

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

**MONDAY, OCTOBER 23, 2017  
333 W. OCEAN BOULEVARD  
COUNCIL CHAMBER, 12:00 PM**

Maricela de Rivera, Chair  
Sumire Gant, Vice Chair  
Colleen Bentley, Secretary/Treasurer  
Adam Carrillo, Director  
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 12:02 p.m.

2. Roll Call. (Ivette Dubois)

12:02 p.m.

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

3. 17-050TR Recommendation to approve the minutes of the regular session meeting held on September 25, 2017. (Maricela de Rivera)

Director Bentley referred to the President and CEO Monthly Report given at the September 25, 2017 Long Beach Transit (LBT) Board of Directors meeting and suggested that LBT Board members be apprised of LBT's participation in charitable drives and events, such as the "Back to School Supplies Drive" which benefited homeless and low-income students in need.

Director Pfeffer abstained as she was not present at the September 25, 2017 Board of Directors meeting.

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

**Yes:** 6 - Colleen Bentley, Adam Carrillo, Michael Clemson, Mary Zendejas, Sumire Gant and Maricela de Rivera

**Abstain:** 1 - Nancy Pfeffer

4. City Update. (Mayor Robert Garcia)

Mayor Robert Garcia presented the Mayor's City Update.

Mayor Garcia stated that he believed transit was an important asset in successful cities. He added that the role of LBT and the Los Angeles County Metropolitan Transportation Authority (LA Metro) would become more important and necessary over time. He further stated that creating a multi-modal community was a priority for the City of Long Beach.

Mayor Garcia stated that his main focus as an LA Metro Board member was LA Metro's Blue Line. He spoke of improvements scheduled for the Blue Line.

Mayor Garcia stated that the most significant improvement to the Blue Line was implementing traffic signal synchronization, which would eliminate 10 minutes from the Blue Line travel time from Long Beach to Los Angeles.

Mayor Garcia noted that LA Metro had a goal of having a zero-emission bus fleet by 2030.

Mayor Garcia stated that the City of Long Beach and LBT needed to work on improving its bus stops. He noted that half of the bus stops were operated by LBT and the other half were operated by the City.

Mayor Garcia stated that he worried the City of Long Beach and LBT had not done a sufficient job in maintaining its bus stops. He added that he believed there is equity issue regarding bus stop management.

Mayor Garcia stated he was interested in ensuring there was a better, unified plan for bus stop maintenance. He added that the bus stop is a critical piece of the customer's experience

Mayor Garcia referred to LBT's Systemwide Transit Analysis and Reassessment (STAR) Initiative and stated he was excited for the outcome. He added that he was impressed with LBT's outreach efforts, of which included survey work, social media marketing and distributing information to the public. He stated he hoped the community took advantage of providing input, as it was an opportunity for LBT to meet the needs of its customers. He added that it was important for the City of Long Beach to be 100 percent accessible.

Mayor Garcia stated that the City of Long Beach and LBT needed to ensure it was serving its entire community, including seniors, low-income families, students and youth.

Director Carrillo stated that the investment in LA Metro's Blue Line was a big opportunity for the City of Long Beach to be showcased. He congratulated the City of Long Beach for taking the steps to coordinate with LA Metro.

Vice Chair Gant stated she knew the importance of having representation from Long Beach on LA Metro's Board of Directors. She stated she appreciated Mayor Garcia's focus for LBT.

Secretary/Treasurer Bentley thanked Mayor Garcia for his remarks. She stated that it was great that Mayor Garcia's priorities for the City of Long Beach were aligned with the priorities of the LBT Board of Directors. She added that in addition to improving bus stop lighting, LBT needed to improve shelter to shield customers on hot days.

Director Zendejas stated that she would like the City of Long Beach and LBT to be accessible to everyone, not only for the disabled community, but seniors as well. She added that she was excited about LBT, the City of Long Beach and LA Metro moving forward together.

Chair de Rivera stated that LBT should focus on equity around its system. She added that there was diversity, which included seniors and customers with disabilities, within certain neighborhoods and communities.

Chair de Rivera stated that the City of Long Beach, LBT and Long Beach Unified School District (LBUSD) should work together to ensure equity is provided to all students. She noted that she hoped LBT would improve its partnership with LBUSD to transport students from West Long Beach to schools in East Long Beach. She further added that she hoped the partnership between the City of Long Beach and LBT continued to improve.

Chair de Rivera stated that she was excited to have conversations with Mayor Garcia regarding bus-only lanes and improving the City of Long Beach's structure.

Mayor Garcia stated he welcomed suggestions regarding bus-only lanes and added that the City of Long Beach needed to push the envelope and experiment new things with multi-modal transportation.

5. Employee Recognition. (LaVerne David)

Employees of the Month for October 2017:

Michael Corral, Transit Service Delivery and Planning  
Agustin Castellanos, Maintenance and Infrastructure  
China Thomas, Staff

INFORMATION ITEM

LaVerne David, Executive Director/VP, Employee and Labor Relations, presented the Employees of the Month (EOM) for the month of October 2017.

China Thomas, Staff EOM, was presented by Lee Burner, Executive Director/VP, Transit Service Delivery and Planning (TSDP).

Ms. David acknowledged Michael Corral, TSDP EOM, and Agustin Castellanos, Maintenance and Infrastructure EOM, who were not present.

18. Board Advisory Committees Report

- Finance and Operations. (Michael Clemson)
- Policy and Governance. (Mary Zendejas)

INFORMATION ITEM

Chair de Rivera motioned to move to Agenda Item 18, Board Advisory Committees report.

Director Pfeffer motioned, Vice Chair Gant seconded. The motion passed.

Director Clemson provided a brief report on the meeting held by the Finance and Operations Board Advisory Committee meeting held on Tuesday, October 18.

Director Zendejas provided a brief report on the meeting held by the Policy and Governance Board Advisory Committee meeting held on Tuesday, October 18.

Chair de Rivera thanked the Directors for participating in the Board Advisory Committees.

6. 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 (LBT) 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.

Richard Castle, a member of the public, provided input regarding LBT bus stops that had been removed, such as the bus stop on 4th Street and Atlantic Avenue. He added that the bus stop on 4th Street and Orange Avenue was being used by homeless individuals, resulting in seniors not being able to sit down while waiting for the bus.

Mr. Castle referred to Mayor Garcia's comments regarding bus stops and stated that lighting at bus stops was inadequate.

Mr. Castle referred to LBT's Customer Code of Conduct and stated that it was not being followed by LBT's Bus Operators. He added that Operators were letting customers stand in front of the yellow line on the bus to talk to the Bus Operator, which could be distracting.

Mr. Castle stated that the bus stop on 4th Street and Elm Avenue was removed, resulting in seniors having to walk to 4th Street and Linden Avenue, which was a far distance for them. He added that many seniors did not have computers and LBT needed to post its information on bulletin boards in senior centers. Additionally, he stated that seniors needed the Passport route, which he reminded the Board of the map he distributed at the September 25, 2017 LBT Board of Directors meeting.

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

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

**INFORMATION ITEM**

Kenneth McDonald, President and CEO, presented the President and CEO Monthly Report.

(Safety and Service Quality)

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

- On Thursday, September 28, LBT began a partnership with Urban Commons, a Los Angeles-based real estate and development firm, to provide AquaLink service in conjunction with its Queen Mary's Dark Harbor attraction.

Dark Harbor event goers can ride the AquaLink between Dock 4 at the Aquarium of the Pacific and the Queen Mary to ease parking and traffic congestion. Service operates generally from 6 p.m. until 2 a.m. on Fridays and Saturdays and until midnight on Thursdays and Sundays over the duration of "Dark Harbor" operations which concludes on Halloween.

A copy of the data pertaining to ridership was distributed to Board members.

- Saturday, September 30 and Wednesday, October 18 were accident-free days. There were no preventable or non-preventable accidents. CEO McDonald thanked everyone who worked safely.
- In support of LBT's ongoing STAR Initiative, the following activities were conducted:
  - o LBT held its second phase of community meetings:
    - Wednesday, October 4 at 6:30 p.m. - El Dorado Park Senior Center
    - Thursday, October 5 at noon - Main Library Downtown Long Beach
    - Thursday, October 5 at 6:30 p.m. - Signal Hill Youth Center
    - Saturday, October 14 at 10 a.m. - Silverado Park Community Center
    - Saturday, October 21 at 10 a.m. - Houghton Park Community Center

At these meetings, LBT presented three draft transit alternatives and gathered further input from the community and stakeholders.

The drafts focused on three concepts:

- a Circulator Network
  - a Frequent Transit Network; and
  - a Regional Network
- o LBT conducted a STAR Initiative survey to receive feedback on the draft alternatives. The survey was available to the public from October 1 through October 27.

The survey was promoted on LBT's website; social media pages; LBT's 'Text for Next Bus' feature; electronic customer information signs at bus stops and the on-hold messages for the customer service phone line.

- On Tuesday, October 17, LBT held a Route 22 Expansion Community Meeting at Progress Park Auditorium in Paramount. The purpose of the meeting was to present LBT's proposed Route 22 expansion from its current terminus at Alondra Boulevard to the Metro Green Line Lakewood Station in Downey and to receive public comment. This proposed route extension is funded through a grant LBT received from the state's Low Carbon Transit Operations Program (LCTOP) and Measure M.

LBT anticipates implementing the extension in February 2018.

- During the month of October, LBT's Safety department conducted a safety blitz campaign concentrated around adverse weather conditions. With daylight saving time ending soon, the likelihood of being involved in a vehicle accident increases with shorter days and seasonal changes like rain, fog and wintry conditions.

The safety campaign encouraged Operators to slow down during rainy conditions and allow an extra space cushion with other vehicles to help prevent accidents.

At the Transit Gallery on the afternoons of Wednesday, October 11 and Friday, October 13, Operators were provided a Halloween snack bag and reminded to be cautious in the rain while driving on their routes.

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:

- On Thursday, September 28, the 2nd annual West Coast Multi-Agency Exchange (MAX) Program graduation ceremony took place for five participating employees each from Foothill Transit, Santa Monica's Big Blue Bus and LBT.

In addition to the graduation, the CEOs of Foothill Transit, Big Blue Bus and LBT participated on a panel. The panel centered on sharing our experience as executives, including lessons learned and key qualities and values we considered important for professional development.

West Coast MAX is a cooperative partnership program among the three agencies and was focused on expanding employees' skills, knowledge and transit training within the region.

The West Coast MAX program objectives were to:

- o Enhance employee industry knowledge
- o Share respective experience of each agency
- o Expose participants to Los Angeles County peer transit agencies
- o Gain a better understanding of transit issues and best practices
- o Develop peer relationships to work towards a more integrated regional transportation network within L.A. County

(Customer Experience)

Under LBT's priority of Enhance Customer Experience:

- On Tuesday, September 26, LBT participated in a TAP Drive at LBUSD's newest high school, Browning High School.

- o Community Relations staff:
  - informed students of LBT's products and services;
  - helped route planning between home and school; and
  - signed up students for Student TAP cards
- On Saturday, September 30, LBT participated in the Family Health Festival held at Admiral Kidd Park.
  - o Community Relations staff:
    - promoted LBT's products and services and using transit as part of a healthy lifestyle
- On Thursday, October 5, LBT participated in the California State University, Long Beach (CSULB) Sustainable Transportation Fair.
  - o The event supported Rideshare Week.
  - o Community Relations staff:
    - promoted the U-Pass Program; and
    - assisted students with trip planning
- On Saturday, October 7, LBT launched its Connected Seniors Club at the Press-Telegram's Successful Aging Expo.

The Connected Seniors Club program focuses on increasing senior ridership through:

- o obtaining a senior TAP card;
- o participating in organized trips on LBT buses; and
- o becoming a travel trainer, known as an "Ambassador"

During the Expo, Community Relations staff registered more than 40 seniors for TAP cards and had 20 seniors request information about the Connected Seniors Club.

Two Connected Seniors Club brochures were placed at your seats highlighting the program. One brochure is entitled "Ambassador" which provides information on how to volunteer to train others to ride the bus and the other brochure entitled "Better Together" provides information on connected outings.

- On Friday, October 13, LBT participated in the Students with Disabilities Bus Training tour.
  - o The event was a bus orientation designed to assist students with learning disabilities on how to use the bus.

LBT provided a bus tour which began at Ximeno Avenue and Pacific Coast Highway and traveled to CSULB and Long Beach City College (LBCC) before returning to the origin point.



Community Relations staff assisted with training related to:

- acquiring and loading a Disabled TAP card;
  - wayfinding and safety tips; and
  - effective communication with Bus Operator
- 
- On Friday, October 20 LBT participated in Carver Elementary's Monster Mash 'Trunk-or-Treat' event.
    - o The event featured a Halloween-decorated bus, with scary displays and music.
    - o Community Relations staff distributed candy to students and ensured a good time was had by all

(Community and Industry Focus)

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

- On Thursday, October 5, LBT's Marketing Manager and Community Relations staff, along with the Conference Of Minority Transportation Officials (COMTO) Southern California Regional Chapter President met with LBUSD Bethune Transitional Center for Homeless Student Program staff to deliver donated items from COMTO's annual "Back to School Supplies Drive."

The drive, which benefited homeless and low-income students, brought in much-needed school supplies, personal hygiene and non-perishable food items to a local school in need. The school's principal and staff shared their gratitude and appreciation of COMTO's and LBT's efforts.

- On Saturday, October 7, Deputy CEO Johnson and CEO McDonald attended the Zero Emission Bus Resource Alliance (ZEBRA) meeting.

ZEBRA is a professional association for transit agencies to come together and share lessons learned about zero-emission buses and other zero emission-technologies.

- On October 18, LBT held its third DBE/SBE Prime Time Business Networking Event at the Port of Long Beach headquarters. There were 60 attendees, which included small businesses, prime contractors and regional transit partners.

The event provided the opportunity for DBEs and SBEs to learn about LBT's contracting opportunities, as well a networking forum among primes and transit peers.

- 8. 17-051TR Monthly Financial Report. (Lisa Patton)**

INFORMATION ITEM

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

Director Pfeffer referred to the Special Events Service Revenue and asked how LBT balanced the revenue of the LA Chargers Express versus the grant it received for the service.

Deputy CEO Johnson clarified that the revenue for the LA Chargers Express was generated through a private-public partnership, and LBT did not receive a grant for LA Chargers Express. However, LBT did receive a grant for the LA Galaxy Express.

Director Carrillo asked if LBT would classify the Dark Harbor AquaLink service under Special Events Service Revenue. Ms. Patton confirmed Director Carrillo's question.

Director Carrillo asked what service was classified as "Special Events Service" and asked if there was a threshold. Deputy CEO Johnson clarified that the Dark Harbor AquaLink service had a goal of transporting 10 percent of the event's attendees on the AquaLink. She added that LBT would use the goal of carrying 10 percent of attendees for future public-private partnerships.

Director Carrillo asked if private companies reached out to LBT for special events service or if it was LBT that reached out to companies advertising its special events service. Deputy CEO Johnson stated that event promoters usually reached out to LBT to request special event service.

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

9. 17-052TR Quarterly Investment Report. (Lisa Patton)

INFORMATION ITEM

Ms. Patton presented the Quarterly Investment Report.

Secretary/Treasurer Bentley suggested that Halbert Hargrove, LBT's investment firm, present the Quarterly Investment Report. CEO McDonald

stated that Halbert Hargrove would be presenting to the Board at the January 22, 2018 Board of Directors meeting.

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

**10. 17-053TR** Battery-Electric Bus Program Update. (Kenneth McDonald)

INFORMATION ITEM

CEO McDonald presented the Battery-Electric Bus (BEB) Program Update.

Wayne Wright, a member of the public, expressed his concerns regarding the reliability of BEBs.

Director Clemson referred to the Long Beach Convention Center bus stop and asked how many more miles does the BEB acquire from installing a charger at the Convention Center. CEO McDonald stated that contrary to acquiring more miles, installing a charger at the Convention Center gave LBT an opportunity to charge the bus while in service at a layover location. He added that the Long Beach Convention Center bus stop allowed LBT to charge the BEB without having to return to the yard.

Director Clemson asked how long was the dwell time for the charging station CEO McDonald stated that the dwell time was eight to 10 minutes.

Director Clemson further asked what was the project cost of the Convention Center bus stop. CEO McDonald stated that the project cost was approximately upward of one-half of a million dollars.

Director Pfeffer referred to the emissions reduction that LBT quantified using a Greenhouse Gas Equivalencies Calculator and asked if LBT would be able to sell those credits to the State Cap and Trade market or other carbon markets. Ms. Patton stated that LBT sold Low-Carbon Fuel Standards (LCFS) and Renewable Identification Number (RIN) credits. Director Pfeffer asked if that replaced the Greenhouse Gas credits. Ms. Patton stated that the reduction of Greenhouse Gas was the end result, which is the reason LBT is able to sell the credits.

Vice Chair Gant referred to the 1.77 kWh of vehicle efficiency and asked which of LBT's routes would be impacted by having a lower vehicle efficiency. CEO McDonald stated that LBT would run the BEBs on the Passport route for the first two years. When LBT begins to run the three

BEBs on other routes, it will be able to accumulate information regarding other routes. He added that the vehicle efficiency is what LBT had projected.

Vice Chair Gant asked if LBT had publicized the goal of being 100 percent alternatively fueled by 2020. CEO McDonald confirmed that LBT would be 100 percent alternatively fueled by 2020, equipped with BEBs and Compressed Natural Gas buses. He added that Mayor Garcia was aware of that goal.

Vice Chair Gant asked if LBT had received feedback regarding the BEBs. CEO McDonald stated that the feedback he received was regarding the quietness of the BEB. He added that BEBs were more powerful than CNG buses.

Secretary/Treasurer Bentley asked if Operators had provided feedback regarding BEBs. CEO McDonald stated Operators had found BEBs to be very responsive.

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

11. 17-054TR Recommendation to authorize the President and CEO to enter into a contract with Complete Coach Works to perform post-delivery inspection services for 39, 40-foot, New Flyer of America, Inc., Compressed Natural Gas buses, for a total authorization amount not to exceed \$147,664. (Tony Cohen)

Tony Cohen, Executive Director/VP, Maintenance and Infrastructure, presented the staff report.

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

**Yes:** 7 - Colleen Bentley, Adam Carrillo, Michael Clemson, Nancy Pfeffer, Mary Zendejas, Sumire Gant and Maricela de Rivera

12. 17-057TR Recommendation to authorize the President and CEO to enter into a contract with Sirius Computer Solutions to replace Long Beach Transit's computer servers' hardware, for a total authorization amount not to exceed \$182,400. (Patrick Pham)

Patrick Pham, Executive Director/VP, Information Technology, presented the staff report.

Secretary/Treasurer Bentley referred to the DBE contract goal and asked for clarification on Good Faith Efforts.

Aida Douglas, Regulatory Compliance and Civil Rights Officer (RCCRO), stated that LBT's DBE Program allows for a vendor to provide documentation which proves they tried to meet the DBE contract goal, and due to reasons beyond their control, were unable to meet the goal.

Ms. Douglas stated that under the DBE Program, the agency may proceed to award the contract if the firm had done its due diligence and based upon documentation, Ms. Douglas deemed Sirius Computer Solutions to have met the Good Faith Effort as determined by the DBE Program guidelines.

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

**Yes:** 7 - Colleen Bentley, Adam Carrillo, Michael Clemson, Nancy Pfeffer, Mary Zendejas, Sumire Gant and Maricela de Rivera

**13. 17-058TR**

Recommendation to authorize the President and CEO to enter into a three-year contract with Commune Communication for creative, social media and agency promotional services at a cost of \$360,000 with two, one-year options at \$120,000 each year, for a total authorization amount not to exceed \$600,000. (Debra Johnson)

Debra Johnson, Deputy CEO, presented the staff report.

Director Carrillo asked if working with the selected firm would result in defining and setting LBT's brand that would then be integrated into LBT's new website and other means that reach LBT's consumers. Deputy CEO Johnson stated that LBT would work in partnership with the selected firm to create a brand that would be apparent to those that utilize LBT's services as well as serve as an identifier.

Director Carrillo asked what experience the selected firm had in regards to working with the non-English speaking population. Deputy CEO Johnson stated that LBT would reach out to stakeholders within specialized audiences

and work collaboratively with that population. She further stated LBT would also utilize translators. LBT would utilize translators in order for non-English speakers to understand the brand and creative material.

Director Bentley asked when the contract would begin. Deputy CEO Johnson stated that contingent upon the Board's approval, LBT would issue a notice-to-proceed, which is when the contract would begin.

Secretary/Treasurer Bentley stated that she assumed the selected firm would work with recommendations from the STAR Initiative. Deputy CEO Johnson confirmed her statement.

Secretary/Treasurer Bentley further asked if the Board could receive a report from the selected firm in six months.

Vice Chair Gant asked why there was an SBE contract goal versus a DBE contract goal. Ms. Douglas stated that depending on the funding source, LBT determines whether there is an SBE or DBE contract goal. She added that the project was not federally funded, therefore, an SBE contract goal was established.

Vice Chair Gant stated she hoped that in the development of the marketing program, the selected firm would keep in mind to communicate to those that do not use the standard type of means to get information, such as the internet and social media.

Chair de Rivera stated that she was interested in learning how Commune Communication dealt with diverse populations in previous marketing campaigns, such as non-English speakers and seniors. She added that she was also interested in Commune Communication's social media process and how they communicated to those that do not use social media.

Ryan La Rosa, Commune Communication's Co-Founder and Director of Strategy, stated that Commune Communication had a diverse staff. He added that Commune Communication made sure to listen to the community they are trying to reach. He stated that his company had worked on various campaigns with diverse audiences, such as Long Beach's First District and the Midtown Business Improvement District, located in Long Beach's Cambodia Town.

Mr. La Rosa noted that Commune Communication had worked with LBT on its Connected Seniors Club and LBT Ambassadors Program.

Vice Chair Gant asked if Commune Communication had previously worked with transit agencies. Mr. La Rosa stated that Commune Communications has collectively worked with Valley Metro in Phoenix, Arizona, United Arab Emirates Airline, Long Beach Airport and Phoenix Sky Harbor Airport.

Vice Chair Gant stated that she hoped Commune Communication kept in mind advertising opportunities on LBT buses.

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

**Yes:** 7 - Colleen Bentley, Adam Carrillo, Michael Clemson, Nancy Pfeffer, Mary Zendejas, Sumire Gant and Maricela de Rivera

**14. 17-059TR**

Recommendation to authorize the President and CEO to enter into a one-year contract with ETA Agency for website design, maintenance, hosting and content management, at a cost of \$186,200 with two, one-year options at \$32,183 each year, for a total authorization amount not to exceed \$250,566. (Debra Johnson)

Deputy CEO Johnson presented the staff report.

Secretary/Treasurer Bentley asked if Commune Communication and ETA Agency would be working collaboratively, as social media and the website were interconnected. Deputy CEO Johnson confirmed Secretary/Treasurer Bentley's statement.

Director Carrillo asked what was the vision regarding customers using their mobile device to pay for LBT's bus fare. Deputy CEO Johnson stated that there had been discussions on mobile ticketing.

CEO McDonald stated that LBT and other municipal operators in the region had agreed not to have independent payment systems outside of the regional smartcard, the Transit Access Pass (TAP).

Vice Chair Gant asked if the new website would inform customers of how long it would take for their bus to arrive via real-time information. Deputy CEO Johnson stated that providing that information to the customers was an option.

Chair de Rivera asked if there would be specific information relating to cultural sensitivities. Deputy CEO Johnson stated LBT would utilize translation services identified with LBT's community.

Chair de Rivera suggested that LBT implement an alert system for customer to be informed of delays and other information.

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

**Yes:** 7 - Colleen Bentley, Adam Carrillo, Michael Clemson, Nancy Pfeffer, Mary Zendejas, Sumire Gant and Maricela de Rivera

- 15. 17-060TR** Recommendation to adopt a resolution authorizing the President and CEO to execute a grant agreement with the Federal Transit Administration for \$1,172,867 under the Low or No Emission Vehicle Program. (Debra Johnson)

Deputy CEO Johnson presented the staff report.

Director Pfeffer noted that LBT applied for \$1.6 million in federal funds and was being awarded \$1.2 million under the Federal Transit Administration Low or No Emission Vehicle Program. She asked if LBT was going to purchase fewer buses as a result of being awarded less monies than what LBT requested.

Deputy CEO Johnson stated that monies received from this grant would supplement other funding sources that LBT received through other discretionary funding programs.

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

**Yes:** 7 - Colleen Bentley, Adam Carrillo, Michael Clemson, Nancy Pfeffer, Mary Zendejas, Sumire Gant and Maricela de Rivera

- 16. 17-061TR** Recommendation to approve the Board of Directors Meeting dates for Calendar Year 2018. (Ivette Dubois)



Ivette Dubois, Board Secretary, presented the staff report.

Chair de Rivera stated that she believed it was a disservice for LBT not to have a Board of Directors meeting in November. She proposed amending the Board of Directors meeting dates for October, November and December 2018.

Director Carrillo asked what was the reasoning behind not holding a Board of Directors meeting in November. Deputy CEO Johnson stated that traditionally, LBT held its Board of Directors meeting on the fourth Monday of every month, which fell on the week of the Thanksgiving holiday in November and Christmas holiday in December. Additionally, she noted that LBT reserved the City of Long Beach Council Chambers based on availability.

Director Clemson stated that the October Board of Directors meeting was lengthy and if there was a meeting in November, the October Board of Directors may have been shorter.

CEO McDonald clarified that not having a meeting in November did not result in a lengthy Board of Directors meeting for October. He stated that there were many agenda items for the October Board of Directors meeting as contracts were coming to a close and the first quarter of Fiscal Year 2018 had concluded.

CEO McDonald stated that staff would research if LBT would be able to hold Board of Directors meetings in November, October and December 2018 without having a Board of Directors meeting every two to three weeks.

Chair de Rivera requested that staff research potential options for Board of Directors meeting dates in the second quarter of Fiscal Year 2019 (October, November and December 2018).

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

**Yes:** 7 - Colleen Bentley, Adam Carrillo, Michael Clemson, Nancy Pfeffer, Mary Zendejas, Sumire Gant and Maricela de Rivera

17. 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 (LBT) 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.

Wayne Wright, a member of the public, expressed his concerns with the proposed STAR Initiative transit maps. He stated that it took him 2.5 hours to complete the community survey, as he made comments on each of the proposed routes on the 170 series. He noted that with the proposed changes, there were routes that would be removed or shortened.

19. Board Requests.

Director Pfeffer referred to Mayor Garcia's comments about service equity and asked staff to provide an assessment of its service equity. She noted that LBT could use the framework of "eight to 80," which was an idea put forward by the Mayor of Bogota, Colombia, who was best known for pioneering open streets for bikes and pedestrians.

Vice Chair Gant referred to Mayor Garcia's comments regarding bus stops and asked for staff to provide an inventory of bus stops and amenities in LBT's service area. She noted that while she was in Santa Monica, Big Blue Bus had disc-shaped coverings to help with shade at their bus stops.

CEO McDonald stated that the City of Long Beach and LBT had began to work collaboratively to solve issues regarding bus stops. He added that the two entities were working on implementing one bus stop plan for the City of Long Beach. He noted that LBT did not own the bus stops with advertisements on bus stop shelters, which would be discussed in the meetings with the City of Long Beach, as that was an advertising opportunity.

Chair de Rivera stated that in addition to Vice Chair Gant's request of LBT providing an inventory of bus stops, she requested that staff also provide a map of the bus stops.

Director Carrillo asked if LBT would begin the bus stop improvement project with assessing existing bus stops. CEO McDonald stated that LBT would begin the bus stop improvement project with existing bus stops.

Chair de Rivera stated that it was important to have an equity baseline.

**20. 17-062TR** Adjourn. The next regular meeting will be held on December 11, 2017.

(Maricela de Rivera)

Meeting adjourned at 2:45 p.m.

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

**Yes:** 7 - Colleen Bentley, Adam Carrillo, Michael Clemson, Nancy Pfeffer, Mary Zendejas, Sumire Gant and 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 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.)

(For Telecommunication Device for the Deaf, please call 562.570.6626. Inquire at the City Council Chamber Audio Visual Room for Assistive Listening Device.)

Long Beach Transit is an entity which is separate and distinct from the City of Long Beach.