

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

**MONDAY, MARCH 26, 2018  
333 W. OCEAN BOULEVARD  
COUNCIL CHAMBER, 12:00 PM**

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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**REGULAR MEETING - NOON**

1. Call to Order ( Sumire Gant)

Chair Gant called the meeting to order at 12:03 p.m.

2. Roll Call. (Ivette Dubois)

**Commissioners** Adam Carrillo, Michael Clemson, Colleen Bentley and Sumire  
**Present:** Gant

**Commissioners** Maricela de Rivera and Mary Zendejas  
**Excused:**

3. 18-021TR Recommendation to approve the minutes of the regular session meeting held on February 26, 2018. (Sumire Gant)

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

**Yes:** 4 - Adam Carrillo, Michael Clemson, Colleen Bentley and  
Sumire Gant

**Excused:** 2 - Maricela de Rivera and Mary Zendejas

4. Employee Recognition. (LaVerne David)

Employees of the Month for March 2018:

Joel Abella, Transit Service Delivery and Planning  
Daniel Fischer, Maintenance and Infrastructure  
Mary Oseguera, Staff

**INFORMATION ITEM**

LaVerne David, Executive Director/VP, Employee and Labor Relations, presented the Employees of the Month (EOM) for March 2018.

Daniel Fischer, Maintenance and Infrastructure EOM, was presented by Frank Spalding, Manager, Maintenance.

Ms. David acknowledged Joel Abella, Transit Service Delivery and Planning EOM, and Mary Oseguera, 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.

Herlinda Chico, Field Deputy, Office of Los Angeles County Supervisor Janice Hahn, read a letter from Supervisor Hahn that was in support of the efforts of Long Beach Transit (LBT) Supervisory employees to work under the American Federation of State, County and Municipal Employees (AFSCME), District Council 36.

Tris Carpenter, Organization Director, AFSCME, District Council 36, provided an update on labor negotiations between LBT and AFSCME.

Second Roll Call 12:06 p.m.

**Commissioners** Adam Carrillo, Michael Clemson, Maricela de Rivera, Colleen

**Present:** Bentley and Sumire Gant

**Commissioners** Mary Zendejas

**Excused:**

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.

**Foster Employee Engagement**

In LBT's continued effort to Foster Employee Engagement:

- On February 28 and March 1, LBT hosted representatives from Foothill Transit, Santa Monica's Big Blue Bus, Culver CityBus, City of Commerce and Norwalk Transit, who, along with four LBT staff, took part in the 3rd Annual West Coast Multi-Agency Exchange (MAX) Program.

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

Originally comprised of LBT, Foothill and Big Blue Bus, the program was expanded this year to include representatives from the aforementioned smaller municipality transit operators.

The West Coast MAX program objectives are to:

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

LBT shared information about its:

- o Organizational Focus
- o Operations On-Time Performance
- o Water Taxis
- o Regional Ridership Improvement Ideas and Efforts
- o Community and Business Partnerships; and

- o STAR Initiative

- Lisa Patton, LBT's Executive Director/VP, Finance and Budget, recently completed The Eno Center for Transportation's 2018 Transit Senior Executive (TSE) Program in Washington, DC.

Now in its 15th year with over 500 alumni, this selective program's goal continues to be developing the next generation of public and private transit organization CEOs. Participants hear from distinguished guest lecturers, develop their leadership skills, and build connections within the transit industry.

Participants develop their leadership skills and prepare for promotional opportunities. Over the course of the program, attendees heard from 18 guest lecturers, of which CEO McDonald was one.

CEO McDonald's lecture centered upon the importance of utilizing communications tactics and creating a strategic narrative.

- On Saturday, March 17, a select group of LBT Operators participated in the 2018 Five Star Bus Roadeo held at GTrans' facility in the City of Gardena.

LBT, along with five other municipal transit agencies, Big Blue Bus, Culver CityBus, GTrans, Montebello Bus Lines and Norwalk Transit, participated in the competition to showcase the defensive and safety driving skills of their respective transit agencies.

Contestants had to strategically maneuver 40-foot buses through an obstacle course that included judgment stops, diminishing clearance, and left-hand and right-hand turning. Operators were also judged on personal appearance, smoothness of operation, and duration of obstacle clearance.

This year, the overall winning agency was Culver CityBus.

The LBT winners included:

- o Rudy Lomeli in 1st Place
- o Juan Quintana-Alvarado in 2nd Place; and
- o David Valdez in 3rd Place

Daniel Harang III won the best pre-trip and also created the Five Start Bus Roadeo design.

Rudy Lomeli will represent LBT at the Southern California Regional Bus Roadeo to be held on April 7 at Victor Valley Transit Authority, as well as the American Public

Transportation Association's (APTA) International Bus Rodeo to be held in May in Tampa, Florida.

### **Enhance Customer Experience**

Under LBT's priority of Enhance Customer Experience:

- On Saturday, March 3, LBT participated in the 12th Annual Junior League's 'Kids in the Kitchen' healthy eating and exercise fair at MLK Jr. Park in central Long Beach.

The Junior League of Long Beach sponsors this program in partnership with the Long Beach Health Department's Healthy Active Long Beach program.

Community Relations staff:

- o engaged kids with fun activities; and
  - o promoted student TAP card sign-ups; as well as
  - o provided service and fare information
- On Sunday, March 4, LBT participated in the 4th Annual 'Long Beach Touch-A-Truck' event held at the Granada Beach parking lot in southeast Long Beach.

This free, interactive event was co-sponsored by Councilwoman Suzie Price and Justin Rudd's nonprofit Community Action Team.

Guests of all ages had the opportunity to climb aboard and sit in the Operator's seat of an LBT 60-foot articulated CNG bus, in addition to about 100 other vehicles including fire trucks, ambulances, police vehicles, military vehicles, semi-trucks, tractors, garbage trucks, RVs, moving vans, and others.

Community Relations staff facilitated tours of the bus, educated the public on features of the bus and provided LBT-themed cardboard bus piggybanks to attendees.

### **Promote Community and Industry Focus**

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

- On Saturday, March 24, LBT hosted a table at Memorial Medical Center Foundation's 10th Annual 'Dancing for Our Stars' event.

LBT staff joined CEO McDonald in a fun evening benefiting the Cherese Mari Laulhere BirthCare Center at MemorialCare Miller Children's & Women's Hospital Long Beach.

7. 18-022TR Monthly Financial Report. (Lisa Patton)

INFORMATION ITEM

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

Vice Chair Bentley referred to page 1 of the monthly financial report and queried why there was an increase in Interests and Miscellaneous. Ms. Patton stated that the increase was due to the sale of fuel tax credits.

Secretary/Treasurer de Rivera referred to labor costs being under budget due to open positions and stated that she did not see an increase in recruitment advertising. Debra Johnson, Deputy CEO, stated that costs were expended to advertise open positions for a period of time. She added that some advertisements included in previous monthly financial reports were still running. She further added that advertising expenses would be included in future monthly financial reports, as advertising expenses occur at different times throughout the year and were not recurring on a monthly basis.

Secretary/Treasurer de Rivera stated that she noticed a decrease in salaried employees. Ms. Patton stated that the nation was experiencing low unemployment rates, and it was difficult to recruit employees to meet LBT's standards. She added that it was not uncommon to have recruiting challenges when the city and county unemployment rate is low.

Secretary/Treasurer de Rivera asked if LBT still had an internship program. CEO McDonald stated that LBT still had an active internship program with 15 interns across various LBT departments. He added that two interns had become full-time employees at LBT. He stated that LBT would be implementing a summer intern program with Poly High School students who presented marketing ideas to LBT leaders on Thursday, January 11, 2018, as part of Poly High School's Pacific Rim Academy business program.

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

8. 18-024TR Recommendation to adopt two resolutions to enable Long Beach Transit (LBT) to receive funding under the Low-Carbon Transit Operations Program (LCTOP):

1) A resolution authorizing the President and CEO to execute the

Certifications and Assurances and Authorized Agent Forms, along with all subsequent documents for the FY 2017-18 State LCTOP

2) A resolution authorizing the execution of the Route 22 Extension Continuation Project with \$465,958 provided under LCTOP

(Debra Johnson)

Debra Johnson, Deputy CEO, presented the staff report.

Director Clemson asked if there was data regarding ridership on the Route 22 Extension.

Deputy CEO Johnson stated there was no substantial data due to the recent implementation of the Route 22 Extension project. She added that Director Clemson's question would be addressed when LBT received trending data regarding ridership on the Route 22 Extension.

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

**Yes:** 5 - Adam Carrillo, Michael Clemson, Maricela de Rivera, Colleen Bentley and Sumire Gant

**Excused:** 1 - Mary Zendejas

9. 18-025TR Recommendation to authorize the President and CEO to continue the two-year contract with PlanetBids, Inc., for eProcurement services at a cost of \$91,550 with three, one-year options at \$46,275 each year, including a five percent contingency, for a total authorization amount not to exceed \$242,000. (Lisa Patton)

Ms. Patton presented the staff report.

Secretary/Treasurer de Rivera asked how Planet Bids affected LBT's Disadvantaged Business Enterprise (DBE) program.

Deputy CEO Johnson stated that Planet Bids enabled LBT to broaden its network of readily available businesses. She added that PlanetBids enabled individuals to register and note whether they are a DBE/Small Business Enterprise (SBE). She further stated that the program had greatly enhanced LBT's ability to find qualified, ready and able DBE vendors.

Secretary/Treasurer de Rivera asked if there was data on LBT's DBE participation rate. Aida Douglas, LBT's Regulatory Compliance and Civil Rights Officer (RCCRO), stated that since using Planet Bids, LBT had seen an increase in DBE/SBE participation. She added that LBT monitored its DBE participation progress every six months in accordance with Federal Transit Administration (FTA) regulations. She further stated that LBT had a 10 percent DBE participation goal.

Ms. Douglas stated that LBT was making progress toward its DBE goal and noted that one of the challenges to increasing DBE participation was getting businesses to register as DBEs. She noted that LBT was working with the Los Angeles County Metropolitan Transportation Authority (LA Metro) and the California Department of Transportation (Caltrans) to aid vendors in registering as DBEs and keeping their DBE certification.

Ms. Douglas noted that LBT was working on a report on LBT's DBE program which is due to FTA on June 1, 2018.

Secretary/Treasurer de Rivera asked if PlanetBids was aiding in achieving LBT's DBE goal.

Ms. Douglas confirmed Secretary/Treasurer de Rivera's statement and added that PlanetBids enabled LBT to broaden its outreach to DBEs.

Chair Gant asked if LBT shared information on certification. Ms. Douglas stated that LBT shared information in regards of certifying agencies that could help certify vendors, such as the Port of Long Beach.

Chair Gant asked if LBT had reached its 10 percent DBE goal. Ms. Douglas stated that LBT was at 6 percent during the last DBE Program report. She added that LBT's DBE program was implemented in 2017. She noted that DBE programs took two to three years to gain momentum.

Director Carrillo asked what upcoming classes or workshops there were regarding DBE certification. Ms. Douglas stated that training was provided to agencies on how to execute a DBE program. She noted that LBT's Prime Time Networking event was taking place on Wednesday, March 28, 2018. The networking event provides an opportunity for LBT to promote its DBE program and for small businesses to learn about one another.

Ms. Douglas stated that the National Transit Institute (NTI) provided training



on the requirements of a DBE program.

CEO McDonald stated that before Ms. Douglas started working at LBT in June 2016, LBT did not have a comprehensive DBE program.

Director Clemson asked why LBT included a five percent contingency for the PlanetBids contract. Ms. Patton stated that LBT included the contingency due to there being additional software modules the agency may want to utilize. Additionally, there may be special reporting LBT would benefit from.

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

**Yes:** 5 - Adam Carrillo, Michael Clemson, Maricela de Rivera, Colleen Bentley and Sumire Gant

**Excused:** 1 - Mary Zendejas

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.

Wayne Wright, a member of the public, addressed his concerns regarding LBT's February 2018 service change. He stated he felt the changes were not publicized and should have been posted on the agency's website.

Steven Yearwood, a member of the public, stated that LBT should consider launching an express line from downtown Long Beach to downtown Los Angeles.

11. Board Requests.

Vice Chair Bentley stated that she and Chair Gant rode on various LBT routes as mystery customers. She commended LBT's Operators for being friendly. She suggested more shelters at bus stops be placed for sun protection and that bus stops should be cleaner.

Chair Gant stated that she was pleased with the cleanliness of the buses and the Operators' customer service. She added that Operators took time to help customers in wheelchairs.

Vice Chair Bentley stated that she hoped LBT would expand the U-Pass program and continue working with city colleges and the school district to aid students in tough financial situations.

Chair Gant stated that LBT needed to work on making TAP more accessible, such as mobile payment, and the use of cash easier.

Director Clemson requested information on LBT's outreach efforts to encourage student ridership from K-12 LBUSD students. He asked what barriers existed.

Director Clemson asked what data LBT tracked regarding crimes that happened either onboard LBT buses or at bus stops. He further asked which statistics were measured and how they compared to other transit agencies.

Secretary/Treasurer de Rivera stated that LBT did not have a student fare and asked if other transit agencies had student fares. She further stated that she would like to see a financial partnership between LBUSD and LBT so students could ride free or at a reduced price.

CEO McDonald noted that 75 percent of LBT's customers rode LBT to get to work or school. He added that LBT and other regional transit agencies were researching what could be done to reduce students' transportation costs.

CEO McDonald stated that LBT was increasing its outreach efforts to students and seniors, as those were demographics in which LBT wants to increase ridership.

- 12. 18-023TR** Adjourn. The next regular meeting will be held on April 23, 2018.  
(Sumire Gant)

Meeting adjourned at 1:01 p.m.

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

**Yes:** 5 - Adam Carrillo, Michael Clemson, Maricela de Rivera,  
Colleen Bentley and Sumire Gant

**Excused:** 1 - Mary Zendejas

Note:

The City of Long Beach intends to provide reasonable accommodations in accordance with the Americans with Disabilities Act of 1990. If special accomodation 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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