

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

**MONDAY, OCTOBER 27, 2014  
333 W. OCEAN BOULEVARD  
COUNCIL CHAMBER, 12:00 PM**

Freda Hinsche Otto, Chair  
Barbara Sullivan George, Vice Chair  
Maricela de Rivera, Secretary/Treasurer  
Donald M. First, Director



Victor Irwin, Director  
Dr. James P. Norman, Jr., Director  
Michael Conway, City Representative  
David Roseman, City Representative

President and Chief Executive Officer  
Kenneth A. McDonald

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**FINISHED AGENDA AND MINUTES**

All items were taken in order except Item 4 which preceded Item 3.

1. Call to Order. Freda Hinsche Otto
2. Roll Call. Sarah Miller

**CITY REPRESENTATIVES:**

Amy Bodek, Director of Development Services  
Dave Roseman, City Traffic Engineer

**ALSO PRESENT:**

Kenneth A. McDonald, President and Chief Executive Officer  
Debra A. Johnson, Deputy Chief Executive Officer  
Vincent C. Ewing, General Counsel  
Lisa Patton, Executive Director and Vice President of Finance and Budget  
Lee Burner, Executive Director and Vice President of Transit Service Delivery and Planning  
LaVerne David, Executive Director and Vice President of Employee and Labor Relations  
Rolando Cruz, Executive Director and Vice President of Maintenance and Infrastructure  
Patrick Pham, Executive Director and Vice President of Information Technology  
Sarah Miller, Board Secretary  
Olga Livingston, Risk Management Assistant

**Commissioners** Freda Hinsche Otto, Maricela de Rivera, Donald First and Victor  
**Present:** Irwin

**Commissioners** Barbara Sullivan George and Dr. James P. Norman Jr.

**Absent:**

3. [14-062TR](#) Recommendation to approve the minutes of the regular board meeting held on September 22, 2014. Freda Hinsche Otto.

**A motion was made by Director de Rivera, seconded by Director Irwin, to approve recommendation. The motion carried by the following vote:**

**Yes:** 4 - Freda Hinsche Otto, Maricela de Rivera, Donald First and Victor Irwin

**Absent:** 2 - Barbara Sullivan George and Dr. James P. Norman Jr.

4. Employee Recognition. LaVerne David

Employees of the Month for October 2014:

Ivan Hernandez, Maintenance and Infrastructure

Araceli Lozano, Staff

Jose Calderon, Transit Service Delivery and Planning

This item was taken out of order.

Frank Spalding, Maintenance Manager, presented the Maintenance and Infrastructure and Staff Employees of the Month.

Enrique Medina, Superintendent of Transit Service Delivery, presented the Transit Service Delivery and Planning Employee of the Month.

**Commissioners** Freda Hinsche Otto, Barbara Sullivan George, Maricela de

**Present:** Rivera, Donald First and Victor Irwin

**Commissioners** Dr. James P. Norman Jr.

**Absent:**

5. Chairperson's Report on American Public Transportation Association (APTA) Annual Meeting and Expo. Freda Hinsche Otto

INFORMATION ITEM

Chair Hinsche Otto provided a report. She highlighted the following topics from the APTA Meeting and Expo:

-National Transportation Infrastructure Day will be on April 6, 2015. The focus of this day will be on a long-term funding strategy for transportation and infrastructure.

-Five mega-trends gleaned from the Annual Meeting: 1) Safety and Security; 2) Ongoing Resources; 3) Need for a growing, highly-skilled workforce to meet the demands of emerging technologies in the industry; 4) Changing Customer Demographics; and 5.) Technological Innovation.

-Focused urbanism and transit oriented neighborhoods.

6. President and CEO Monthly Oral Update. Kenneth McDonald

- o Safety and Service Quality
- o Employee Engagement
- o Customer Experience
- o Internal/External Corporate Focus

**INFORMATION ITEM**

Kenneth McDonald, President and CEO, gave an oral report highlighting the following:

**Safety and Service Quality**

An update for the Metro Blue Line Project was provided. On October 20, 2014, the Transit Gallery reopened to buses and customers. LBT worked cooperatively with Metro prior to returning all 25 bus routes to the Transit Gallery to ensure that LBT infrastructure and customer amenities were in pre-shutdown condition. Staff from both agencies took part in a walk-through on October 19, 2014. Work was completed at midnight on October 20, 2014, and all construction equipment and barriers were removed. LBT gained access by 2:00 a.m. and Supervisors from LBT were on site to facilitate "pull-out" from the Gallery at 4:00 a.m. Staff did an excellent job of minimizing inconvenience to customers during the 30-day Gallery shutdown.

**Employee Engagement**

A cross-departmental Transit Service Committee was recently established and includes management and front-line staff from Service Delivery, Maintenance, Stops and Zones, Safety, and Service Planning. The committee was formed to address Operator and customer concerns with bus stop schedules and transit service. The committee meets monthly. The transportation concerns presented to the committee are evaluated and/or modified after consideration and are then used to adjust schedules in the next planned service change. This employee engagement activity directly impacts the LBT Strategic Corporate Priority: Enhancing Customer Experience.

**Customer Experience**

At the July 28, 2014 Board meeting, the Board approved action so that LBT could move forward with the installation of the Q'Pod mobility device securement station on board 153 buses. The remaining fleet, that will be retired as they approach the end of their useful life, will have their forward-facing seat permanently secured and will no longer be available for use. The presence of the Q'Pod stations will make boarding faster and easier for all customers. The system allows Operators to provide faster assistance to customers in mobility devices and accommodates almost all types of today's mobility devices. They also provide a separation barrier between the adjacent forward-facing seat and the securement station. Four prototypes have been installed on our different types of fleet and went into service on October 26, 2014. The installation on the remaining fleet is expected to take place in mid-November and will be completed in approximately three months.

LBT will transition fully to TAP on February 8, 2015. In an effort to enhance our customers' experience, LBT conducted nine events assisting seniors and customers with disabilities with signing up for TAP. As of October 23, 2014, over 170 seniors and customers with disabilities were signed up for their reduced-fare TAP card. In order to minimize the impact on these customers, LBT staff held and attended community events where they took the required photographs and aided customers with the TAP application in order to minimize the impact on these customers.

To ensure that customers knew that LBT was leaving its temporary transit hub on Ocean Boulevard and returning to the Transit Gallery on First Street, following the completion of the Metro Blue Line Improvement Project, LBT staff communicated with the public using several conduits: a press release was sent to the media and posted on the LBT website on October 18, 2014; customer bulletins were placed on buses; updates were provided via social media; and all Customer Service Representatives were equipped with the latest information.

#### **Internal/External Corporate Focus**

On October 1, 2014, LBT participated in the planning kickoff meeting for the Regional Compatible Future Fare Collection System along with other municipal operators such as Amador Valley Transit Authority, Montebello Bus Lines, Torrance Transit, Foothill Transit, in addition to Metrolink, and Orange County Transportation Authority. The purpose of the meeting was to start the conversation about what Los Angeles County and neighboring county transit operators foresee as the next generation of fare collection. The group is set to reconvene in late November 2014.

LBT participated in the First Annual Ready Long Beach Community Preparedness Expo on October 4, 2014 at Heartwell Park. The event was sponsored by the Long Beach Fire Department's Community Emergency Response Team (CERT) and fostered community and educational efforts meant to increase awareness to be more prepared when disaster occurs. In attendance were several elected and public officials, including Councilmembers Stacy Mungo and Roberto Uranga; Fire Chief, Mike DuRee; Interim Long Beach Airport Director, Reginald Harrison; and President and CEO of Long Beach Transit, Kenneth McDonald. LBT had a booth sharing information about transit services and programs.

LBT staff attended the APTA 2014 Annual Meeting and Expo in Houston, TX. The Annual Meeting is the flagship event for public transportation professionals to engage in educational sessions, forums tours, and network with peers. The Expo portion of the event takes place every three years and is the industry's premier trade show; more than 15,000 professionals from around the world come together to connect, share, and discover the most innovative public transportation solutions. The Expo presents the worlds largest collection of transit manufacturers, suppliers and consultants under one roof. Items included buses, railcars, engines, intelligent transportation systems, as well as all kinds of mass transit vehicle support systems.

Dave Roseman, City Engineer, took the opportunity to commend LBT on the leadership role taken during the Metro Blue Line Improvement Project, noting that there was not a single

complaint made to his office during the Gallery shutdown.

7. [14-063TR](#) September 2014 Financial Report. Lisa Patton

INFORMATION ITEM

Lisa Patton, Executive Director and Vice President of Finance and Budget, presented the monthly financial report and responded to questions.

Chair Hinsche Otto asked about customer fares being at 98 percent of budget, and if this is likely to continue throughout the year. Lisa Patton responded that transitioning to TAP eliminated customer fare losses associated with fraud from the use of EZ-passes. In October, CSU, Long Beach is also transitioning to TAP which will further reduce fraud, and adding a program with the College of Continuing and Professional Education (CCPE) that will reimburse LBT \$0.95 per trip. The transition to TAP in February will also likely reduce the ability of young customers to fraudulently purchase a senior bus pass.

Secretary/Treasurer de Rivera asked why the Dial-A-Lift fares are under budget. Lisa Patton, responded that this could partially be due to the timing of invoice submittals from the contractor; however, she will need to research the matter further.

8. [14-066TR](#) Quarterly Investment Report. Lisa Patton

INFORMATION ITEM

Lisa Patton, Executive Director and Vice President of Finance and Budget, presented the report and responded to questions.

Chair Hinsche Otto asked how the basis for the distribution of expiring bonds is determined. Lisa Patton replied that when the bonds mature, LBT will receive those funds and then they will be reinvested. Chair Hinsche Otto then asked if there is a committee to evaluate the reinvestment of the bonds. Lisa Patton replied that Halbert Hargrove, Investment Counsel, makes those decisions based on the board approved LBT investment policy. Chair Hinsche Otto asked if, in the future, these decisions could be reviewed by a Board of Directors Finance Committee.

9. [14-064TR](#) Affirmative Action Plan: January 1, 2014--December 31, 2016

INFORMATION ITEM

LaVerne David, Executive Director and Vice President of Employee and Labor Relations, presented the report.

There were no questions on this item.

Secretary/Treasurer de Rivera congratulated LBT on reflecting the community.

10. Status Report--Ad-hoc Committee on CEO Performance Evaluation.  
Barbara Sullivan George, Donald First

INFORMATION ITEM

Barbara Sullivan George, Vice Chair, presented an oral report on this item.

Two meetings were held to review the process for conducting the CEO's Performance Evaluation. A meeting was also held between Chair Hinsche Otto and Vice Chair Sullivan George concerning the data to be collected. Focus areas to be used in this evaluation, covering the period of August 5, 2013 through August 30, 2014, were provided by Kenneth McDonald. The data points received have been examined and four internal data points have been identified: Customers, Employees, Community Partners and Long Beach Transit Board Members. These data points will be used in the future evaluative process; for the current appraisal of Kenneth McDonald, not all of these data points will be utilized. The committee will also be establishing which board members will conduct the Performance Evaluation, and they will be recommending a time of year to conduct the evaluation. It is the intention of the committee to have these recommendations completed before the end of 2014. Data from reports compiled by APTA and Insight Strategies, Inc. will be given to Vice Chair Sullivan George for review and will be used as a part of the evaluation of Kenneth McDonald.

11. Recognition of Service to Long Beach Transit Boardmember Donald First.  
Freda Hinsche Otto

INFORMATION ITEM

Chair Hinsche Otto welcomed new LBT Board of Directors City Representative, Amy Bodek.

Chair Hinsche Otto recognized Director First's contribution to the Board.

Director First addressed the Board expressing appreciation for LBT's role in the community.

Secretary/Treasurer de Rivera and Vice Chair Sullivan George thanked Director First for his service.

President McDonald thanked Director First on behalf of the Executive Staff and LBT.

Chair Hinsche Otto stated that two new members will join the Board at the next regularly scheduled meeting.

12. Public Comments.

Any member of the public may approach the lectern and, upon recognition by the Chairperson, state his or her name and address for the record and proceed to address the Board on any item within the subject matter jurisdiction of the Board, provided that no action may be taken on off-agenda items unless authorized by law. Comments shall be limited to three (3) minutes, unless different time limits are set by the Chairperson, subject to the approval of the Board.

Joe Ribakoff, a member of the public, addressed the Board requesting that mass transit be made a priority in Long Beach. He also requested that students of the Osher Lifelong Learning Institute at CSU, Long Beach be able to return to using their school ID to ride LBT buses free of charge. In addition, he offered comments on the unreliability of the phone and computer automated information.

13. Board Requests.

There were no requests.

14. 14-065TR      Adjourn. The next regular meeting will be held on December 8, 2014.

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

**Yes:** 5 - Freda Hinsche Otto, Barbara Sullivan George, Maricela de Rivera, Donald First and Victor Irwin

**Absent:** 1 - Dr. James P. Norman Jr.

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 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.)

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

Long Beach Public Transportation Company, a.k.a. Long Beach Transit, is an entity which is separate and distinct from the City of Long Beach.