

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

**MONDAY, DECEMBER 8, 2014  
333 W. OCEAN BOULEVARD  
COUNCIL CHAMBER, 12:00 PM**

Freda Hinsche Otto, Chair  
Barbara Sullivan George, Vice Chair  
Maricela de Rivera, Secretary/Treasurer  
April Economides, Director  
Sumire Gant, Director



Victor Irwin, Director  
Dr. James P. Norman, Jr., Director  
Amy Bodek, City Representative  
David Roseman, City Representative  
  
President and Chief Executive Officer  
Kenneth A. McDonald

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**REGULAR MEETING - 12:00 PM**

**1. Call to Order. Freda Hinsche Otto**

Chair Hinsche Otto welcomed new Board members Sumire Gant and April Economides.

**2. Roll Call. Sarah Miller**

**Commissioners** Freda Hinsche Otto, Sumire Gant, Victor Irwin, Dr. James P.

**Present:** Norman Jr. and April Economides

**Commissioners** Barbara Sullivan George and Maricela de Rivera

**Excused:**

- 3. [14-067TR](#)** Recommendation to approve the minutes of the regular board meeting held on October 27, 2014. Freda Hinsche Otto

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

**Yes:** 5 - Freda Hinsche Otto, Sumire Gant, Victor Irwin, Dr. James P. Norman Jr. and April Economides

**Absent:** 2 - Barbara Sullivan George and Maricela de Rivera

4. Employee Recognition. LaVerne David

Employees of the Month for November 2014:

Virak Port, Maintenance and Infrastructure  
Martin Alcala, Transit Service Delivery and Planning

Special Recognition KPI Team:

Teresa Anderson  
Noel Bong  
Jeff Fortune  
Samantha Ihlenfeldt  
Christopher MacKechnie  
Enrique Medina  
Jobel Rentino  
Brenda Smith  
Monica Surles  
Fredie Vasquez  
Dadisi Wahi

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

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

Lisa Patton, Executive Director and Vice President of Finance and Budget, presented the Special Recognition Award to the KPI Team.

5. President and CEO Monthly Report. 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, provided an oral report.

**Safety and Service Quality**

On Dec. 10, 2014 we will recognize employees for their commitment to safety and dedicated service to Long Beach Transit. The eligibility period is done on a fiscal year cycle which reflects fiscal year 2014, July 1, 2013 through June 30, 2014, with the Annual Safety and Service Awards recognition taking place traditionally at the end of the calendar year. Our Operators and Maintenance employees are eligible for safety recognition if they have not missed work in excess of 30 days and have no preventable accidents. All LBT employees are eligible for service awards upon reaching a milestone service year beginning with five years of service and progressing in five-year increments. For example, employees will be recognized for their dedicated service to LBT for five years of service, 10 years, 15 years and so on.

**Employee Engagement**

Victor Santos, a three-year Technician with the Company, has been named a 2014 Jim Ditch Scholarship recipient. Victor was awarded \$1500 in early November to assist him in obtaining his Bachelor of Science degree in Finance at California State University, Long Beach. Victor was hired as a custodian in 2010 and became a C-Mechanic in April 2011. Since that time, he has passed the upgrade testing twice going from a B-Mechanic in April 2013 to an A-Mechanic in July 2014. Jim Ditch, for whom the scholarship is named, was the immediate past Executive Director and Vice-President of Maintenance and Facilities at LBT, and a founding father of the Southern California Regional Transit Training Consortium. The Education Fund was established in Jim's honor for his passion and commitment to provide much needed support to students who wish to pursue and/or advance their career in public transportation.

All of LBT's supervisory, management, and executive staff took part in the "Fundamentals of Transit Supervision," offered by the National Transit Institute, which is sponsored by Rutgers, the State University of New Jersey. This course examined both sides of a supervisor's job. First, it took a look at characteristics and behaviors of supervisors where performance excels, and helped create a check list that will assist in becoming a better supervisor/manager. Secondly, the course focused on basic skills required of a supervisor, which include planning, delegation, motivation, feedback, training, coaching, communication and handling conflict and criticism.

### **Customer Experience**

LBT will transition fully to TAP on February 8, 2015. In an effort to enhance our customers' experience by using the new eco-friendly TAP card, LBT staff conducted two outreach events last month where we assisted Long Beach City College students in signing up for their TAP cards. Staff processed required photos along with the appropriate reduced fare TAP application in order to minimize the impact on customers. Events were held at the Pacific Coast Campus and the Liberal Arts campus.

On November 10, 2014, the Board electronically received a memorandum outlining LBT's onboard fare acceptance modification that will be instituted on February 8, 2015. One aspect of that modification, is the non-acceptance of pennies onboard our buses. Pennies will continue to be accepted at our Transit Information and Visitors Center. We have determined that the collection of pennies is contributing to the decreased reliability of our coin validators which are a component of our farebox. The natural composites of the penny retain debris such as dirt, lint and gum residue that causes stickiness. These particles intermix with our farebox componentry preventing them from working as designed. On today's agenda, we are requesting Board approval for farebox equipment, which is Agenda Item 11, to improve farebox reliability. The non-acceptance of pennies onboard our buses is currently being communicated to the public through a public information campaign using, but not limited to, onboard signage and take-ones, press advisories, social media and our LBT website. Additionally, this information was shared with Long Beach elected officials and City representatives last month.

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

Long Beach Transit teamed with Warner Brothers in October for a public-private partnership opportunity. Warner Brothers utilized LBT's division on Cherry Avenue for 18 hours to film an episode of their new hit drama, Stalker, for which LBT was compensated. Our facility and buses were temporarily transformed into a generic Los Angeles Transit agency. The episode aired on Wednesday, December 3, 2014 at 10 pm on CBS.

LBT's Deputy CEO, Debra Johnson, participated in the Fourth Annual Women in Trade Luncheon sponsored by the Port of Long Beach. Board Chair Hinsche Otto was also in attendance. This luncheon provided an opportunity for 100 female high school students to interact and dialogue with professional women. Issues discussed centered upon career experiences, educational goals, challenges, barriers women face and successes.

LBT staff and President and CEO, Kenneth McDonald took part in the California Transit Association's 49th Fall Conference and Expo held in Monterey. The CTA's Fall Conference brings together California's diverse public transportation professionals for education, new relationships, collaboration and networking. This year's annual meeting covered today's most pressing transit issues and happenings, including the new generation and global transit trends, funding, emerging technology, successful agency programs, lessons-learned, best practices, new products and more. Three LBT team members participated on conference panels: Debra Johnson, Deputy CEO, served on the "Best Practices in Workforce Development" panel;

Rolando Cruz, Executive Director and Vice President of Maintenance and Infrastructure, served on the "Transit Asset Management" panel; and Dennis Elefante, Manager of Maintenance Technology, served on the "Emerging Technologies" panel.

On Saturday, December 6, 2014 LBT received a call for help to transport approximately 80-100 combat troops returning from deployment from Afghanistan to an event at the Army Center in the City of Bell. We were informed that the planned transportation for the troops experienced operational challenges that left the troops stranded at the Long Beach Airport. LBT was able to provide operators and three buses in order to transport the troops to their destination.

There were no questions from the Board on this item.

**6. [14-068TR](#)**      October 2014 Financial Report. Lisa Patton

**INFORMATION ITEM**

Lisa Patton, Executive Director and Vice President of Finance and Budget, presented a staff report.

There were no questions from the Board on this item.

7. 14-071TR Recommendation to approve the proposed Board of Directors meeting dates for 2015 and January 2016. Kenneth McDonald

Monday, January 12, 2015  
Monday, February 23, 2015  
Monday, March 23, 2015  
Monday, April 27, 2015  
Wednesday, May 27, 2015  
Monday, June 22, 2015  
Monday, July 27, 2015  
Monday, August 24, 2015  
Monday, September 28, 2015  
Monday, October 26, 2015  
Monday, December 07, 2015  
Monday, January 11, 2016

Long Beach Transit Board of Directors meetings are scheduled on the above dates at 12:00 pm in the Council Chambers at City Hall. If it becomes necessary to change the location, date or time, Directors and the public will be notified in advance.

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

**Yes:** 5 - Freda Hinsche Otto, Sumire Gant, Victor Irwin, Dr. James P. Norman Jr. and April Economides

**Excused:** 2 - Barbara Sullivan George and Maricela de Rivera

8. [14-069TR](#) Recommendation for the Board of Directors to authorize the President and CEO to amend the contract with Center for Transportation and the Environment (CTE) for the program management of the Battery Electric Bus Project for an additional cost not to exceed \$317,859. Rolando Cruz

Rolando Cruz, Executive Director and Vice President of Maintenance and Infrastructure, presented a staff report.

Director Gant asked what the additional \$200,000 in the original budget, outside of the amount spent with CTE, was spent on. Rolando Cruz noted that the majority of the original budget had been spent on program management; however, there were some minor costs expended in other areas, for example, a life-cycle cost analysis through West Virginia University and advertisement.

Vice Chair Sullivan George joined the Board on the dais during this item.

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

**Yes:** 6 - Freda Hinsche Otto, Barbara Sullivan George, Sumire Gant, Victor Irwin, Dr. James P. Norman Jr. and April Economides

**Absent:** 1 - Maricela de Rivera

9. [14-070TR](#)

Recommendation to approve the Fiscal Years 2015-2017 Short Range Transit Plan (SRTP) and authorize the President and CEO to submit the SRTP to the Los Angeles County Metropolitan Transportation Authority.  
Lee Burner

Lee Burner, Executive Director and Vice President of Transit Service Delivery and Planning, presented a staff report.

City Representative Roseman asked if the SRTP included any discussion of express service to far destinations such as LAX. Kenneth McDonald replied that LBT is currently talking to Los Angeles World Airports about their Flyaway service as a possibility.

Chair Hinsche Otto asked if the three-year SRTP is updated from year to year or only rolled out on a three-year basis. Lee Burner replied that it's an annual update and is updated each year throughout the three years.

Chair Hinsche Otto asked if the plan is available to the public. Lee Burner responded that it will be made available on the LBT website and can be requested directly from LBT's offices.

Director Economides asked how much flexibility exists for city staff or board members to provide new ideas if they are not already within the SRTP.

Lee Burner replied that LBT encourages board members to give their input. Director Economides further asked if projects that require funding are flexible. Kenneth McDonald replied that LBT attempts to have those ideas in place as the budget is developed so that funding is available. He recommended that these ideas be discussed before the budget is developed sometime between January and March. City Representative Roseman commented that LBT's Service Planning Department works closely with his office to address service changes at the City level. Ideas are shared during this process.

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

**Yes:** 6 - Freda Hinsche Otto, Barbara Sullivan George, Sumire Gant, Victor Irwin, Dr. James P. Norman Jr. and April Economides

**Absent:** 1 - Maricela de Rivera



10. [14-072TR](#)

Recommendation to adopt a Resolution authorizing the President and CEO to file an application and execute a grant agreement with the Federal Transit Administration (FTA), under the Moving Ahead for Progress in the 21st Century Act (MAP-21), for \$14,113,447.

Lisa Patton

Lisa Patton, Executive Director and Vice President of Finance and Budget, provided a staff report.

Director Gant asked if the six percent that LBT receives from the FTA is based on ridership. Lisa Patton replied that the capital formula has a few components: one-sixth ridership, one-sixth passenger revenue, one-third vehicles, and one-third vehicle service miles.

Chair Hinsche Otto asked what the transfer number, under Fueling Modifications on the report, represents. Lisa Patton answered that the FTA allows for a transfer of funds from capital programs to operating programs. LBT has transferred the funds for Fueling Modifications to Preventative Maintenance.

Chair Hinsche Otto asked what the investment in IT software will do for LBT. Lisa Patton responded that one of LBT's key projects is the upgrade of our financial system, Ellipse. Patrick Pham added that part of the budget for this grant is to maintain the network infrastructure for all of our computer equipment throughout LBT's three locations. This maintenance includes the hardware and software that LBT relies on for daily operations.

Chair Hinsche Otto asked how much of these proposed expenditures are new software as opposed to the maintenance of existing software? Kenneth McDonald replied that LBT is looking at upgrading the enterprise system and this will be both an upgrade of the existing system and possibly a purchase of new software. At this time, nothing has been purchased as this is a request to have funding in place. Any significant purchases will be brought to the Board.

Director Gant asked if artistic bus stop amenities will be considered for next year. Kenneth McDonald replied that LBT will be continuing to improve the bus stops. Chair Hinsche Otto suggested that a member of the public be included in the committee for bus stop improvements.

City Representative Roseman asked if the Board had already taken action regarding the forward facing seats project. Lisa Patton clarified that the portion of the report he was referring to reflects items that were brought to the Board in May 2014. City Representative Roseman inquired as to the status of the forward facing seats project. Lisa Patton replied that LBT is in line to complete everything by mid-February of 2015.

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

**Yes:** 6 - Freda Hinsche Otto, Barbara Sullivan George, Sumire Gant, Victor Irwin, Dr. James P. Norman Jr. and April Economides

**Absent:** 1 - Maricela de Rivera

11. [14-074TR](#)

Recommendation to authorize the President and CEO to enter into a contract with Genfare Inc. (GFI) for the replacement and installation of farebox coin validators and bill wiring harnesses at a cost not to exceed \$107,654. Rolando Cruz

Rolando Cruz, Executive Director and Vice President of Maintenance and Infrastructure, provided a staff report.

City Representative Roseman asked what would happen if a customer used a penny in the new system. Rolando Cruz replied that it will be rejected and over time customers will realize pennies can not be used.

Chair Hinsche Otto asked about how the public is being notified of this change. Kenneth McDonald responded that notices are being placed on the buses, press releases are being sent, and the information is also available on the LBT website.

Vice Chair Sullivan George asked what LBT will do if a customer has only pennies to pay for the fare when boarding the bus. Kenneth McDonald responded that LBT will work with our customers in the first month, but our goal is to gradually get away from pennies.

Vice Chair Sullivan George asked if Genfare is the only manufacturer. Kenneth McDonald replied that LBT uses the Genfare farebox and, therefore, Genfare is the only option.

Director Economides asked if LBT will be sending a letter out to social service centers. Kenneth McDonald replied that if we have not already sent the information, we will make sure to do so. We have informed the City offices.

Director Gant asked if notices will be posted at the point of payment. Kenneth McDonald replied yes. Director Gant furthered asked if rejected pennies will be returned to the customers. Kenneth McDonald confirmed that they would.

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

**Yes:** 6 - Freda Hinsche Otto, Barbara Sullivan George, Sumire Gant, Victor Irwin, Dr. James P. Norman Jr. and April Economides

**Absent:** 1 - Maricela de Rivera

12. [14-076TR](#)

Recommendation to authorize the President and CEO to enter into a contract with United Technologies Corporation Fire and Security (UTC) for the design and installation of a WiMAX wireless on-board video surveillance system at a cost not to exceed \$249,878.

Rolando Cruz

Rolando Cruz, Executive Director and Vice President of Maintenance and Infrastructure, provided a staff report.

Vice Chair Sullivan George asked if there were any other bidders. Rolando Cruz replied that LBT analyzed different wireless systems to determine what was compatible with the existing camera system. This system was determined to be the best choice and was competitively priced.

Chair Hinsche Otto asked if there is a need for a wireless system that provides immediate images; she further asked about the importance of this immediacy. Rolando Cruz replied that the system saves time. It also has an impact sensor that will automatically tag the video when, and if, a bus is hit with a certain amount of force. There will already be an accident report. The best part of the system is that this system reports in nightly to verify that everything is working. Kenneth McDonald added that this will help LBT with claims by providing video surveillance information.

Chair Hinsche Otto asked if the cameras are interior and exterior. Rolando Cruz confirmed that there is one on each side, one forward facing, and the rest are interior.

City Representative Roseman asked how long it takes to download a day's data. Rolando Cruz replied that it only downloads the tagged information. Five minutes of video and audio will take one-and-a-half to two minutes.

Director Economides asked how many claims LBT processes in a year. LaVerne David replied approximately 50-100. Kenneth McDonald stated that the claims information would be provided.

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

**Yes:** 6 - Freda Hinsche Otto, Barbara Sullivan George, Sumire Gant, Victor Irwin, Dr. James P. Norman Jr. and April Economides

**Absent:** 1 - Maricela de Rivera

13. Recognition of Service to Long Beach Transit Boardmember Dr. James P. Norman. Freda Hinsche Otto

INFORMATION ITEM

Chair Hinsche Otto and Kenneth McDonald thanked Director Norman for his service.

Director Norman thanked LBT and the Board and stated that he enjoyed serving as a Board Member, adding that serving on the Board allowed him to see the city in an entirely different way.

14. 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.

There were no comments from the public.

15. Board Requests.

There were no requests from the Board.

16. 14-075TR Adjourn. The next regular meeting will be held on January 12, 2015.  
Freda Hinsche Otto

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

**Yes:** 6 - Freda Hinsche Otto, Barbara Sullivan George, Sumire Gant, Victor Irwin, Dr. James P. Norman Jr. and April Economides

**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 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.

**Note**

**CITY REPRESENTATIVES:**

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

**ALSO PRESENT:**

Kenneth A. McDonald, President and 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  
Iveth Gonzalez, Maintenance Clerk