

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

**THURSDAY, APRIL 19, 2018  
THE GRAND LONG BEACH EVENT CENTER  
4101 E. WILLOW STREET, 9:00 AM**

Sumire Gant, Chair  
Colleen Bentley, Vice Chair  
Maricela de Rivera, Secretary/Treasurer  
Adam Carrillo, Director  
Michael Clemson, Director



Mary Zendejas, Director  
Eric Widstrand, City Representative  
Lea Eriksen, City Representative

Kenneth A. McDonald,  
President and Chief Executive Officer

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**SPECIAL MEETING: BOARD OF DIRECTORS RETREAT - 9 A.M.**

1. Call to Order. (Sumire Gant)

Chair Gant called the meeting to order at 9:05 a.m.

2. Roll Call. (Ivette Dubois)

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

3. Meeting Overview. (Barbara Gannon, GannonConsult)

Barbara Gannon, of GannonConsult, provided an overview of what Board members could expect of the 2018 Board Retreat.

4. Board Roles and Responsibilities.

a. Legal Perspective. (Vincent Ewing)

b. Engagement and Accountability (Barbara Gannon and Long Beach Transit (LBT) Board of Directors)

Vincent Ewing, Long Beach Transit's (LBT) General Counsel, presented the Legal Perspective.

Mr. Ewing stated that LBT was a public agency of which the City of Long Beach was the sole shareholder. He further stated that LBT's Board of Directors' conduct was governed by the California Ralph M. Brown Act. Mr. Ewing provided an overview of the California Ralph M. Brown Act, including the exceptions for when the Board could convene in closed session.

Mr. Ewing provided an overview of the Political Reform Act and the procurement black-out period.

Director Zendejas asked Mr. Ewing how to handle situations in which Board members were not aware of a vendor doing business or planning to do business with LBT. Mr. Ewing stated the easiest way to find out would be to directly ask the vendor if they have a contract with LBT or were planning to bid on an LBT project. He noted that vendors were required to inform Board members if they were asked the aforementioned question.

Dr. Gannon presented Engagement and Accountability.

Dr. Gannon provided an overview of the separation of powers between LBT's Board of Directors and the President and CEO. She added that the Board sets the agency's vision and the CEO is expected to execute the vision and mission of the agency.

Secretary/Treasurer de Rivera suggested that the Board provide input earlier in LBT's budget preparation process, such as in January, so the Board felt prepared and informed when it adopted the fiscal year operating and capital budget at the May Board of Directors meeting.

City Representative Eriksen stated that it was appropriate to conduct a Board Retreat once every two years. She added that it took time to implement the Board's priorities and incorporate them into the agency's fiscal year budget.

The Board discussed the Finance and Operations and Policy and Governance Board Advisory Committees.

Dr. Gannon reviewed the Board of Directors expectations from the 2016 Board Retreat.

Director Clemson suggested adding "ride the bus" to the Board Expectations document.

5. Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis. (Barbara Gannon)
  - a. Pre-Retreat Interview Results
  - b. Review 2016 Board Expectations
  - c. Ensuring a Resilient Organization

Dr. Gannon presented the SWOT Analysis derived from her conversations with each Board member during the pre-retreat telephone interviews.

Dr. Gannon noted that Board members stated that on a scale of one to five they considered themselves to be engaged at an average level of four and a half.

Each Board member provided input on the SWOT Analysis.

6. LBT Organizational Focus. (Kenneth McDonald)

CEO McDonald presented LBT's Organizational Focus.

CEO McDonald discussed the agency's current initiatives.

Under Corporate Initiatives, the organizational priorities identified were the STAR Initiative implementation and the Agency Five-Year Service Focus.

Under LBT's strategic priority of 'Improve Safety and Service Quality,' the following initiatives were identified:

- Facility Expansion at LBT2
- Facilities LED Lighting Upgrade
- Facilities Assessment
  - o Long and Short Range Plan
- System Security Programs
- Mobile Gateway Router
- Technology Programs Upgrades
  - o Enterprise Asset Management (Ellipse)
  - o Service Planning and Scheduling (HASTUS)
  - o Cyber Security

Under LBT's strategic priority of 'Exercise Financial Accountability,' the following initiatives were identified:

- Transit Access Pass (TAP) Upgrade
- Mobile and Electronic Ticketing
- Service Expansions
- Regional Service Expansion
  - o UCLA Westwood Campus
- Electronic Portal for Board of Directors

Under LBT's strategic priority of 'Foster Employee Engagement,' the following initiatives were identified:

- Employee Engagement Programs
  - o Recognition
  - o Safety/Wellness Programs
  - o Employee Performance Evaluation
- Hiring Customer Service-Focused Operators
- 2018 Employee Satisfaction Survey
- West Coast Multi-Agency Exchange (MAX) Program
- Salary Survey

Under LBT's strategic priority of 'Enhance Customer Experience,' the following initiatives were identified:

- Customer Service Enhancement Program
- Regional Growth Action Plan
- Ridership Improvement Programs
- Community/Customer Satisfaction Surveys
- Bus Shelter Upgrade/ Customer Amenities
- Way Finding and Signage
- Website Redesign

Under LBT's strategic priority of 'Promote Community and Industry Focus,' the following initiatives were identified:

- Zero-Emission Vehicle Purchases
- Regional Transit Programs
  - o Regional Ridership Improvement Task Force (RRITF)
  - o LA Metro and LACMOA Collaboration
  - o Regional Activity Centers Transit Planning
  - o Southern California Association of Governments (SCAG)/UCLA Studies
  - o Zero-Emission Bus Resources Alliance (ZEBRA)
- Expand Public-Private Partnerships (P3)
- On Demand Bus Service/App
- Sustainability Program
- Fare Equity Analysis

Director Zendejas referred to TokenTransit and asked if LBT would utilize this service on Dial-A-Lift (DAL). CEO McDonald stated that LBT would do a pilot program on DAL before expanding TokenTransit to the agency's fixed-route service.

**7. The Future of Transportation: Industry Direction. (Debra Johnson)**

Debra Johnson, Deputy CEO, presented The Future of Transportation: Industry Direction.

8. Systemwide Transit Analysis and Reassessment (STAR) Initiative Workshop (Thomas Wittman, Nelson\Nygaard)

Thomas Wittman, Principal, Nelson\Nygaard, presented the STAR Initiative study session.

Director Clemson referred to future emerging mobility options and addressed his concerns regarding equity issues with the cost of Uber or Lyft rides. Mr. Whittman stated that customers would receive a subsidy for using that service. Deputy CEO Johnson stated that there would be a cap similar to LBT's DAL service, where a ride costs \$2 but the agency covered the operating expense.

Secretary/Treasurer de Rivera asked how often routes would be reviewed after implementing 15 and 30-minute headways. Deputy CEO Johnson stated that the roadmaps were for the next five to 10 years. She added that LBT would conduct another Comprehensive Operational Analysis (COA) in two to five years.

Discussion ensued regarding transportation into and out of the City of Long Beach.

The Board discussed bus stop improvements, such as shelter and lighting. Director Zendejas noted that LBT and the City of Long Beach should work in partnership to ensure all bus stops were accessible, as the bus stop on Orange Avenue and Hill Street was not accessible. CEO McDonald stated that the aforementioned bus stop was placed in front of a building that was built prior to the Americans with Disabilities Act of 1990 (ADA).

Vice Chair Bentley asked for specifics on Nelson\Nygaard's final recommendations. Mr. Whittman stated that the final recommendation depended on the availability of funding. He stated that the roadmaps were meant to be guides for the agency. He noted that the output of the STAR Initiative was to provide options of what LBT could do in the short-term, mid-term and long-term.

Mr. Whittman provided an overview of the next steps of the STAR Initiative.

9. Closed Session.

a. President and CEO Evaluation  
Pursuant to Cal. Gov. Code § 54957

b. Conference with Labor Negotiators  
Pursuant to Cal. Gov. Code § 54957.6

LBT Board of Directors Designated Representative:  
Sumire Gant, Board Chair

The meeting went into closed session at 3 p.m.

The meeting reconvened at 4:18 p.m.

The General Counsel stated that the Board met with General Counsel in closed session on agenda items 9a and 9b and no reportable action was taken.

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 (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.

11. 18-026TR      Adjourn. The next regular meeting will be held on April 23, 2018.  
(Sumire Gant)

Meeting adjourned at 4:30 p.m.

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

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

Note:

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(\*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.)

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