

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

**MONDAY, JULY 24, 2017  
333 W. OCEAN BOULEVARD  
COUNCIL CHAMBER, 12:00 PM**

Maricela de Rivera, Chair  
Sumire Gant, Vice Chair  
Colleen Bentley, Secretary/Treasurer  
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. (Dave Hernandez)

**Commissioners** Michael Clemson, Nancy Pfeffer, Mary Zendejas and Sumire  
**Present:** Gant

**Commissioners** Colleen Bentley and Maricela de Rivera  
**Excused:**

3. 17-033TR Recommendation to approve the minutes of the regular session meeting held on June 26, 2017. (Maricela de Rivera)

Director Pfeffer abstained as she was not present at the June 26, 2017 Board of Directors meeting.

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

**Yes:** 4 - Michael Clemson, Nancy Pfeffer, Mary Zendejas and Sumire Gant

**Excused:** 2 - Colleen Bentley and Maricela de Rivera

4. Employee Recognition. (LaVerne David)

Employees of the Month for July 2017:

Sergio Perez, Transit Service Delivery and Planning  
Nam Ngo, Maintenance and Infrastructure  
John Carlson, Staff

**INFORMATION ITEM**

LaVerne David, Executive Director/VP, Employee and Labor Relations, presented the staff report.

Ms. David acknowledged the July 2017 Employees of the Month for Transit Service Delivery and Planning, Maintenance and Infrastructure and Staff, 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.

Larry Goodhue, a member of the public, discussed his concern regarding the re-routing of routes on the 90 series due to construction at California State University, Long Beach (CSULB). He stated that there was a lack of communication regarding the re-routing and customers, including veterans, were not made aware of the detours.

Mr. Goodhue stated that the head of a department should be available when customers ask to speak with a person in charge.

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

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

**INFORMATION ITEM**

Prior to presenting his monthly report, CEO McDonald introduced Tracy Beidleman who joined LBT on Monday, July 24 as the Government Relations Manager, replacing Dana Pynn.

Ms. Beidleman came to LBT from Bi-State Development Agency, which is commonly known as Metro Transit in the greater St. Louis area, where she served as Director of Program Development and Grants.

Prior to that, Ms. Beidleman served as Contract Specialist at St. Clair County Intergovernmental Grants Department in Bellevue, Illinois; and as a Grant Specialist at Bi-State Development Agency.

Ms. Beidleman has extensive experience in government relations, grant administration and contract implementation.

LBT is very excited to welcome Ms. Beidleman as a part of the team.

CEO McDonald presented his monthly report.

(Safety and Service Quality)

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

- LBT is finalizing its last service change of calendar year 2017. LBT has three service changes per year.

This service change will be effective August 20, 2017 through February 10, 2018.

For each service change, LBT evaluates and addresses two major areas of service:

- o Customer-based adjustments
- o Internal efficiency-based enhancements

Seasonal service changes will occur on 17 routes that predominantly serve Long Beach Unified School District (LBUSD) schools and CSULB.

Three routes traveling though Long Beach, Lakewood and Bellflower will have more frequent service by improving headways.

- During the month of July, LBT's Safety department conducted its monthly safety blitz campaign called "Beat the Heat."

At the Transit Gallery on July 21 and 22, Operators were provided water and safety pamphlets with tips on how to avoid heat stroke, heat exhaustion and heat stress.

(Employee Engagement)

In LBT's continued effort to Foster Employee Engagement:

- On June 29 and continuing throughout July, Transit Service Delivery staff began interactive sessions with Bus Operators to get their ideas and suggestions about enhancing LBT's service network.

This effort is part of the employee outreach phase of LBT's Systemwide Transit Analysis and Reassessment (STAR) Initiative.

Upon conclusion of the sessions, about 20 percent of Operators will have given their feedback on how LBT can provide optimal service.

(Customer Experience)

Under LBT's priority of Enhance Customer Experience:

- On Tuesday, June 27, LBT participated in a senior pop-up event sponsored by LA Metro's "On the Move" Rider's Club that was held at the California Recreation Center on Martin Luther King (MLK) Boulevard in Long Beach.

Community Relations staff had a booth where they, alongside other regional transit agencies:

- o Provided seniors with a local directory of senior services and regional wayfinding; and
  - o Took photos for Senior TAP cards and issued temporary TAP cards
- With the onset of summer, LBT has partnered with the City of Long Beach Parks, Recreation and Marine department in six of their outdoor movie screenings at local parks and beaches as follows:
    - o Thursday, June 29 at MLK Park
    - o Thursday, July 6 at Admiral Kidd Park
    - o Tuesday, July 11 at Granada Beach
    - o Thursday, July 13 at Seaside Park

- o Tuesday, July 18 at Granada Beach
- o Thursday, July 20 at Ramona Park

At each event, Community Relations staff had a booth where they promoted:

- o Water Taxi and Museum Express services;
- o Bus-riding tips; and
- o TAP card sign-ups

- On Saturday, July 22, the Marketing and Customer Service Manager participated in the “Talk the Block” walking tour in Cambodia Town.

Partnering with We are the Next, a local non-profit organization, LBT led a walking tour from breakfast at Aspara Café to the Mark Twain Library to hear presentations about the neighborhood.

Along the route, the Marketing and Customer Service Manager provided the group with a brief overview of LBT, the largest employer in the newly formed Midtown Business Improvement District.

(Community and Industry Focus)

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

- On July 11, LBT’s Executive Leadership traveled to Sacramento to meet with state legislative representatives and their staffs.

LBT’s Executive Leadership discussed pending bills dealing with State Transit Assistance (STA) funding and student transportation; expressed thanks for passage of SB-1; and reaffirmed LBT’s continuing commitment to sustainability and preserving the environment. One of the legislative meetings was held jointly with the Port of Long Beach executives.

- On July 15-18, LBT’s Regulatory Compliance and Civil Rights Officer (RCCRO) attended the Conference Of Minority Transportation Officials’ (COMTO) National Meeting and Training Conference in Detroit, Michigan.

The RCCRO served on a panel entitled “Americans with Disabilities Act of 1990 (ADA): Responding to Reasonable Modification of Policies and Practices.” The intent of the session was to provide assistance to transit agencies in developing tools to address reasonable modification requests under the ADA.

- On July 17-19, LBT's Deputy CEO traveled to Washington, DC to participate in the U.S. Department of Transportation Intelligent Transportation Systems Program Advisory Committee (ITSPAC), of which she is a member.

The focus of the meeting centered upon:

- o Proposed collaboration between the US Department of Transportation and National Association of Counties to enhance safety and mobility on rural and county roads;
- o Mobility on Demand; and
- o Connected Vehicles

Second Roll Call.

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

**Commissioners** Colleen Bentley

**Excused:**

7. 17-034TR 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 first page of the monthly financial report and asked why Federal Subsidy Revenue was at 62 percent Year-to-Date (YTD). Ms. Patton clarified that the 62 percent reflected the amount of income LBT earned. She added that federal subsidies come from four different areas, which included training, the Job Access and Reverse Commute (JARC) route, the Comprehensive Operational Analysis (COA) and preventive maintenance.

Chair de Rivera asked what the process was for budgeting passenger fare revenue. Ms. Patton stated passenger fare revenue for FY 2017 was budgeted using data from FY 2016. LBT projected an increase as the agency was assisting students obtain student TAP cards. However, ridership continued to decline.

Chair de Rivera asked for confirmation that the FY 2018 passenger fare revenue was not calculated using data from a fiscal year where ridership was high. Ms. Patton confirmed that LBT was not using data from a fiscal

year where passenger fare revenue was at an all-time high, such as in FY 2012.

Vice Chair Gant asked how the LA Galaxy Express revenue was classified in the monthly financial report. CEO McDonald clarified that LBT received monies to operate the LA Galaxy Express shuttle service from the Metro ExpressLanes Net Toll Revenue grant, therefore, the revenue was not reflected in the monthly financial report, as it was a complimentary service.

Vice Chair Gant asked if LBT would receive revenue from the upcoming LA Chargers Express Shuttle Service (Chargers Express). CEO McDonald stated that the Chargers Express would be a contractual agreement and therefore, a fixed-sum amount would be received to provide service. The monies received would be reflected in special event service revenue.

Vice Chair Gant asked why special event service revenue was at 372 percent YTD. Ms. Patton stated that special event services included the Toyota Grand Prix of Long Beach, LBT's Museum Express and charters. CEO McDonald stated that LBT had put forth an effort in trying to obtain more charters. He added that although charters do not bring substantial revenue, they provide a small impact.

CEO McDonald stated that passenger fare revenue for FY 2018 was projected to remain the same as FY 2017. He added that LBT did not project an increase and would try to maintain ridership, so there would not be a decrease.

Vice Chair Gant asked if the projected ridership for FY 2017 met the federal requirement of 20 percent fare revenue. CEO McDonald stated the projected fare revenue for FY 2017 did not meet the federal requirements, and added that if LBT could not project a fare revenue that met the federal requirement, he would bring forth that information to the Board. He added that he would also inform the Board of the consequences to the agency if the federal requirement for fare revenue was not met.

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

8. 17-035TR Quarterly Investment Report. (Lisa Patton)

INFORMATION ITEM

Ms. Patton presented the quarterly investment report.

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

9. 17-036TR Government Finance Officers Association (GFOA) Award. (Kenneth McDonald)

INFORMATION ITEM

CEO McDonald presented the staff report.

CEO McDonald stated that this was the 27th year that LBT received the GFOA award. He added that the GFOA award symbolized transparency and was based on financial reporting.

CEO McDonald recognized the leadership team involved in receiving the GFOA award, Rhea Morralos, Finance Manager; Jennifer Abro, Controller; Ashley Liang, Treasurer; and Lisa Patton, Executive Director/VP, Finance and Budget.

CEO McDonald stated LBT should be proud of receiving the GFOA award.

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

10. 17-037TR Recommendation to adopt the resolution authorizing the President and CEO to file funding applications for Fiscal Year (FY) 2018 subsidies under the State Transit Assistance program and Article IV of the Transportation Development Act in the amount of \$23,335,710. (Lisa Patton)

Ms. Patton presented the staff report.

Director Pfeffer noted that LBT received approximately \$24M in state and local funding last year and asked why there was a decrease in funding for FY 2018.

Debra Johnson, Deputy CEO, stated that State Transit Assistance (STA) went through a different allocation process this year whereby the



California State Controller's Office restructured the allocation process and included non-transit agencies, such as metropolitan planning organizations. She added that the decline in funding for FY 2018 was due to the restructuring in allocation as well as less taxes being received from various sources, such as diesel tax.

CEO McDonald stated that LBT's subsidy revenue decreased by 1.5 percent from FY 2017 to FY 2018. He added that STA funding decreased from \$1.81M in FY 2017 to \$0.85M in FY 2018.

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

**Yes:** 5 - Michael Clemson, Nancy Pfeffer, Mary Zendejas, Sumire Gant and Maricela de Rivera

**Excused:** 1 - Colleen Bentley

**11. 17-038TR** Recommendation to authorize the President and CEO to execute two change orders for the services contract with Allied Universal for:

- 1) Additional security personnel at LBT2 at a cost of \$87,196 for two years, with two, one-year options at \$45,875 for Option Year One and \$47,728 for Option Year Two, for a total authorization amount not to exceed \$180,798
- 2) The implementation of LBT's Transit Ambassador Pilot Program, at a cost of \$109,138 for one year.

(Lee Burner)

Lee Burner, Executive Director/VP, Transit Service Delivery and Planning, presented the staff report.

Director Pfeffer asked why the additional security personnel at LBT2 and the Transit Ambassador Program were established through a contract amendment versus a new procurement.

CEO McDonald stated that adding additional security personnel at LBT2 was an amendment to the current contract due to the expansion of coverage at the facility. He added that LBT is expanding the number of buses at LBT2.

Vice Chair Gant stated that she was excited for the implementation of LBT's Transit Ambassador Pilot Program and asked what was Visible Intermodal Prevention Response (VIPR).

Deputy CEO Johnson stated that VIPR was a program that was conducted at a national level. She added that homeland security works with local transit agencies to prevent or deal with acts of terrorism. She further stated that a VIPR team worked in conjunction with the Long Beach Police Department (LBPD) and the Los Angeles County Sheriffs Department during large scale events, such as the Toyota Grand Prix of Long Beach. She added that VIPR teams conducted bus boardings on a quarterly basis.

Vice Chair Gant asked if the two Transit Ambassadors would be riding the buses or working with LBPD. Deputy CEO Johnson stated that the Transit Ambassadors would be riding the buses to create a presence of security and help reduce fare evasion.

Vice Chair Gant suggested that a follow-up report be presented regarding the Transit Ambassador Pilot Program. CEO McDonald stated that the intent of the Transit Ambassador Program was to promote customer service and increase fare revenue. CEO McDonald stated that he would present a quarterly report on the Transit Ambassador Pilot Program.

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

**Yes:** 5 - Michael Clemson, Nancy Pfeffer, Mary Zendejas, Sumire Gant and Maricela de Rivera

**Excused:** 1 - Colleen Bentley

- 12. 17-039TR** Recommendation to authorize the President and CEO to enter into a contract with Catalina Channel Express, Inc., (Catalina Express) to operate the AquaBus and AquaLink Water Taxi Services for three years at a cost of \$2,667,029, plus two, one-year options at \$942,889 for Option Year One and \$971,141 for Option Year Two, for a total authorization amount not to exceed \$4,581,059. (Lee Burner)

Mr. Burner presented the staff report.

Director Pfeffer referred to page one of the Board report and asked if the service hours were for the AquaLink and AquaBus. CEO McDonald confirmed that the service hours stated in the Board report were reflective of all vessels.

Vice Chair Gant asked if Catalina Express had always operated the AquaLink and AquaBus service. CEO McDonald confirmed Vice Chair Gant's question.

Vice Chair Gant suggested for LBT to research cleaner fuel options for the vessels. CEO McDonald agreed and stated that LBT was working on improving the vessel's environmental impact as well as implementing different payment methods onboard vessels other than cash.

Director Clemson asked what prevented LBT from using TAP cards for water taxi service. CEO McDonald stated that the TAP card program is operated through the Los Angeles County Metropolitan Transportation Authority (LA Metro).

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

**Yes:** 5 - Michael Clemson, Nancy Pfeffer, Mary Zendejas, Sumire Gant and Maricela de Rivera

**Excused:** 1 - Colleen Bentley

13. 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 LBT's 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.

14. Board Requests.

There were no Board requests.

15. 17-040TR      Adjourn. The next regular meeting will be held on August 28, 2017.  
(Maricela de Rivera)

Meeting adjourned at 12:59 p.m.

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

**Yes:** 5 - Michael Clemson, Nancy Pfeffer, Mary Zendejas, Sumire Gant and Maricela de Rivera

**Excused:** 1 - Colleen Bentley

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.)

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