

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

**MONDAY, MARCH 23, 2015  
333 W. OCEAN BOULEVARD  
COUNCIL CHAMBER, 12:00 PM**

Barbara Sullivan George, Chair  
Maricela de Rivera, Vice Chair  
Sumire Gant, Secretary/Treasurer  
April Economides, Director  
Victor Irwin, Director



Nancy Pfeffer, Director  
Mary Zendejas, Director  
Amy Bodek, City Representative  
Ara Maloyan, City Representative

President and Chief Executive Officer  
Kenneth A. McDonald

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**FINISHED AGENDA AND DRAFT MINUTES**

**REGULAR MEETING - 12:00 P.M.**

**1. Call to Order. Barbara Sullivan George**

During this item, Chair Sullivan George introduced new Director, Mary Zendejas.

**2. Roll Call. Sarah Miller**

**CITY REPRESENTATIVE:**

Amy Bodek, Director of Development Services  
Ara Maloyan, Director of Public Works

**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** Barbara Sullivan George, Maricela de Rivera, Sumire Gant, April  
**Present:** Economides, Nancy Pfeffer, Victor Irwin and Mary Zendejas

3. [15-014TR](#) Recommendation to approve the minutes of the special meeting and the regular board meeting both held on February 23, 2015. Barbara Sullivan George

**A motion was made by Vice Chair de Rivera, seconded by Secretary/Treasurer Gant, to approve recommendation. The motion carried by the following vote:**

**Yes:** 7 - Barbara Sullivan George, Maricela de Rivera, Sumire Gant, April Economides, Nancy Pfeffer, Victor Irwin and Mary Zendejas

4. Employee Recognition. LaVerne David

Employees of the Month for March 2015:

Eric Momoli, Maintenance and Infrastructure  
April Paschal, Transit Service Delivery and Planning  
Jennifer Stites, Staff

#### INFORMATION ITEM

Jeff Fortune, Payroll Supervisor, presented the Staff Employee of the Month.

5. President and CEO Monthly Oral Report. Kenneth McDonald

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

**INFORMATION ITEM**

**Safety and Service Quality**

-We are currently making preparations to kick-off the 2015 water taxi season next month during the 41st Toyota Grand Prix of Long Beach which takes place Friday, April 17 through Sunday, April 19, 2015.

-Our regular summer season will begin on May 22, 2015, which is Memorial Day Weekend. As our regular service season approaches, I will update you on our operational plans and schedule.

-The Long Beach Transit (LBT) Board of Directors approved the procurement of 21 buses to replace eight, 40-foot buses and 13, 60-foot articulated buses at its February 24, 2014 meeting. We received the first articulated bus the week of March 2, 2015. The bus is currently being evaluated. A mechanical inspection is being conducted in addition to ensuring that quality standards are being met pursuant to our procurement requirements. The bus will be ready for Operator training on March 31, 2015.

**Employee Engagement**

-On Tuesday, February 24, 2015, LBT hosted its second annual Perfect Attendance Recognition Celebration and Luncheon at which 18 Operators and 13 Maintenance employees were honored for perfect attendance in 2014. Perfect attendance is attained when an employee has no "Attendance Incidents" during the previous calendar year: an incident is an event such as an absence, tardiness, or a miss-out that prevents an employee from the timely performance of his/her assigned duties.

-Transit Service Delivery, Safety, Security, and Training and Development staff participated in a week-long training session March 2 through March 6, 2015 with employees from the City of Long Beach focusing on disaster preparedness and emergency communication. The training program is designed for law enforcement and civilian staff to meet the emergency needs for large scale events both planned and unplanned.

**Customer Experience**

-Last month Community Relations staff met with teachers of special needs students, through the Long Beach Unified School District (LBUSD) Office of School Support Services, to orient them to

the newly implemented Transit Access Pass (TAP) card fare system. Staff provided the teachers with TAP information guides and walked them through the process for signing-up their students for Disabled TAP cards. This outreach effort resulted in our receiving 152 Disabled TAP card applications.

-On Saturday, March 7, 2015, 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. Long Beach Transit 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.

#### Community and Industry Focus

-On Thursday, February 26, 2015, in conjunction with the Conference of Minority Transportation Officials (COMTO), Southern California Chapter, LBT hosted and participated in COMTO's annual Garrett A. Morgan Shadow Day, which is a national event that provides students with a close-up look at career opportunities in the transportation industry. LBT partnered with Long Beach Unified School District to identify 25 Jordan High School students for LBT's inaugural "Transit Career Day" program. The students are part of a work-based learning program with an emphasis in transportation. The students met with LBT's Executive team and learned about careers and job prospects in the transportation industry and participated in four break-out sessions focusing on Maintenance and Engineering; Transit Service Delivery and Planning; Information Services; and Finance and Purchasing.

-As a follow-up to my report last month on Stand Up for 4 Transportation, a national transportation advocacy day calling attention to the need for a federal long-term surface transportation bill, we will be hosting two events on Thursday, April 9, 2015: a media event at 10 a.m. at the Queen Mary Complex; and a community event at Promenade Park from 11 a.m. until 2 p.m.

The media event will feature Congressional Members Alan Lowenthal and Janet Hahn, Mayor Garcia and other notables. Orange County Transportation Authority, Los Angeles County Municipal Operators, the Port of Long Beach and the Long Beach Airport are partnering with LBT to advocate for an investment in transportation and infrastructure.

The Community event will provide an opportunity for our customers and members of the public to show their support for transportation and learn more about LBT and its services and programs.

-In an effort to take advantage of opportunities provided by our national industry association, the American Public Transportation Association (APTA), our Marketing Manager attended and participated in APTA's Marketing and Communications Workshop in late February where he had an opportunity to gain insight into new media strategies, customer outreach techniques, including best practices, and to network.

-During the week of March 9, 2015 our Deputy CEO and Government Relations Manager participated in APTA's Legislative Conference in Washington, DC to advance LBT's 2015 Legislative Program.

-The week of March 16, 2015, I joined Long Beach Mayor, Robert Garcia, City Councilmembers Richardson, Mungo and Gonzalez along with Jon Slangerup, the CEO of the Port of Long Beach, on a Congressional visit to Washington, DC. The City of Long Beach's partnership consisted of LBT, the Port, and the City. The purpose was two-fold: 1) outreach to our Congressional delegation and House and Senate Committee staff; and 2): to advocate the City of Long Beach's Federal priorities.

**6. [15-015TR](#)** Monthly Financial Report. Lisa Patton

**INFORMATION ITEM**

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

Chair Sullivan George asked if the current amount budgeted for fuel is below the actual cost.

Lisa Patton replied that it is below. For diesel and unleaded LBT budgeted \$4.00/gallon and approximately \$72.00/gallon for compressed natural gas (CNG).

7. [15-016TR](#) Fiscal Year 2015 Annual Customer and Community Evaluation Survey  
Results Overview. Debra Johnson

INFORMATION ITEM

Debra Johnson, Deputy CEO, provided the staff report.

Director Economides asked if gender was taken into account.

Debra Johnson answered no, that LBT focused on ethnic makeup.

Director Economides requested that in the future gender be taken into consideration. She further commented that the survey verifies the need for more Federal funding to increase the number of routes.

Director Pfeffer asked how the pool for the non-rider category was defined; adding that the criteria of having not taken the bus in the last month did not seem to indicate that the person was a "non-rider."

Debra Johnson replied that in the transportation industry a frequent user is someone who generally uses the bus or public transit more often than once a month. From the perspective of LBT, those customers not riding the bus frequently would not be categorized as a transit user.

Vice Chair de Rivera commented that there was a lot of fluctuation from what the Board has received in the past. She asked if this was because the questions were asked differently and if the company conducting the survey was new.

Debra Johnson noted that there were a number of factors. The current survey included more specific questions, which did change the manner in which questions were asked from the previous survey. For example, following input from the Long Beach Police Department's Transit Enforcement Officers, questions regarding security were made more specific. Also, a new vendor conducted the survey.

Vice Chair de Rivera agreed with Director Economides that gender is important in future surveys. Specifically, gender is important when evaluating the difference in perception of safety.

Debra Johnson replied that she will confer with the CEO and take the suggestions into consideration.

Vice Chair de Rivera requested that future customer intercepts include at least one more stop in North Long Beach.

Vice Chair de Rivera requested clarification regarding the following: respondents indicating there is nothing LBT could do to attract their patronage decreased to 6.5 percent from over 52 percent in 2013.

Debra Johnson indicated that this could have been influenced by the change in the way the questions were posed.

Vice Chair de Rivera noted that this could use further follow-up prior to the next survey.

Secretary/Treasurer Gant asked why there were a number of categories where the response was lower. She encouraged staff to look at internal causes for this.

Debra Johnson agreed.

Secretary/Treasurer Gant asked if the staff report indicated that LBT has more Transit Police Officers.

Debra Johnson confirmed that there are additional officers.

Kenneth McDonald added that LBT has a work order with the City's Police Department and that in Fiscal Year 2014 the number of Officers increased by two. LBT also has a much more involved approach with monitoring security related issues, which has improved the perception of security on the buses.

Secretary/Treasurer Gant asked if Officers are now riding the buses.

Kenneth McDonald confirmed this, stating that LBT is looking at ways to increase this on a regular basis.

Secretary/Treasurer Gant noted that if there was a larger focus on women in future surveys, perceptions of safety would be the largest barrier.

Debra Johnson stated that there is a difference between safety and security. This difference is the reason, in the current survey, these concepts were bifurcated in the questions that were asked.

Director Zendejas requested that the disabled community be reflected in future reports.

Director Pfeffer, noted that it was useful that the survey asked riders about alternative means for making the trip and smart phone usage. She agreed with other Board members about asking about gender and disabilities in future surveys. She suggested that in future Board planning these things be brought

in for further examination. She requested information on trends over time in many of the report's variables. She further requested that the sensitivity to the price of gas be included. She also requested information comparing what people respond in a survey versus actual ridership information. Lastly, she asked for more information on the U-Pass program.

Director Economides, reiterated that LBT is doing an excellent job. She noted that this survey was conducted while the construction on Metro's Blue Line was going on and the satisfaction overall was still high. She stated that in terms of the national trends on ridership, this report points to a need to increase routes and express service to various destinations. She indicated that the big picture is knowing the way forward and focusing on the larger money problem.

Kenneth McDonald added that LBT is focusing on long-term funding and the growth of public transportation infrastructure. He noted that this is the reason for LBT and the Board's participation on April 9, 2015 in the Stand Up 4 Transportation events.

#### **8. 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 on climate change and public transportation's role.

Chair Sullivan George acknowledged that she had received the letter he sent and noted that Kenneth McDonald, President and CEO, will be responding to it.

Amy Eriksen, a member of the public and small business owner, addressed the Board on providing advanced warning to business owners when bus stops are moved or reassigned.

#### **9. Board Requests.**

Vice Chair de Rivera asked that an item be added to a future agenda explaining LBT's process on public comments and responses to business owners.



**10. [15-017TR](#)**

Adjourn. The next regular meeting will be held on April 27, 2015.  
Barbara Sullivan George

Chair Sullivan George stated that there will be a special meeting of the Board on March, 31, 2015 at the Mark Twain Public Library in the Community Room from 2 p.m. to 4 p.m.

**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.