

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

**MONDAY, SEPTEMBER 24, 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



Steven Neal, 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)

The meeting was called to order at 12:01 p.m.

2. Roll Call. (Ivette Dubois)

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

3. 18-065TR Recommendation to approve the minutes of the regular session meeting held on July 23, 2018. (Sumire Gant)

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

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

4. 18-066TR Recommendation to approve the minutes of the regular session meeting held on August 27, 2018. (Sumire Gant)

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

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

5. Employee Recognition. (Debra Johnson)

Employees of the Month for September 2018:

Michael Vidal, Transit Service Delivery and Planning  
Virak Port, Maintenance and Infrastructure  
Alex Magallon, Staff

INFORMATION ITEM

Debra Johnson, Deputy CEO, acknowledged the Employees of the Month for the month of September 2018, who were not present.

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.

There were no public comments.

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 his monthly oral report.

### **IMPROVE SAFETY AND SERVICE QUALITY**

Under Long Beach Transit's (LBT) focus to Improve Safety and Service Quality:

- During the month of September, LBT's Safety department conducted a safety blitz campaign concentrated around the theme of 'Back to School Awareness.'

On Tuesday, September 4 at LBT2 and Wednesday, September 5 at LBT1, Operators were provided with safety information and tips on ways they can help keep students safe, including:

- o Slowing down in school zones;
- o Coming to a complete stop at stop signs;
- o Eliminating any type of distraction such as using a cell phone or eating;
- o Being extra cautious when making right turns; and
- o Watching out for bicyclists

### **FOSTER EMPLOYEE ENGAGEMENT**

In LBT's continued effort to Foster Employee Engagement:

- Over the past month, LBT's Training department provided 11 courses to more than 70 employees on topics including, but not limited to:
  - o State-Mandated Annual Refresher Training (SMART);
  - o Operator training on retrofitted seats in the Operator's compartment;
  - o Retraining for Operators who have returned from long-term absences; and
  - o Job-specific retraining

### **ENHANCE CUSTOMER EXPERIENCE**

Under LBT's priority to Enhance Customer Experience:

- From Monday, August 27 to Thursday, August 30, Community Relations staff participated in back-to-school events in preparation for the first week of Fall classes at:
  - o California State University, Long Beach (CSULB), where staff:
    - promoted the U-Pass program;
    - helped students with CSULB TAP card sign-ups; and
    - provided transit planning for new students
  - o Long Beach City College campuses, where staff:

- promoted College/Vocational TAP card sign-ups;
  - conducted a TAP Card giveaway for part-time students who do not qualify for College/Vocational TAP Cards; and
  - assisted new students with wayfinding and transit planning
- On Sunday, September 9, LBT participated in the 29th Annual Belmont Shore Car Show.

With over 30,000 people in attendance, Community Relations staff had two canopies that housed a water station and provided giveaways.

Staff also promoted:

- o LBT Bus Ridership
  - o LBT's water taxi service;
  - o Convenience of TAP service products; and
  - o Assisted eventgoers with wayfinding
- On Saturday, September 15, LBT participated in READY Long Beach on the campus of CSULB. Launched in 2014, READY Long Beach is a citywide outreach effort promoting a "whole community" approach to emergency preparedness and readiness.

As an event sponsor, LBT presented a display bus, as well as a booth, where Community Relations staff:

- o Informed the public of LBT's readiness for a regional emergency
  - o Promoted the benefits of taking public transportation
  - o Provided TAP card applications and trip-planning tips
  - o Promoted LBT's fixed-route and water taxi services
- Community Relations staff also conducted five Connected Seniors Club presentations and Senior TAP card drives at:
- o Senior Citizens Day @ The Little Brown Church;
  - o Transportation Thursday @ St. Mary's Tower Senior Housing;
  - o Senior Fall Prevention Summit @ St. Mary's Medical Center;
  - o District 9 Community Meeting @ Ramona Park Clubhouse; and
  - o Town Hall Meeting @ Villages of Cabrillo

### **PROMOTE COMMUNITY AND INDUSTRY FOCUS**

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

- On Thursday, September 6, LBT officially unveiled to the public its new innovative Battery-Electric Bus (BEB) Charging Station located directly in front of the Convention Center.

The charging station is a wireless charging system, known as Wireless Advanced Vehicle Electrification (WAVE), which gives the onboard batteries a boost while the bus is on layover. With the expansion of LBT's BEB fleet, this new charging station figures prominently into the agency's future plans by extending the range of our BEBs.

The event, which received press coverage on LBpost.com and other outlets, featured remarks by Mayor Robert Garcia; LA County Supervisor Janice Hahn; LBT Board Chair Sumi Gant; and Steve Goodling, President and CEO of the Long Beach Area Convention & Visitors Bureau.

Directors Michael Clemson and Steven Neal also joined in the unveiling ceremony.

- On Friday, September 14, the Deputy CEO, Debra Johnson, attended the California Transit Association (CTA) Executive Committee Meeting in San Diego.

Meeting topics included the status of transportation electrification being evaluated by the California Public Utilities Commission, and updates on the 2018 state legislature program, including Proposition 6 (SB 1 Repeal), and other CTA-sponsored legislation affecting zero-emission transit operations.

- On Wednesday, September 19, the Deputy CEO, along with the Government Relations Manager, hosted the TEX-21 (Transportation Excellence for the 21st Century) delegation, a group of transportation and elected officials from the State of Texas touring various facilities in California including the Ports of Long Beach and Los Angeles. The purpose of their trip was a fact-finding mission to gather information for their inland Port to determine how transit can connect employees and employers to the Port.

The Deputy CEO and Government Relations Manager met the delegation at the Hotel Maya and provided them with an LBT organizational overview, while on a scenic tour of Rainbow Harbor aboard the agency's AquaBus.

The Deputy CEO shared details about LBT's service area, ridership, funding sources, partnerships and initiatives.

The overview also provided a discussion about LBT's 'green' efforts through its Battery-Electric Bus Program and our recent partnership with USC on development of a Sustainability Program.

The Texas delegation was very impressed with the information received, specifically LBT's operations and collaborative partnerships.

- On Friday, September 21, members of LBT's Executive Leadership Team attended Senator Ricardo Lara's 3rd Annual Labor Breakfast and Worker Appreciation Awards held at Hotel Maya.

In partnership with the Southeast Community Development Corporation, this event celebrates the hard work, commitment and voluntary service of the working people that are an integral part of each of the communities which Senator Lara represents.

8. 18-067TR Monthly Financial Report. (Lisa Patton)

INFORMATION ITEM

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

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

9. 18-068TR Government Finance Officers Association Award. (Kenneth McDonald)

INFORMATION ITEM

CEO McDonald presented the staff report.

Secretary/Treasurer de Rivera congratulated LBT on receiving the Government Finance Officers Association Certificate of Achievement for Excellence in Financial Reporting.

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

10. 18-069TR Recommendation to authorize the President and CEO to exercise a two-year option for Maintenance and Infrastructure department uniform services with Mission Linen Supply for a total authorization amount not

to exceed \$154,780. (Debra Johnson)

Deputy CEO Johnson presented the staff report.

Vice Chair Bentley referred to the Small Business Enterprise (SBE) participation of the Maintenance and Infrastructure uniform services contract and asked if LBT would be able to utilize SBE-certified firms for this contract now that the agency's SBE program was established.

Deputy CEO Johnson stated that as the Maintenance and Infrastructure uniform services contract was established in 2016, prior to the implementation of LBT's SBE program, an SBE goal had not been established.

Director Neal asked what the additional \$20,000 for option years three and four would be utilized for, as the first and second contract years were approximately \$61,000 each year. Janet Lahr, LBT's Purchasing Manager, stated that the variance in cost was due to adding uniforms for Maintenance and Infrastructure Supervisors, as well as adding high-visibility stripes to the uniforms in alignment with LBT's Strategic Priority of 'Improve Safety and Service Quality.'

Secretary/Treasurer de Rivera referred to Vice Chair Bentley's comment regarding SBE participation and asked if LBT had other options to utilize SBE-certified firms.

Ms. Lahr stated that LBT asked Mission Linen Supply if it could subcontract to SBEs and found that Mission Linen Supply only had one non-SBE-certified subcontractor for laundry services. She noted that LBT always asked its suppliers to subcontract to SBE-certified firms when possible.

Chair Gant asked that LBT mention the SBE participation during Board agenda item presentations in the future, as it is of interest to the Board.

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

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

11. 18-070TR Recommendation to authorize the President and CEO to execute a change order for the Transit Ambassador Services contract with Allied Universal at a cost of \$235,066 for year one, with two, one-year options at \$224,890 for Option Year One and \$231,504 for Option Year Two, including a three percent contingency, for a total authorization amount not to exceed \$712,204. (Lee Burner)

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

Director Neal asked what was the mechanism used to measure customer feedback regarding LBT's Transit Ambassador Program.

Deputy CEO Johnson stated that LBT had an annual Customer and Community Evaluation Survey which included specific questions relating customers' perception of safety onboard buses. She added that with the data compiled from the survey, LBT was able to do a year-to-year comparison in regards to system security Key Performance Indicators to discern if the presence of Transit Ambassadors helped mitigate issues (e.g., fare disputes and fare evasions). She further stated that LBT was in the midst of conducting its Fiscal Year (FY) 2019 Customer and Community Evaluation Survey.

Secretary/Treasurer de Rivera asked that LBT include survey intercept locations in north Long Beach during the FY 2019 Customer and Community Evaluation Survey. Deputy CEO Johnson stated LBT would ensure to include stops specific to north Long Beach.

Secretary/Treasurer de Rivera asked what was a Walk-and-Talk. Mr. Burner stated that a Walk-and-Talk was when Transit Ambassadors board buses to do a walk-through and talk to customers.

Secretary/Treasurer de Rivera asked if LBT had utilized a firm to conduct customer service training. Deputy CEO Johnson stated that LBT had embarked upon a service guidelines program and partnered with OnboardOxygen, a consulting firm specializing in defining and implementing culture changes, to identify the agency's strengths and opportunities relating to customer care,



define LBT's culture and implement a customer-centric culture change. She stated that customer service training was included in LBT's service guidelines program.

CEO McDonald referred to Director Neal's question regarding measuring tools for the Transit Ambassador Program and stated that LBT's Mystery Rider Program provided LBT with reports on strengths and opportunities which included system security.

Chair Gant asked that LBT ensured the Transit Ambassadors were bilingual.

Vice Chair Gant asked if LBT placed Transit Ambassadors on its water vessels. CEO McDonald stated that LBT did not place Transit Ambassadors on its water vessels, as there were no issues regarding fare evasions or crime onboard the agency's water vessels.

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

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

**12. 18-071TR** Recommendation to adopt a resolution in support of Senate Bill 1, whereby

1) Long Beach Transit opposes Proposition 6, the November 2018 ballot measure to repeal new transit and transportation revenues

2) Long Beach Transit can be listed as a member of the coalition opposed to Proposition 6, a diverse coalition of local government, business, labor, transportation and other organizations throughout the state

(Debra Johnson)

Deputy CEO Johnson presented the staff report.

Secretary/Treasurer de Rivera stated that she was pleased to see LBT take

stand in support of Senate Bill (SB) 1. Director Clemson affirmed Secretary/Treasurer de Rivera's comment.

Director Neal asked what other entities were part of the coalition against Proposition 6. Deputy CEO Johnson stated that Los Angeles County Metropolitan Transportation Authority and San Francisco Municipal Transportation Agency were part of the coalition, among other entities. She stated that the Board Secretary would distribute the coalition list to LBT's Board of Directors.

Secretary/Treasurer de Rivera asked that LBT let its Board members know how they can help educate and inform others about SB 1 and Proposition 6.

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

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

13. Public Comment.

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There were no public comments.

14. Board Requests.

Secretary/Treasurer de Rivera asked LBT to ensure its bicycle policy was on the agency's website in the water vessel webpage, as it was not clear whether or not bicycles were allowed onboard LBT's water taxis.

**15. 18-072TR** Adjourn. The next regular meeting will be held on October 22, 2018.  
(Sumire Gant)

Adjourned at 1:02 p.m.

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

**Yes:** 7 - Adam Carrillo, Michael Clemson, Maricela de Rivera, Steven Neal, 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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