

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

**MONDAY, OCTOBER 26, 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



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

1. Call to Order. Barbara Sullivan George
2. Roll Call. Sarah Miller

**Commissioners** Barbara Sullivan George, Maricela de Rivera, April Economides,  
**Present:** Nancy Pfeffer and Mary Zendejas

**Commissioners** Sumire Gant

**Excused:**

3. [15-067TR](#) Recommendation to approve the minutes of the regular session meeting held on September 28, 2015. Barbara Sullivan George.

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

**Yes:** 4 - Barbara Sullivan George, Maricela de Rivera, April Economides and Mary Zendejas

**Abstain:** 1 - Nancy Pfeffer

**Excused:** 1 - Sumire Gant

4. Employee Recognition. LaVerne David

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

Ashley Liang presented the Staff Employee of the Month, Mary Oseguera.

The Transit Service Delivery and Planning Employee of the Month, Mario E. Hernandez, was not present.

5. President and CEO Monthly Report. Kenneth McDonald

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

**INFORMATION ITEM**

Kenneth McDonald, President and CEO, presented an oral report.

**(Safety & Service Quality)**

Under our focus to Improve Safety and Service Quality: LBT submitted comments to the Federal Transit Administration (FTA) on its Notice of Proposed Rulemaking for a Public Transportation Safety Program. LBT encouraged the FTA to:

- Provide agencies with flexibility when creating their respective programs;
- Keep safety reporting at the highest levels of organizational management;
- Ensure there is strict confidentiality; and
- Provide technical assistance, workshops and training to enhance the Safety Management Systems to all agencies

**(Employee Engagement)**

In our continued effort to Foster Employee Engagement:

- Twenty Transit Supervisors participated in a two-hour “verbal judo” training session on October 1 and 2.

Verbal judo is a technique that is used by several agencies including Law Enforcement to improve communication and defuse conflict.

The technique provides tools so that Supervisors can calm difficult people who may be acting emotionally, under various influences, or behaving in a hostile manner and redirect the behavior towards positive outcomes.

Verbal Judo prepares one to act with control and intelligence even when faced with the most explosive or unexpected situations.

- LBT’s Security Administrator participated in a “Train the Trainer” course for Assault Awareness and Prevention for Transit Operators sponsored by the National Transit Institute on October 12.

The course is designed to provide Bus Operators the knowledge and skills needed to reduce the likelihood of assault incidents while operating a transit vehicle.

Prevention methods covered include defining assault, discussing the types of incidents that could be considered assault and recognizing key vulnerability factors.

Prevention strategies focused on communication and response skills, and the value of reporting incidents.

Additionally, the training included information on the importance of seeking assistance to recover from assault incidents.

- LBT staff participated in Long Beach Disaster Preparedness Quarterly Community Partner Organization meeting on October 21. Information was shared regarding the City and the community's response to recent power outages and tsunami warnings.

Updates on the City's Emergency Operations Plan and Preparations for winter storms and El Niño were reviewed.

(Customer Experience)

Under our priority of Enhancing the Customer Experience:

- Security and Community Relations staff participated in Long Beach Unified School District's "back-to-school" nights at Hill Middle School on September 29 and Beach High School on October 6.

Staff set up informational booths and provided students and their parents with tips on riding "LBT right" such as:

- o School rules must be followed onboard LBT buses;
  - o Students must be respectful of the police officers; and
  - o How to obtain a student TAP card
- Marketing and Community Relations staff met with Commissioner Mary Alice Sedillo and staff from the City of Long Beach's Senior Citizen Advisory Commission on October 1.

The purpose of the meeting was for LBT to learn more about the needs of seniors from the Commission's view. Two top priorities for the Commission are Housing and Transportation.

Follow-up meetings have been scheduled in order to work collaboratively to address transportation needs of this population.

- Throughout the month of October, LBT participated in several events supporting our senior customers and customers with disabilities. The events included:
  - o The Press-Telegrams' Successful Aging Expo on October 3 at the Westin Hotel where we set up a booth and provided information about our programs and services, route and scheduling and TAP information.
  - o PathPoint students visited LBT 1 and toured our facility and learned about careers in transportation on October 20.
  - o PathPoint is a non-profit organization dedicated to helping people with disabilities or disadvantages to reach their fullest potential.
  - o The Annual Senior Health and Wellness Fair was held on October 22, where LBT was one of more than 30 service providers who participated. We provided TAP card applications and bus riding information.
  - o The City of Long Beach and the Citizens Advisory Commission on Disabilities (CACoD) held an event on October 22 recognizing October as Disability Employment Awareness Month with a celebration. LBT provided information about our services and programs.
- National Ride Share Week took place October 5 through October 9, celebrating the many benefits of commute alternatives from carpooling, vanpooling, biking, walking or transit commuting.
- In support of Ride Share week, LBT participated in California State University, Long Beach's event on October 7, where we shared information about LBT's services and programs, as well as the City of Carson's event on October 8, where staff promoted our extension of Route 1 to California State University, Dominguez Hills.
- In support of LBT's partnership with the Long Beach Unified School District, LBT participated in the District's Parent Teacher Student Association's "Trunk or Treat" Halloween festivities.

Students decorated the trunks of their parents' cars, and the students made their rounds by "trunk or treating."

LBT, in an effort to promote public transit, had the students decorate an LBT bus into a Halloween-themed bus.

LBT participated at Tincher K-8 School on October 23 and will participate later this week at Carver K-5 School on October 30.

(Community and Industry Focus)

In an effort to strengthen our focus on the community we serve and the transportation industry:

- I participated in COMTO's Southern California Regional Chapter's "Go Forth with Transportation - Shaping the Future of Southern California" on September 29, along with my peers from Metro, Foothill Transit, Orange County Transportation Authority and North County Transit District.

The program consisted of a panel discussion with Historically Underutilized Businesses, Disadvantaged Business Enterprise, Women Business Enterprise, Small Business Enterprise and Disabled Veteran-Owned Small Businesses.

The purpose was to provide information in an effort to build bridges of opportunities through sharing each agencies projects, upcoming contracting opportunities and innovative strategies.

- On October 6, 2015, LBT's External Affairs intern, Deshe Gully, who is in his senior year at California State University, Long Beach, majoring in Political Science with a double-minor in Marketing and Entrepreneurship, was awarded a scholarship by the American Public Transportation Foundation, which focuses on the future of public transportation.

Deshe received a \$3,500 scholarship to aid him with his studies.

6. [15-068TR](#) Monthly Financial Report. Lisa Patton

INFORMATION ITEM

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

Director Zendejas asked why the Dial-A-Lift (DAL) program is over budget.

Lisa Patton answered that the program has been successful. The increase in ridership raises the expense to Long Beach Transit (LBT).

Vice Chair de Rivera asked if there are more people utilizing DAL, if the same number of people are taking longer trips, or is LBT reimbursing at a different rate than last year.

Lisa Patton replied that the new contract is at different rate and there are more people riding than were budgeted. An analysis is being conducted examining whether there is an increase in the number of people riding or if customers are riding more frequently.

Vice Chair de Rivera commented that LBT has a new vendor for this service. She asked if LBT is now paying a higher rate.

Lisa Patton confirmed that the rate is higher.

Vice Chair de Rivera asked how often LBT conducts customer satisfaction surveys. She further asked if there is any specific information on how satisfied customers are with the shift in vendors.

Lee Burner answered that formal surveys have not been conducted, however, LBT does talk to its customers on a daily basis. He stated that customers appear to be satisfied with the new vendor.

Director Zendejas indicated that, as a DAL customer, she has had a different experience. She stated that customers have been anxious about the change in vendors and she has had different feedback. She requested future discussion regarding efforts to address customer satisfaction.

Chair Sullivan George agreed that this is an important matter to address and more information is needed.

Chair Sullivan George asked if there are fewer trips on transit and if this number is expected to even out.

Lisa Patton confirmed that there are fewer trips. She further stated that there are several factors that affect ridership and the decline is also being experienced by other local transit agencies. She stated that factors such as the relaxed legislation for obtaining driver's licenses, the transition to TAP which requires that customers prove they qualify for reduced fares, and fuel prices have all contributed to the decline in ridership.

Director Economides asked if studies have been conducted to illustrate the effect rising rents have on transit revenue.

Lisa Patton stated that LBT will research this.



7. [15-069TR](#)

Recommendation to authorize the President and CEO to enter into a contract with Cal Worthington Ford for the purchase of four new Ford Interceptors service vehicles, at a not-to-exceed cost of \$108,852. Rolando Cruz

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

Director Pfeffer asked if these vehicles are environmentally friendly and further asked if there are green options for these service vehicles.

Rolando Cruz answered that LBT attempts to select vehicles which utilize alternative fuels; however, these vehicles, considering the tasks they are used for, do not have an alternative fuel option.

Vice Chair de Rivera asked if LBT is buying four new vehicles, is it also trading in the four older vehicles.

Rolando Cruz stated that the vehicles will go through a disposal process. The Purchasing Department will sell them via an independent auction.

Vice Chair de Rivera asked where the funds from the auction are applied.

Lisa Patton answered that it will depend on the amount received at auction. If more than \$5,000 is received, the funds will be applied to the capital program.

**A motion was made by Director Pfeffer, seconded by Director Zendejas, to adopt. The motion carried by the following vote:**

**Yes:** 5 - Barbara Sullivan George, Maricela de Rivera, April Economides, Nancy Pfeffer and Mary Zendejas

**Excused:** 1 - Sumire Gant

8. [15-071TR](#) Recommendation to adopt the restatement of the Retirement Plan for Salaried Employees of Long Beach Transit, effective as of July 1, 2015. LaVerne David

Prior to the staff presentation, Kenneth McDonald, President and CEO, stated that the process for this item has been ongoing for the past nine months. The similar restatement of the Retirement Plan for Contract Employees will be brought to the Board in December, following review by the union.

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

Director Pfeffer noted that the language in the resolution only reads "to duly execute the amendments on behalf of the company" and does not indicate that the restatement and amendments must be executed.

Laverne David replied that it is a restatement of the plan. The plan contains the amendments that were previously made by the Board. In including those amendments, the plan is thereby being restated.

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

**Yes:** 5 - Barbara Sullivan George, Maricela de Rivera, April Economides, Nancy Pfeffer and Mary Zendejas

**Excused:** 1 - Sumire Gant

9. [15-073TR](#)

Recommendation to authorize the President and CEO to enter into a contract with CelPlan Technologies, Inc., (CelPlan) for the replacement of the Security Surveillance Camera Infrastructure at all three Long Beach Transit facilities, for a total not-to-exceed amount of \$698,266. Patrick Pham

Patrick Pham, Executive Director and Vice President of Information Technology, presented the staff report.

Vice Chair de Rivera asked where CelPlan is located.

Patrick Pham replied that CelPlan is headquartered in Virginia and maintains local offices in California.

Vice Chair de Rivera commented that it was positive to hear that LBT partnered with Homeland Security.

Chair Sullivan George asked for clarification on timeline.

Patrick Pham answered that they system was installed 20 years ago and upgrades were periodically performed with the last being implemented in 2006.

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

**Yes:** 5 - Barbara Sullivan George, Maricela de Rivera, April Economides, Nancy Pfeffer and Mary Zendejas

**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.

Tony Gipson, a member of the public, commented on the removal of bus benches downtown and how it negatively affects the senior population.

Vice Chair de Rivera thanked him for addressing the Board. She further requested more information on the DAL program and whether or not it serves seniors.

Director Pfeffer commented that more information on bus benches would be helpful.

Director Zendejas thanked him for addressing the Board.

Director Economides thanked him for addressing the Board.

11. Board Requests.

Director Zendejas requested more information on routes 94 and 96 and reiterated her interest in further discussing the DAL program.

12. [15-074TR](#) Adjourn. The next regular meeting will be held on December 7, 2015. Barbara Sullivan George

**A motion was made by Director Zendejas, seconded by Director Pfeffer, to approve recommendation. The motion carried by the following vote:**

**Yes:** 5 - Barbara Sullivan George, Maricela de Rivera, April Economides, Nancy Pfeffer and Mary Zendejas

**Excused:** 1 - Sumire Gant

Note:

A digital recording of this meeting will be available in the City Clerk Department. The City of Long Beach provides reasonable accommodations in accordance with the Americans with Disabilities Act of 1990. If a special accommodation is desired, please call the City Clerk Department 72 business hours prior to the meeting at (562) 570-6101.

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.