pedestrians while driving on their routes, as oftentimes, pedestrians are distracted with their cellphones.

Video monitors in the Operator break rooms were updated to help promote the safety topic of the month.

(Employee Engagement)

In LBT's continued effort to Foster Employee Engagement:

- Beginning in May of last year and concluding two weeks ago, the Deputy CEO and CEO held more than 60 sessions to present and review the 2016 Employee Engagement Survey results with employees.

Presentations and feedback were obtained during the State Mandated Annual Refresher Training (SMART) classes with Operators and Maintenance employees.

Sessions were also conducted with frontline supervisors, managers and the Executive Leadership Team.

Through those interactive discussions, themes and tactics were identified and those tactics will be used to enhance employee relations, strengthen LBT's working environment and further enable employee success.

- From May 7-10, LBT's Executive Director/VP, Transit Service Delivery and Planning attended the 2017 APTA Bus and Paratransit Conference held in Reno, Nevada.

He participated in a panel discussion entitled "Bus Operations and Service Quality...Can They Go Hand in Hand?," where he spoke about how agencies can

measure service quality and make sure its operators are providing the best service to its customers.

(Customer Experience)

Under LBT's priority of Enhancing the Customer Experience:

- On April 28, LBT participated in Lowell Elementary School's Career Day.

Community Relations staff engaged with approximately 100 students regarding topics such as:

- o Career options in the transit industry;
- o Overview of how LBT works in the community to get people to school, work, doctor's appointments, as well as fun places and attractions;
- o How LBT buses work and are maintained; and
- o How to apply for a Student TAP card

- On April 29, LBT participated in Beach Streets in East Long Beach around the campus of CSULB.

Community Relations staff had a booth where they promoted:

- o Route information and bus-riding tips;
- o Demonstrations on How-to-Ride and load your bike on the bus; and
- o TAP card sign-ups

The LA Galaxy Spirit Team was also part of LBT's booth activation, where a water station was set up to quench the thirst of the thousands of bikers and walkers that took part in Beach Streets.

(Community and Industry Focus)

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

- On May 16, the Deputy CEO attended the California Transit Association (CTA) Executive Committee Meeting of which she is a member, as well as participated in CTA's Spring Legislative Conference which took place on May 17 in Sacramento, California.

Conference topics discussed included the state's evolving zero-emission bus regulation, the future of autonomous vehicles and a panel discussion of state

legislators including Senator Beall who co-authored SB-1, the landmark public transit and transportation funding legislation that was signed into law by the Governor on April 28, 2017.

- On May 16, the CEO participated in a zero-emission bus roundtable discussion co-organized by Zero-Emission Urban Bus System, the Center for the Environment and the International Association of Urban Transport in Montreal, Quebec, Canada.

The panelists, who came from around the globe, and the CEO discussed how to strategically plan for zero-emission bus up scaling, as well as the need for efficiency planning for strategic deployment.

- On Saturday, May 20 and Sunday, May 21, LBT participated in the 34th Annual Long Beach Lesbian and Gay Pride events. The theme for this year's celebration was "Viva La Vida/Here's to Life."

LBT Community Relations staff and several LBT volunteers provided bus and water taxi service information to event-goers, as well as addressed our TAP information and assisted with sign-ups for the fare program.

Over the two-day event, staff also answered many questions they received about LBT's services and programs.

On Sunday, LBT featured a rainbow-themed bus in the Pride Parade. Board Chair de Rivera, Director Zendejas and City Representative Eriksen joined the CEO, members of the ELT, as well as many LBT employees and their friends and families along the parade route.

- On Monday, May 1, LBT's External Affairs Manager was instrumental in securing LBT's press coverage by Univision network's afternoon show "Primer Impacto." The Spanish-language daily variety show, which airs on KMEX Channel 34, is seen by millions in the U.S., Canada, Mexico and the Caribbean.

A film crew visited LBT1, the Transit Gallery, as well as Rainbow Harbor to produce a story to promote a live broadcast that was to take place on Monday, May 8. The segment focused on LBT's commitment to alternative-fuel buses, especially our growing fleet of battery-electric buses.

The story showed many LBT bus operators and maintenance employees at their jobs and exemplified our core mission of connecting communities, moving people and making everyday life better.

A video clip of the segment was emailed to the Board on May 15.

Chair de Rivera welcomed Mr. Gold and Mr. Cohen to the LBT team.

Chair de Rivera thanked LBT staff for participating in the 2017 Long Beach Gay and Lesbian Pride Parade on May 21, 2017. She stated that, as a member of the LGBTQ and Long Beach community, she was grateful that LBT honors all.

Director Zendejas also thanked LBT staff and the ELT for participating in the Pride Parade. She stated that not only was the parade bus bright and stood out, but the commitment that LBT has toward the community it serves was very apparent.

7. 17-022TR Monthly Financial Report. (Lisa Patton)

INFORMATION ITEM

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

Chair de Rivera stated that it was important to highlight the decrease in ridership and fare revenue. She added that she appreciated the high quality of service that LBT provides with limited financial resources.

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

8. 17-023TR Recommendation to approve Long Beach Transit's Statement of Investment Policy. (Lisa Patton)

Ms. Patton presented the staff report.

Secretary/Treasurer Bentley asked if Halbert Halgrove would be providing a presentation on LBT's corporate investments. Ms. Patton stated that CEO McDonald, Ms. David and herself meet with Halbert Halgrove to review LBT's corporate investments.

Secretary/Treasurer Bentley stated that she was on the California State University, Long Beach (CSULB) Alumni Board and noted that Halbert Halgrove speaks with the CSULB Alumni Board Executive Committee on a quarterly basis to explain CSULB's Investment Policy. She added that the presentations from Halbert Halgrove were very helpful.

Chair de Rivera stated that having Halbert Halgrove present LBT's Statement of Investment Policy should be considered, as there are newly-elected members on LBT's Board of Directors.

**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, Michael Clemson, Nancy Pfeffer, Mary Zendejas and Maricela de Rivera

**Excused:** 1 - Sumire Gant

9. 17-025TR Recommendation to adopt the Operating and Capital Budgets for Fiscal Year 2018. (Kenneth McDonald)

CEO McDonald presented the staff report.

Director Pfeffer referred to page 21 of the FY 2018 Budget Book (Budget Book) and stated that she commends LBT for its environmentally sustainability motto, "Let's Be Thinking Green."

Director Pfeffer referred to the Capital Expenditures tab and commended LBT for using the Mobile Source Air Pollution Reduction Review Committee (MSRC) program grant to upgrade the engines in the upcoming CNG buses. She added that the engine upgrades reduced the pollution of CNG bus engines by 90 percent. She noted that it would benefit the community.

Director Pfeffer stated she was pleased to see the Objective Measures of Progress in the Budget Book. She stated she was curious on the goal-setting process for the Key Performance Indicators (KPIs). She referred to page 32 of the Budget Book and noted that the goal in the header, 12.46, was less than the target line of 12.49. CEO McDonald stated it would be corrected.

Director Pfeffer referred to the Budget Book and asked what was the difference between pages 32 (Accidents Per 100K Platform Miles) and 33 (Preventable Accidents Per 100K Platform Miles). She further asked for clarification that all accidents should be considered preventable.

CEO McDonald stated that not all accidents were considered



preventable. He clarified that a preventable accident occurs when an Operator has the ability to avoid the accident, but was unable to. He further added that non-preventable accidents are those that cannot be avoided, such as when a car collides into a bus head-first.

Director Pfeffer referred to page 8 of the Budget Book and noted that noted that fare revenue was projected at 17 percent, which she thought was low. She asked CEO McDonald to provide an explanation as to why fare revenue was projected at 17 percent.

CEO McDonald stated that the agency's goal for total fare revenue was 20 percent. However, LBT has had a challenging time with ridership and saw a 12.2 percent drop since 2015 and 2016. He noted that the STAR Initiative and the Regional Ridership Task Force would increase ridership, hopefully back to 20 percent.

Director Pfeffer noted that CEO McDonald mentioned SB-1 and asked if there would be an amendment to the FY 2018 Budget, should money from SB-1 become available to LBT. CEO McDonald stated that LBT did not have a clear direction as to when SB-1 funds would be expected, therefore, it was not included in the FY 2018 Budget. He noted that LBT plans for zero-debt and budgets accordingly only with available money.

Director Pfeffer referred to page 65 of the Budget Book and asked for clarification on Programs and Performance Management line item. CEO McDonald stated that the Programs and Performance Management was not a new position. He noted that he added the position to the agency when he became CEO. He further stated that the Programs and Performance Management position would be enacted when funding became available. CEO McDonald stated that it was important to have a designated position to oversee the Performance Management Program.

Secretary/Treasurer Bentley thanked LBT for allocating funds in the FY 2018 Budget to improve safety and service quality and enhance the customers' experience and employee training and development.

CEO McDonald stated that LBT's FY 2018 Budget will enable the agency to implement projects that have been planned since he became CEO, such as the Transit Ambassador Program. He thanked Secretary/Treasurer Bentley for her comment and added that several projects would now be enacted to improve and increase ridership.

Secretary/Treasurer Bentley stated she looked forward to the results of the STAR Initiative. She further asked if the Board of Directors would see the results of LBT's Mystery Shopper Program.

CEO McDonald stated that once details of the Mystery Shopper Program were revealed, the program would no longer be a mystery. He added that the intent of the Mystery Shopper Program was to improve the agency's customer service levels by identifying opportunities and finding out where training was needed in order to enhance the agency.

Director Clemson referred to the Long Beach Convention Center Bus Stop and noted that information for customers was important, especially for those who are from out of town and are unfamiliar with LBT's service area.

Director Clemson asked how monies would be spent if SB-1 funds became available throughout the year. CEO McDonald stated that he would be surprised to see LBT receive monies from SB-1 before the end of FY 2018. He added that if funds became available before the end of FY 2018, LBT would come back to the Board for a FY 2018 Budget amendment.

Director Clemson asked if SB-1 funds were targeted or general funding. Deputy CEO Johnson stated that SB-1 funds were targeted funds with specific allocations for roads and highways. She added that a small portion of SB-1 funds would be allocated towards transit. She further stated that the process for discerning how the money would be dispersed was being developed.

Director Zendejas thanked staff for thoroughly explaining the FY 2018 Budget and making it easy to understand. CEO McDonald stated that staff worked hard to present the FY 2018 Budget in the simplest terms so that everyone would have a clear understanding of the contents.

Chair de Rivera referred to the fare revenue goal of 17 percent and asked for clarification that a 20 percent goal was mandated. CEO McDonald confirmed that a 20 percent fare revenue was mandated and added that LBT was not being penalized yet, but would be if the trend continued.

Chair de Rivera asked staff not to forget Long Beach Unified School District (LBUSD) students while reclaiming past, retaining current and

recruiting future customers.

Chair de Rivera referred to the Customer Enhancements CEO McDonald mentioned in his FY 2018 Budget presentation and asked for clarification on what was meant by live tracking. CEO McDonald stated that LBT is improving its technology by updating its scheduling software, website and implementing a smartphone application. He clarified that live tracking meant speaking to a Customer Service Representative on the phone to obtain live tracking information for buses.

Chair de Rivera stated she was pleased with the FY 2018 Capital Budget and the projects that would be implemented from it. She referred to amenities and asked how staff ensures there was an equitable distribution across LBT's service area. CEO McDonald stated that in order to receive federal funding, LBT was mandated to look at its customers' demographics to plan where amenities are installed.

Director Pfeffer asked for clarification on the footnote on page 61 of the Budget Book. CEO McDonald stated that LBT would be receiving 40 additional CNG buses and LBT would have 100 percent of its CNG fleet at LBT2. He added that LBT2 would have 165 buses with the additional CNG buses and LBT2 had a capacity of 125 buses. CEO McDonald stated that the agency was looking at extending its LBT2 property to be able to operate efficiently with the additional buses.

**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, Michael Clemson, Nancy Pfeffer, Mary Zendejas and Maricela de Rivera

**Excused:** 1 - Sumire Gant

#### 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.

Chair de Rivera thanked Mr. Wright for his comments.

Chair de Rivera suggested for staff to provide a BEB update at the next Board meeting, if appropriate.

- Meeting adjourned at 1:45 p.m.

**Yes:** 5 - Colleen Bentley, Michael Clemson, Nancy Pfeffer, Mary Zendejas and Maricela de Rivera

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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.)

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