

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

**MONDAY, DECEMBER 11, 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)

Meeting was called to order at 12:02 p.m.

2. Roll Call. (Ivette Dubois)

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

3. 17-063TR Recommendation to approve the minutes of the regular session meeting held on October 23, 2017. (Maricela de Rivera)

**A motion was made by Director Bentley, 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

4. Employee Recognition (LaVerne David)

Employees of the Month for November 2017:

Nanette West, Transit Service Delivery and Planning  
Angel Solorzano, Maintenance and Infrastructure  
Steven Jorgensen, Staff

Employees of the Month for December 2017:

Michael Vidal, Transit Service Delivery and Planning  
Adrian Lopez, Maintenance and Infrastructure  
Mario Almozara, Staff

**INFORMATION ITEM**

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

Nanette West, November's Transit Service Delivery and Planning (TSPD) EOM, was presented by Enrique Medina, TSD Superintendent.

Michael Vidal, December's TSDP EOM, was presented by Mr. Medina.

Steven Jorgensen, November's Staff EOM, was presented by Andrew Choi, Maintenance Operations Planner.

Ms. David acknowledged Angel Solorzano, November's Maintenance and Infrastructure (MI) EOM; Adrian Lopez, December's MI EOM; and Mario Almozara, December's Staff EOM; who were not present.

5. 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.

Frances Dawson-Harris, a member of the public, commended Aida Douglas, LBT's Regulatory Compliance and Civil Rights Officer (RCCRO), for her work in regards to the

provision of Ms. Dawson Harris' requested reasonable modification.

Additionally, Ms. Dawson-Harris thanked LBT for modifying priority seating signs for seniors and customers with disabilities and placing them on its buses.

Ms. Dawson-Harris stated she had concerns regarding customers smoking marijuana at LBT bus stops.

6. 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 CEO monthly report.

**(Safety and Service Quality)**

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

- Tuesday, Nov. 7 and Saturday, Nov. 18 were accident-free days at LBT. There were no preventable or non-preventable accidents.
- During the month of November, LBT's Safety department conducted a safety blitz campaign concentrated around adjusting to the time change. With Daylight Saving Time ending on Nov. 5, Operators were reminded to adjust to the darkness arriving earlier and to be aware of increased vehicular and pedestrian traffic in dimmer light.

The safety campaign encouraged Operators to practice their '5 Keys to Safety' to help avoid a preventable accident.

- On Wednesday, Nov. 1, LBT concluded a 23-day run of providing AquaLink service to the annual 'Dark Harbor' attraction at the Queen Mary. Both AquaLink vessels registered approximately 30,000 boardings, accounting for over 11 percent of all Dark Harbor attendees utilizing LBT's water taxi service.

This new public-private partnership with Urban Commons, a Los Angeles-based real estate and development firm, to provide AquaLink service for several Queen Mary events will continue again beginning December 13 through January 7 with its 'CHILL'

and 'New Year's Eve' attractions.

- On Monday, Nov. 13, the Deputy CEO and CEO McDonald took part in a data workshop led by the consultants hired to develop a Ridership Growth Action Plan for the Regional Ridership Improvement Task Force (RRITF).

The task force is co-chaired by LBT's President and CEO, as a representative of the Los Angeles County Municipal Operators Association (LACMOA) agencies, as well as a representative of the Los Angeles County Metropolitan Transportation Authority (LA Metro).

The goal of the task force is to identify innovative solutions to attract customers to ride more in LA County by retaining, reclaiming and recruiting transit customers.

The purpose of the data workshop was for the consultant to present their initial findings on demographic changes and travel activity that can potentially impact ridership.

This workshop was also an opportunity for each LACMOA member to get a customized view of changes in their service area, as well as collaborate with other operators within their area on issues and opportunities for growing ridership.

- In support of the ongoing Systemwide Transit Analysis and Reassessment (STAR) Initiative:

On Tue., Dec. 5, LBT held its third and final Project Advisory Group (PAG) meeting at LBT1.

At this meeting, the PAG provided input to staff and the consultant team on their route and service change preferences within the roadmap before they are presented to the Board and at community meetings scheduled to begin in January 2018.

### **(Employment Engagement)**

In LBT's continued effort to Foster Employee Engagement:

- On Tuesday, Nov. 7 through Thursday, Nov. 9, LBT staff, as well as Director Zendejas, attended the 52nd Annual California Transit Association (CTA) Annual Conference held in Riverside.

LBT staff not only attended numerous workshops and the expo which featured transit products-but also presented or led discussions at California's largest transit industry event.

Long Beach Transit will be the proud host of the 53rd Annual CTA Conference on October 24-26, 2018.

- On Wednesday, Nov. 15, about 150 LBT staff, operators and mechanics participated in a mandatory Active Shooter Workshop held at LBT1. The main objective of the workshop was to develop awareness among LBT staff of threats and appropriate response plans in case of any similar emergency situations.

Various recent active shooter incidents were presented and there was discussion about key learnings from each case. The training was conducted by Long Beach Police Department's SWAT team.

### **(Customer Experience)**

Under LBT's priority of Enhance Customer Experience:

- In an effort to enhance the customer experience, beginning Monday, January 8, 2018, LBT will be extending its Customer Service Phone Line hours from 7 a.m. until 6 p.m. to 7 a.m. until 8 p.m. Monday through Friday.

Sunday hours are being added from 10 a.m. until 4 p.m.  
Saturday hours will remain from 8 a.m. until 5 p.m.

These additional hours provide customers with greater options to engage with LBT representatives through the peak hours and on Sundays.

- LBT participated in a number of planned senior citizen-focused events, such as:
  - o the Long Beach Senior Center Health and Wellness Fair on Tue., Oct. 24;
  - o two City of Long Beach Senior Flu Clinics held at:
    - Scherer Park on Thu., Oct. 26; and
    - McBride Park on Wed., Nov. 1

At these events, Community Relations staff:

- o promoted LBT's products and services;
  - o introduced the new Connected Seniors Club program; and
  - o provided temporary Senior TAP cards
- On Thursday, October 26, LBT participated in the Citizens Advisory Commission on Disabilities (CACoD) Disability Awareness Celebration.

The event is a public celebration commemorating the anniversary of the Americans

with Disabilities Act of 1990.

Community Relations staff:

- o promoted LBT's products and services; and
  - o provided information about Dial-A-Lift (DAL) membership
- LBT participated in several 'Trunk-or-Treat' Halloween events at various Long Beach Unified School District (LBUSD) elementary schools as follows:
    - o Hudson Elementary on Thu., Oct. 26;
    - o Tincher K-8 on Thu., Oct. 26;
    - o Minnie Gant Elementary on Sat., Oct. 28; and
    - o Garfield Elementary on Tue., Oct. 31

These events featured a Halloween-decorated LBT bus, with scary displays and music.

Community Relations staff passed out candy to students and ensured a good, safe time was had by all.

- On Saturday, October 28, LBT once again partnered with the Long Beach Police Department and LBUSD in sponsoring the annual 'Shop with a Cop' program at a local Target store.

The Executive Director/VP, Transit Delivery Service and Planning, Customer Service staff and LBT volunteers were onsite to engage with our future customers.

The program provided Roosevelt Elementary School students with a pre-loaded \$100 Target gift card. Each student was paired with a law enforcement officer and a representative of one of the sponsoring agencies, who assisted the student with his/her shopping excursion.

While a group of students shopped with a cop, the others participated in various arts and crafts activities in a special area outside of the store.

LBT provided buses that transported the students and chaperones from Roosevelt Elementary to Target. The funding for the program was made possible through donations to the Long Beach Police Foundation.

- Also on Sat., Oct. 28, LBT participated in Beach Streets Uptown along Atlantic Avenue, between Wardlow Road and Artesia Boulevard.

Community Relations staff had a booth where they promoted:

- o Route information and bus-riding tips;

- o Demonstrations on How-to-Ride and load your bike on the bus; and
- o TAP card sign-ups

- On Friday, Nov. 3, LBT participated in California State University, Long Beach's (CSULB) Career Readiness and Intern Conference.

Human Resources and Community Relations staff presented LBT's internship opportunities and explained how internships help prepare students for success in the workplace.

- Also on Friday, Nov. 3, LBT participated in a 'Day of the Dead' celebration at Keller Middle School.

The event featured a decorated LBT bus, with scary displays and music.

Community Relations staff passed out candy to students and ensured a good time was had by all.

- On Monday, Nov. 6, LBT participated in the Grand Opening of Anchor Place-a new residential complex-at the Villages of Cabrillo.

The event featured an LBT bus displayed at the newly upgraded bus stop in the middle of campus near the new Anchor Place complex.

Community Relations staff had a booth where they promoted LBT products and services.

- On Saturday, Nov. 11, the Executive Director/VP of Transit Service Planning and Delivery, and Secretary/Treasurer Bentley led an LBT contingent of employees, volunteers, friends, and family that saluted those who have served in the armed forces during the 21st Annual Long Beach Veterans Day Parade and Festival held in North Long Beach.

LBT rolled a patriotic-themed bus featuring photos of LBT's Veterans, music and a red, white and blue balloon arch. Community Relations staff provided information during the festival about LBT's programs and services.

- On Saturday, Dec. 2, LBT participated in the 35th Belmont Shore Christmas Parade and showcased its holiday-themed bus. LBT employees and their friends and families joined the Executive Director/VP, Transit Service Delivery and Planning, Secretary/Treasurer Bentley and Director Zendejas at this festive event.

- On Saturday, Dec. 9, LBT's Marketing and Customer Service manager led the LBT contingent in festivities onboard and beside the holiday-themed bus at the 64th Annual Daisy Lane Christmas Tree Parade.

**(Community and Industry Focus)**

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

- On Thursday, Nov. 2, LBT staff, along with Vice Chair Gant, Secretary/Treasurer Bentley, Director Zendejas and myself, attended the Long Beach Branch National Association for the Advancement of Colored People's (NAACP) 38th Founders Dinner Gala and Awards Presentation at the Long Beach Hilton.
- CEO McDonald was honored, as the President/CEO of Long Beach Transit, to be presented an award that recognized his contributions and social justice work, coupled with supporting the NAACP's missions and goals.
- On Tuesday, Nov. 14, the Deputy CEO participated in the Conference Of Minority Transportation Officials (COMTO) Southern California Regional Chapter's Multi-Modal Transportation Panel.

As a panelist, the Deputy CEO responded to questions regarding alternate transit funding, impact of technology and influences shaping LBT's future, as well as shared information regarding LBT's STAR Initiative, and its DBE and SBE programs.

- On Wednesday, Nov. 15, Mayor Garcia, Councilman Uranga, Long Beach Airport Director Jess Romo and the Deputy CEO took part in the Blue Line 2 Airline press conference held at the Metro Blue Line Wardlow Station.

The Blue Line 2 Airline is a pilot program that offers holiday travelers a complimentary connection via an express bus shuttle operated by LBT between the Blue Line and Long Beach Airport beginning Saturday, Nov. 18 through Sunday, Jan. 7, 2018. The press conference received media coverage from KCBS2/KCAL9, Long Beach Television, the Signal Tribune and the Grunion Gazette.

- On Thursday, Nov. 16, members of the Executive Leadership Team, along with Secretary/Treasurer Bentley, and Directors Zendejas and Carrillo, attended the Long Beach Chamber's 2017 California Visionaries Luncheon at the Long Beach Convention Center.

The luncheon and presentation honored the contributions and years of public service



of Los Angeles County Board of Supervisor Janice Hahn.

- On Tuesday, Dec. 5, the Deputy CEO and staff attended the inaugural COMTO Southern California Regional Chapter's Scholarship and Recognition Awards event held in downtown Los Angeles.

LBT's Government Relations intern Erlin Martinez and External Affairs Intern Christopher Aldana were each awarded a scholarship. Congratulations to both of them!

LBT received the chapter's Southern California 'Employer of the Year' award. The award is in recognition of LBT's commitment of excellence in the transportation industry, as well as hiring a diverse and inclusive workforce.

LBT was very honored and proud to receive this recognition by its industry peers.

Director Zendejas congratulated LBT for receiving COMTO's Employer of the Year Award. She thanked LBT for participating in various community events.

Chair de Rivera thanked LBT for extending its customer service phone line hours.

**7. 17-064TR Monthly Financial Report. (Lisa Patton)**

**INFORMATION ITEM**

Ms. Patton presented the monthly financial report.

Director Carrillo referred to advertising revenue and asked if there were opportunities to analyze whether more of LBT's programs were supported in FY 2018 through advertising as opposed to FY 2017. Ms. Patton stated that advertising revenue increased from the prior year.

Director Carrillo clarified that he was referring to advertising expenses promoting LBT's services. Debra Johnson, Deputy CEO, stated that in October 2017, the Board authorized LBT's President and CEO to enter into a three-year contract with Commune Communication for creative, social media and agency promotion services. She added that prior to that contract, LBT utilized on-call services leveraging different entities to provide LBT's advertising needs. She further added that LBT has increased its advertising and promotional activities in partnership with Commune Communication to encourage individuals to utilize LBT's system.

Director Carrillo asked how LBT mitigated potential fuel price increases and asked if LBT was liable for state and federal fuel taxes. Ms. Patton stated that LBT was only responsible for some fuel taxes as the agency had four different fuel types for its buses. She added that LBT received fuel tax rebates.

Secretary/Treasurer Bentley referred to the recruitment challenges Ms. Patton referred to in her monthly financial report and asked for clarification as to why recruiting had been a challenge for the agency. Ms. Patton stated that unemployment was very low, at 5 percent, which was referred to as full employment. She added that there were not as many individuals searching for jobs.

Ms. David stated that it was an applicant's market. She added that LBT had expanded new ideas to recruit more individuals. She added that the new position of a Talent Acquisition Leader, which the Board approved for FY 2018, had been hired and was working on advertising efforts. She further stated that LBT's recruitment advertising had been improved with an emphasis in customer focus to attract individuals who are not only interested in becoming a Bus Operator, but are sincerely interested in serving their community.

Additionally, Ms. David noted that LBT had an employee referral program in which employees received \$100 for referring an individual who was accepted as a new employee at LBT. Deputy CEO Johnson stated that LBT was utilizing Instagram, Facebook and other digital media for recruitment advertising.

Chair de Rivera referred to the Materials and Supplies expenses and asked if Battery-Electric Bus (BEB) costs were the reason LBT was over budget. Ms. Patton clarified that the batteries under the Materials and Supplies were for diesel and unleaded buses.

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

8. 17-065TR Recommendation to approve Long Beach Transit's Fiscal Years 2018-2020 Short Range Transit Plan and authorize the President and CEO to submit the Short Range Transit Plan to the Los Angeles County Metropolitan Transportation Authority. (Debra Johnson)

Debra Johnson, Deputy CEO, presented the staff report.

Secretary/Treasurer Bentley referred to page 20 of the Short Range Transit Plan (SRTP) and asked what was the timeline for advancing the Eastside Regional Transit Center Study project. Deputy CEO Johnson stated that LBT had conducted a feasibility study and added that information from the study was provided to Nelson\Nygaard, the consulting firm conducting the STAR Initiative, as the feasibility study may be aligned with results from the STAR Initiative.

Secretary/Treasurer Bentley referred to page 33 of the SRTP and asked what constituted possible service reduction scenarios. Deputy CEO Johnson stated that LBT analyzed various factors, such as ridership and service hours, to determine the need for possible service reductions. She noted that a 25 percent threshold existed, and if 25 percent of a route changed during a service modification, LBT was required to hold a public hearing pursuant to the Title VI Requirements for Federal Transit Administration (FTA) recipients.

Secretary/Treasurer Bentley referred to the Executive Summary of the FY 2017 Customer and Community Survey on page 43 of the SRTP and asked if LBT knew whether it was young individuals using internet sources, as internet sources surpassed the LBT Route and Schedule Guide as the most frequently used sources for transit information. Deputy CEO Johnson stated that seniors were also using social media.

Secretary/Treasurer Bentley referred to page 45 of the SRTP and asked if LBT had participated in LBUSD's 'Principal for a Day' event. Deputy CEO Johnson stated that LBT currently works with LBUSD by utilizing its partnership with the schools and participating in programs which were underway.

Vice Chair Gant stated she was happy to see LBT had a Bus Stop Committee. She noted there were dollar amounts listed under projects for Fleet Replacement and Information Technology (IT) and asked if there was money allocated for Facility and Bus Stop Improvements. Deputy CEO Johnson stated that funding sources for most bus stop improvements fell under operating expenses versus capital expenses, which was the funding source for Fleet Replacement and IT.

Vice Chair Gant suggested the Board discuss setting a goal to increase the 25 percent of bus stops which included bus stop shelters. Deputy CEO Johnson noted that feedback provided during the STAR Initiative discussed customer amenities. She stated that LBT understood the need

for customer amenities and was working with the City of Long Beach to improve its bus stops. She added that LBT recognized the importance of adequate lighting and seating at its bus stops.

Vice Chair Gant referred to the Fixed Route Annual Ridership and Annual Revenue Miles graphs on page 25 of the SRTP and asked why Annual Revenue Miles were low in 2011 and 2012, but Annual ridership remained the same in 2011 and 2012. CEO McDonald stated that in 2011, the nation was experiencing remnants of the 2008 recession and gas prices were high. He added that the country was currently experiencing a decline in ridership.

Chair de Rivera stated that LBT did not lay off any employees during the recession. However, other changes were made, such as a reduction in revenue miles. She added that due to the economy in 2011, there were more choice riders as a result of the high unemployment rate and gas prices.

Director Carrillo asked if bus stops were allocated under operating expenses. Deputy CEO Johnson clarified that capital funds were used when LBT implemented new bus stops. However, operating funds were used to maintain the agency's bus stops.

**A motion was made by Vice Chair Gant, 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

9. 17-066TR Recommendation to authorize the President and CEO to enter into a three-year contract with Giro, Inc., for maintenance and support services of HASTUS-brand software, which supports Long Beach Transit's daily bus operations, for a total authorization amount not to exceed \$460,940. (Patrick Pham)

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

**A motion was made by Director Pfeffer, seconded by Director Zendejas, 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

**10. 17-067TR** Election of Officers. (Maricela de Rivera)

Before proceeding with the Election of Officers, Chair de Rivera congratulated Director Pfeffer for her new endeavor as the CEO/Executive Director of the Gateway Cities Council of Governments (COG).

Director Pfeffer thanked the Board and staff for their support during her tenure as a Board member. CEO McDonald thanked Director Pfeffer for serving as a Board member.

Individual votes were taken during this time to appoint the new Chair, Vice Chair and Secretary Treasurer. The results are noted below:

Director Clemson nominated Vice Chair Gant to serve as Chair; Secretary/Treasurer Bentley seconded the motion. The motion carried by a unanimous vote.

Director Zendejas nominated Secretary/Treasurer Bentley to serve as Vice Chair; Vice Chair Gant seconded the motion. The motion carried by a unanimous vote.

Secretary/Treasurer Bentley nominated Chair de Rivera to serve as Secretary/Treasurer; Director Carrillo seconded the motion. The motion carried by a unanimous vote.

CEO McDonald congratulated the newly elected officers on behalf of LBT. He stated that LBT looked forward to working with the newly elected Executive Committee in 2018.

11. Closed Session.

- 1) Conference with Labor Negotiator  
Pursuant to Cal. Gov. Code § 54957.6

Negotiators:

Kenneth A. McDonald, President and CEO

Debra A. Johnson, Deputy CEO

LaVerne David, Executive Director/VP, Employee and Labor Relations

Irma Rodriguez Moisa, Labor Counsel, Atkinson, Andelson, Loya, Ruud & Romo

Employee Organization:

Amalgamated Transit Union (ATU), Local 1277

Meeting went into Recess

Meeting Reconvened

Chair Gant recommended to move into Closed Session.

Meeting went into Closed Session at 1:24 p.m.

Meeting reconvened at 1:34 p.m.

Vincent Ewing, General Counsel, reported that the Board met in Closed Session on agenda item 11. He stated that there was no reportable action taken.

12. 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.

There were no public comments.

13. Board Requests.

Director Clemson requested a report on sustainable operations at LBT. He added that he

would like the report to cover business operations, as well as transit operations. He further stated he would like a list of achievable, quantifiable goals LBT might be able to achieve within the next five years to measure improvements against sustainability. Additionally, he requested for LBT to have a consideration of the feasibility of creating a zero-emission bus fleet. He asked for the report to be prepared by the first quarter of 2018.

CEO McDonald stated he would provide the Board with a timeline of when LBT could respond to Director Clemson's request. He added that LBT was currently working on a sustainability program.

Director Zendejas asked for a report on LBT's Paratransit Advisory Committee (PAC) quarterly meetings. She added she would like the dates of the PAC meetings.

Vice Chair Bentley suggested that LBT participate in the Naples Holiday Boat Parade.

- 14.** 17-068TR      Adjourn. The next regular meeting will be held on January 22, 2018.  
(Maricela de Rivera)

Meeting adjourned at 1:41 p.m.

**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

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, or if an agenda is needed in an alternative format, please call the City Clerk Department, 48 hours prior to the meeting at (562) 570-6101 or (562) 570-6626 (telecommunications device for the deaf). The City Clerk Department email at [cityclerk@longbeach.gov](mailto:cityclerk@longbeach.gov) is available for correspondence purposes.