

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



**THURSDAY, OCTOBER 23, 2025  
4801 AIRPORT PLAZA DRIVE  
ROSA PARKS BOARD CHAMBER  
3:30 P.M.**

Abigail Mejia, Chair  
David Sutton, Vice Chair  
Raul Añorve, Secretary/Treasurer  
James Ahumada, Director  
Eduardo Angeles, Director  
Carl Kemp, Director  
Randy Rawlings, Director

Joshua Hickman, City Representative  
Christopher Koontz, City Representative

Kenneth A. McDonald  
President and Chief Executive Officer

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**LONG BEACH TRANSIT BOARD OF DIRECTORS IN-PERSON MEETING**

**MEMBERS OF THE PUBLIC CAN ATTEND MONTHLY BOARD MEETINGS AT LONG BEACH  
TRANSIT CORPORATE OFFICE ROSA PARK BOARD CHAMBER, BY RIDING ROUTES 102, 104,  
111 AND 112.**

**THE CLOSEST BUS STOPS TO LBTCO ARE LOCATED:  
LAKEWOOD BLVD. AND SPRING ST.  
CLARK AVE. AND 29TH ST.  
SPRING ST. AND AIRPORT PLAZA DR.**

**TO CONNECT TO ROUTES 102 AND 104, TAKE ROUTES 21, 22, 23, 61, 71, 91, 92, 93, 101, 111, 112,  
172, 173, 181 AND 182.**

**TO CONNECT TO ROUTES 111 AND 112, TAKE ROUTES 21, 22, 23, 91, 121, 131, 151, 171, 173, 175  
AND 192.**

**MEMBERS OF THE PUBLIC MAY LISTEN TO THE MEETING BY DIALING  
(669) 444-9171 AND ENTERING THE FOLLOWING  
MEETING ID: 874 0416 6717**

**MEMBERS OF THE PUBLIC MAY ALSO JOIN THE VIDEO CONFERENCE VIA  
THE FOLLOWING ZOOM MEETING LINK:  
<https://us02web.zoom.us/j/87404166717>**

**PLEASE NOTE THE ZOOM MEETING MAY ENCOUNTER TECHNICAL DISRUPTIONS, BUT IN-  
PERSON ACCESS AND PUBLIC COMMENT WILL CONTINUE TO BE AVAILABLE IN  
ACCORDANCE WITH THE BROWN ACT**

**PERSONS WISHING TO ADDRESS THE BOARD MAY SUBMIT PUBLIC COMMENT VIA EMAIL OR  
TELEPHONE. MEMBERS OF THE PUBLIC ALSO HAVE THE OPTION TO PROVIDE PUBLIC  
COMMENT IN THE ZOOM MEETING BY USING THE RAISE HAND FUNCTION OR PRESSING \*9 ON  
YOUR PHONE**

Public comments on agenda items may be submitted by email to [board@lbtransit.com](mailto:board@lbtransit.com) or by telephone at 562.599.8599.

If calling, please leave a voicemail with your name (please state it clearly), your telephone number for a return call, and the item number on which you would like to comment (or specify "public comment").

If emailing, please include your name, your telephone number for a return call, and the item number on which you would like to comment (or specify "public comment").

More information on this process may be found at [ridelbt.com/about-us](http://ridelbt.com/about-us)

## **REGULAR MEETING – 3:30 P.M.**

1. Call to Order. (Abigail Mejia)
2. Roll Call. (Jen Flores)
3. Employee Recognition. (Elizabeth Brown)

Employees of the Month for October:

Sergio Gonzales, Transit Service Delivery and Planning  
Calixtro Sagbigal, Maintenance and Infrastructure  
Inesa Hagan, Administrative Staff

### **INFORMATION ITEM**

4. Public Comment.

Any member of the public may approach the lectern 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 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.

5. President and CEO Report. (Kenneth McDonald)

### **INFORMATION ITEM**

## **NOTICE TO THE PUBLIC**

All matters included on the Consent Calendar are considered routine by the Long Beach Transit (LBT) Board of Directors and will all be enacted by one motion. There will be no separate discussion of these items unless a member of the Board of Directors or the public so requests, in which event the matter shall be removed from the Consent Calendar and considered as a separate item.

## **CONSENT CALENDAR (6)**

6. Recommendation to approve the minutes of the regular session meeting held on September 24, 2025.

**Suggested Action:** Approve recommendation.

## REGULAR CALENDAR

7. Monthly Financial Report. (Lisa Patton)

### INFORMATION ITEM

8. Recommendation to authorize the President and CEO to enter into a three-year contract with Commune Communication for creative, paid social media, agency promotional and website management services for a total amount of \$802,500 with two one-year options at \$277,500 for option year 1 and \$277,500 for option year two with a 10% contingency of \$135,750 and an amount not to exceed \$250,000 per year for the direct reimbursable cost of social media and digital advertising for a total contract authorization not to exceed \$2,743,250. (Mike Gold)

**Suggested Action:** Approve recommendation.

9. Recommendation to approve the Board of Directors meeting dates for Calendar Year 2026. (Jen Flores)

**Suggested Action:** Approve recommendation.

10. Fiscal Year 2024 Government Finance Officers Association (GFOA) Certificate of Achievement for Excellence in Financial Reporting Award. (Kenneth McDonald)

### INFORMATION ITEM

11. Public Comment.

Any member of the public may approach the lectern 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 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.

12. Closed Session.

1) Conference Real Property (Gov. Code sec. 54956.8)  
Property: 4801 Airport Plaza Drive, Long Beach, CA 90815  
Kenneth A. McDonald, President and CEO; Lisa Patton, Executive Director/VP,  
Finance and Budget  
Re: Price, Terms

13. Board Requests.

14. Adjourn. The next regular meeting will be held on December 4, 2025. (Abigail Mejia)

**Suggested Action:** Approve recommendation.

Note:

Long Beach Transit intends to provide reasonable accommodations in accordance with the Americans with Disabilities Act of 1990. If special accommodation is desired please call the Office of the Board Secretary 48 hours prior to the meeting at 562.599.8599. Long Beach Transit is an entity which is separate and distinct from the City of Long Beach.

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



**THURSDAY, SEPTEMBER 25, 2025  
4801 AIRPORT PLAZA DRIVE  
ROSA PARKS BOARD CHAMBER  
3:30 P.M.**

Abigail Mejia, Chair  
David Sutton, Vice Chair  
Raul Añorve, Secretary/Treasurer  
James Ahumada, Director  
Eduardo Angeles, Director  
Carl Kemp, Director  
Randy Rawlings, Director

Joshua Hickman, City Representative  
Christopher Koontz, City Representative

Kenneth A. McDonald  
President and Chief Executive Officer

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**REGULAR MEETING – 3:30 P.M.**

1. Call to Order. (Abigail Mejia)

Chair Mejia called the meeting to order at 3:37 p.m.

Chair Mejia announced that a quorum was not present and that the meeting would be reordered to allow for the presentation of all informational items until a quorum was established.

2. Roll Call. (Jen Flores)

**Directors Present:** Abigail Mejia, Randy Rawlings and David Sutton

**Directors Excused:** James Ahumada, Eduardo Angeles, Raul Añorve and Carl Kemp

3. Employee Recognition. (Elizabeth Brown)

Employees of the Month for August 2025:

Jose Garcia, Transit Service Delivery and Planning  
Nam Ngo, Maintenance and Infrastructure  
Thelma Zaras-Medrano, Administrative Staff

Employees of the Month for September 2025:

Gustavo Prado, Transit Service Delivery and Planning  
Samrith Sar, Maintenance and Infrastructure  
Ricardo Marquez, Administrative Staff

**INFORMATION ITEM**

Elizabeth Brown, Executive Director/VP, Organizational Development and Administration, presented the Employees of the Month for August and September 2025.

4. Public Comment.

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Nico Gauthier-Pin, a member of Car-Lite Long Beach, gave a live public comment regarding Bus Fest.

Kurt Canfield, a member of Car-Lite Long Beach, gave a virtual public comment regarding Bus Fest.

5. President and CEO Report. (Kenneth McDonald)

INFORMATION ITEM

Kenneth McDonald, President and CEO, presented his monthly report.

CEO McDonald reported the launch of the See Say App and the implementation of the first bus only lane in Long Beach located on the CSULB campus.

CEO McDonald informed the Board of LBT activities around Clean Air Day on October 1, 2025.

CEO McDonald reported the launch of the STAR II Community Engagement events to be held in October.

Mike Gold, Executive Director/VP, Customer Relations and Communication, presented the Meet the Route Campaign.

CEO McDonald introduced a video highlighting his APTA CEO of the Year Award and provided a summary of the APTA TRANSform Conference attended by Board Directors and staff.

Chair Mejia and Vice Chair Sutton gave a summary of their experiences at the APTA TRANSform Conference.

Mauro Varela, Vice President of ATU 1277, gave a live public comment regarding asking LBT to sign onto California AB 394.

Director Angeles joined the Board of Directors meeting at 4:00 p.m.

**Directors Present:** Eduardo Angeles, Abigail Mejia, Randy Rawlings and David Sutton

**Directors Excused:** James Ahumada, Raul Añorve and Carl Kemp

## NOTICE TO THE PUBLIC

All matters included on the Consent Calendar are considered routine by the Long Beach Transit (LBT) Board of Directors and will all be enacted by one motion. There will be no separate discussion of these items unless a member of the Board of Directors or the public so requests, in which event the matter shall be removed from the Consent Calendar and considered as a separate item.

## CONSENT CALENDAR (6)

**A motion was made by Director Angeles, seconded by Vice Chair Sutton, to pass the consent calendar. The motion carried by the following vote:**

**Yes:** 4 – Eduardo Angeles, Abigail Mejia, Randy Rawlings and David Sutton

**Excused:** 3 – James Ahumada, Raul Añorve and Carl Kemp

6. Recommendation to approve the minutes of the regular session meeting held on July 24, 2025.

**Suggested Action:** Approve recommendation.

## REGULAR CALENDAR

7. Monthly Financial Report. (Lisa Patton)

## INFORMATION ITEM

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

City Representative Koontz inquired about fare revenue.

Ms. Patton responded that there has been a shift in revenue from cash payments to the LIFE program. She also reported that overall ridership has declined.

Director Angeles inquired about social media campaigns to increase ridership.

Ms. Patton responded that the CEO and Mr. Gold had recently presented a new campaign focused on increasing weekend ridership and that LBT is actively participating in community events to promote ridership growth.

8. Recommendation to authorize the President and CEO to enter into a five-year contract with Vontas for cloud implementation, ongoing maintenance and support of the TransitMaster software, for a cost of \$2,721,559 with a 5% contingency \$136,078 for a total authorization amount not to exceed \$2,857,637. (Pretty George)

**Suggested Action:** Approve recommendation.

Pretty George, Executive Director/VP, Information Technology, presented the staff report.

Vice Chair Sutton asked for clarification regarding the service and if there will be opportunities to expand service.

Ms. George responded that the service is transitioning to a cloud-based service and there will be opportunities to expand capabilities.

Director Rawlings inquired about AI initiatives.

Ms. George responded that the current focus is on the transition of the service, and AI capabilities will be further explored as the service becomes established.

Director Angeles raised a question about sole source procurement.

Ms. George responded that there will be opportunities with future upgrades to use other vendors.

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

**Yes:** 4 – Eduardo Angeles, Abigail Mejia, Randy Rawlings and David Sutton

**Excused:** 3 – James Ahumada, Raul Añorve and Carl Kemp

9. Recommendation to authorize the President and CEO to enter into a three-year contract with Downtown Long Beach Alliance (DTLB) for cleaning and monitoring services at the Transit & Visitor Information Center (TVIC) at a cost of \$887,013 with two, one-year options at \$315,765 for Option Year 1 and \$326,843 for Option Year 2, for a total authorization amount not to exceed \$1,529,622. (Jim Scott)

**Suggested Action:** Approve recommendation.

Sergio Ortiz, Manager, Fleet Maintenance, presented the staff report.

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

**Yes:** 4 – Eduardo Angeles, Abigail Mejia, Randy Rawlings and David Sutton

**Excused:** 3 – James Ahumada, Raul Añorve and Carl Kemp

10. Recommendation to adopt a resolution authorizing the President and CEO to submit a funding request to the California Department of Transportation for Senate Bill 1 State of Good Repair funds to obligate allocated funding in the amount of \$1,957,964 for Long Beach Transit's capital projects. (Marisol Barajas)

**Suggested Action:** Approve recommendation.

Marisol Barajas, Manager, Government Relations, presented the staff report.

Director Angeles inquired about the deadline date passing.

Ms. Barajas responded that Caltrans and Metro are aware the Board does not meet in August and there is a placeholder for the signed resolution.

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

**Yes:** 4 – Eduardo Angeles, Abigail Mejia, Randy Rawlings and David Sutton

**Excused:** 3 – James Ahumada, Raul Añorve and Carl Kemp

11. February 2026 Service Change. (Jessica Cignarella)

#### INFORMATION ITEM

Jessica Cignarella, Manager, Service Planning, presented the staff report.

Kurt Canfield gave a virtual public comment regarding the service change.

Vice Chair Sutton inquired about how the public is notified when a line is being terminated.

Mr. Gold responded that LBT will conduct a public outreach campaign, including a community meeting in the area most affected by the service change. He added that social media, website updates, and advertising efforts will begin in November.

12. 2028 Olympic Update. (Kimberly Yu)

#### INFORMATION ITEM

Kimberly Yu, Deputy CEO, presented the staff report

Director Angeles inquired if the city is declaring a "car-free" Olympics.

City Representative Koontz has said that the City of Los Angeles has back away from the "car-free" term and has moved towards a "transit-first", which the City of

Long Beach has also adopted.

Director Angeles inquired whether LBT would be adjusting service to accommodate upcoming mega events and if Metro had requested to borrow buses.

CEO McDonald responded that LBT will need to utilize its full fleet to support these events. He stated that staff will be developing a service plan over the next couple of months to determine the number of buses required before assessing whether any vehicles can be loaned to other agencies.

Director Angeles inquired about the plans for LBT's Aqua service.

CEO McDonald responded that staff is awaiting information from LA28 regarding the parameters that will determine how LBT's Aqua service can operate within those guidelines.

Chair Mejia inquired about the agency's plans for the upcoming FIFA events.

Deputy CEO Yu responded that staff is evaluating service needs between Long Beach and SoFi Stadium and is coordinating with Metro to determine operational logistics.

13. Public Comment.

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There were no public comments.

14. Closed Session.

Subject 1.6 Conference with Legal Counsel - Anticipated Litigation (Government Code Secs. 54956.9(d)(2) and 54956.9(e)(1))  
Type Discussion / Possible Action (1 case)

Meeting went into Closed Session at 5:15 p.m.

Meeting reconvened at 5:28 p.m.

**Directors Present:** Eduardo Angeles, Abigail Mejia, Randy Rawlings and David Sutton

**Directors Excused:** James Ahumada, Raul Añorve and Carl Kemp

Vince Ewing, General Counsel, reported that no action occurred.

15. Recommendation to adopt a resolution approving the Amended Articles of Incorporation of the Long Beach Public Transportation Company to conform to requirements for property tax exemption under California Revenue and Taxation Code section 214. (Vince Ewing)

**Suggested Action:** Approve recommendation.

Vince Ewing, General Counsel, presented the staff report.

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

**Yes:** 4 – Eduardo Angeles, Abigail Mejia, Randy Rawlings and David Sutton

**Excused:** 3 – James Ahumada, Raul Añorve and Carl Kemp

16. Board Requests.

Vice Chair Sutton requested that staff highlight the Board section of LBT's website.

Director Rawlings requested a presentation on LBT's AI initiatives, focusing on how the technology aligns with the agency's organizational strategies, priorities, and values.

Vice Chair Sutton requested a financial information dashboard.

17. Adjourn. The next regular meeting will be held on October 23, 2025. (Abigail Mejia)

**Suggested Action:** Approve recommendation.

Meeting adjourned at 5:36 p.m.

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

**Yes:** 4 – Eduardo Angeles, Abigail Mejia, Randy Rawlings and David Sutton

**Excused:** 3 – James Ahumada, Raul Añorve and Carl Kemp

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**LONG BEACH TRANSIT**  
**STATEMENT OF REVENUES AND EXPENSES**  
**FOR PERIOD JULY 1, 2025 TO SEPTEMBER 30, 2025**

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	September 2024	September 2025	September Budget	%	Year to Date FY 2025	Year to Date FY 2026	Year to Date Budget	%
<b>OPERATING REVENUE</b>								
Passenger Fares	\$922,700	\$953,980	\$944,921	101	\$2,563,329	\$2,411,890	\$2,646,660	91
Dial A Lift Fares	3,560	4,338	3,645	119	10,714	12,536	11,107	113
Aqua Service Fares	14,543	10,990	8,454	130	202,581	204,564	154,587	132
Special Event Service Revenue	18,293	17,567	16,604	106	43,049	80,460	79,381	101
Advertising Revenue	56,250	68,750	68,750	100	168,750	206,250	206,250	100
Interest & Miscellaneous	630,014	619,584	385,855	161	1,698,671	1,602,719	1,160,426	138
<b>TOTAL OPERATING REVENUE</b>	<b>\$1,645,360</b>	<b>\$1,675,209</b>	<b>\$1,428,229</b>	<b>117</b>	<b>\$4,687,094</b>	<b>\$4,518,420</b>	<b>\$4,258,411</b>	<b>106</b>
<b>SUBSIDY REVENUE</b>								
Federal	\$1,800,000	\$1,954,039	\$4,088,622	48	\$5,150,000	\$5,131,283	\$7,265,866	71
State	2,668,575	2,413,690	3,209,969	75	8,005,723	7,241,068	9,629,907	75
County	4,559,874	4,119,272	5,120,594	80	13,679,621	13,175,140	15,361,782	86
Local	783,351	752,678	714,545	105	2,863,367	2,863,057	2,747,255	104
<b>TOTAL SUBSIDY REVENUE</b>	<b>\$9,811,799</b>	<b>\$9,239,680</b>	<b>\$13,133,730</b>	<b>70</b>	<b>\$29,698,711</b>	<b>\$28,410,549</b>	<b>\$35,004,810</b>	<b>81</b>
<b>TOTAL REVENUE</b>	<b>\$11,457,159</b>	<b>\$10,914,888</b>	<b>\$14,561,959</b>	<b>75</b>	<b>\$34,385,804</b>	<b>\$32,928,969</b>	<b>\$39,263,221</b>	<b>84</b>
<b>OPERATING EXPENSES</b>								
Operations	\$4,952,624	\$5,501,014	\$5,567,252	99	\$15,624,897	\$16,771,721	\$17,064,151	98
Maintenance	2,654,886	2,625,103	2,701,238	97	7,696,270	7,803,155	8,124,950	96
Administration	2,143,347	2,190,809	2,511,662	87	5,948,215	6,466,547	7,472,066	87
Fuel & Lubricants	459,944	462,968	535,164	87	1,365,492	1,445,868	1,632,841	89
<b>TOTAL OPERATING EXPENSES</b>	<b>\$10,210,801</b>	<b>\$10,779,893</b>	<b>\$11,315,316</b>	<b>95</b>	<b>\$30,634,874</b>	<b>\$32,487,291</b>	<b>\$34,294,008</b>	<b>95</b>
<b>NET INCOME (LOSS) BEFORE DEPR.</b>	<b>\$1,246,358</b>	<b>\$134,995</b>	<b>\$3,246,643</b>		<b>\$3,750,930</b>	<b>\$441,677</b>	<b>\$4,969,213</b>	
<b>DEPRECIATION</b>	<b>\$1,601,177</b>	<b>\$1,461,799</b>	<b>\$1,461,799</b>	<b>100</b>	<b>\$4,902,056</b>	<b>\$4,400,644</b>	<b>\$4,400,644</b>	<b>100</b>

**LONG BEACH TRANSIT  
SCHEDULE OF EXPENSES  
FOR PERIOD JULY 1, 2025 TO SEPTEMBER 30, 2025**

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	Operations	Maintenance	Admin	Total	Current Month		Year to	Year to Date	
				Curr. Month	Budget	%	Date	Budget	%
<b>LABOR</b>									
Operators	\$2,780,339	\$0	\$0	\$2,780,339	\$2,666,924	104	\$8,453,180	\$8,174,212	103
Maintenance	0	647,091	0	647,091	649,485	100	1,938,144	1,963,527	99
Salaried	410,005	429,724	859,660	1,699,389	1,758,367	97	5,124,343	5,281,500	97
<b>FRINGE BENEFITS</b>									
FICA	220,705	76,294	61,025	358,024	390,219	92	1,094,997	1,170,039	94
Pension	373,400	125,009	97,920	596,329	705,825	84	1,799,332	2,116,271	85
Health	568,049	166,621	116,755	851,425	925,337	92	2,639,736	2,776,015	95
Workers' Compensation	617,533	44,186	3,727	665,445	666,153	100	1,997,993	1,998,459	100
Uniform & Tool Allowance	13,191	22,705	1,192	37,088	47,682	78	78,648	103,040	76
Unemployment & Other Fringes	4,170	3,600	18,843	26,613	49,034	54	101,598	153,852	66
<b>SERVICES</b>									
Advertising	0	0	68,633	68,633	75,022	91	150,639	195,066	77
Professional & Technical	86,771	37,967	114,940	239,678	421,274	57	637,212	1,110,730	57
Contract Maintenance	0	231,644	252,250	483,894	490,494	99	1,271,559	1,484,877	86
Security	263,723	44,151	0	307,874	355,958	86	953,051	1,083,423	88
Employment Physicals	0	0	17,011	17,011	20,500	83	60,543	61,500	98
Other	0	8,296	12,735	21,031	17,864	118	50,713	53,592	95

**LONG BEACH TRANSIT  
SCHEDULE OF EXPENSES  
FOR PERIOD JULY 1, 2025 TO SEPTEMBER 30, 2025**

Page 3 of 4

	Operations	Maintenance	Admin	Total Curr. Month	Current Month Budget	%	Year to Date	Year to Date Budget	%
<b>MATERIALS &amp; SUPPLIES</b>									
Fuel & Lubricants	\$0	\$462,968	\$0	\$462,968	\$535,164	87	\$1,445,868	\$1,632,841	89
Fleet Parts & Supplies	0	543,694	0	543,694	560,295	97	1,620,722	1,680,769	96
Other Materials & Supplies	0	44,442	16,165	60,607	72,689	83	200,291	218,157	92
<b>UTILITIES</b>	0	134,289	42,678	176,967	169,755	104	556,061	541,542	103
<b>CASUALTY/LIABILITY COSTS</b>	0	7,895	431,472	439,366	412,865	106	1,243,898	1,238,595	100
<b>PURCHASED TRANS. SERVICE</b>									
Dial A Lift	104,503	0	0	104,503	114,700	91	318,550	345,330	92
Aqua Service	54,733	0	0	54,733	60,209	91	359,894	440,768	82
<b>MISC. EXPENSES</b>									
Dues & Subscriptions	0	0	11,046	11,046	15,833	70	32,952	47,499	69
Taxes, Fees	0	31,236	3,046	34,282	35,507	97	102,845	107,921	95
Training, Travel & Meetings	0	0	21,333	21,333	27,083	79	58,756	81,249	72
Schedules & Tickets	0	0	0	0	1,250	-	1,315	23,750	6
Safety & Misc. Items	0	9,195	2,917	12,112	15,938	76	47,576	47,814	100
Recruitment Advertising	0	0	10,635	10,635	6,623	161	15,291	19,869	77
Other	3,892	17,066	26,827	47,785	47,267	101	131,582	141,801	93
<b>TOTAL OPERATING EXPENSES:</b>	<b>\$5,501,014</b>	<b>\$3,088,071</b>	<b>\$2,190,809</b>	<b>\$10,779,893</b>	<b>\$11,315,316</b>	<b>95</b>	<b>\$32,487,291</b>	<b>\$34,294,008</b>	<b>95</b>

# LONG BEACH TRANSIT BALANCE SHEET

Page 4 of 4

	Balance at 09/30/25	Balance at 08/31/25	Balance at 09/30/24
<b><u>ASSETS</u></b>			
Cash and Investments	88,334,420	79,080,478	82,062,391
Receivables			
Federal	0	0	21
State	9,500,014	10,089,333	7,566,236
County	771,896	8,820,113	106,831
Local	2,960,457	3,528,440	2,559,137
Miscellaneous	4,388,825	3,857,751	2,974,502
Materials & Supplies Inv.	4,297,990	4,323,436	4,107,193
Net Capital Assets	111,235,837	110,732,041	118,846,694
Other Assets	15,870,193	16,430,929	20,547,907
<b>TOTAL ASSETS</b>	<b>237,359,633</b>	<b>236,862,521</b>	<b>238,770,912</b>
<b><u>LIABILITIES AND CAPITAL</u></b>			
Trade Payables	4,054,468	5,208,390	4,023,455
Accrued Payroll Liabilities	12,504,866	11,178,999	8,456,382
Net Pension Liability (GASB 68)	28,978,646	28,978,646	34,055,081
Compensated Absence Liabilities	4,150,517	4,123,135	3,998,388
Estimated Liabilities	81,544,733	81,849,618	72,491,409
Deferred Credits	28,952,919	28,965,587	21,460,679
<b>TOTAL LIABILITIES</b>	<b>160,186,149</b>	<b>160,304,375</b>	<b>144,485,394</b>
Federal Capital Contributions	344,376,160	342,828,994	340,152,501
State Capital Contributions	123,289,531	123,192,362	120,366,681
Local Capital Contributions	134,001,032	133,703,224	131,783,578
Accumulated Earnings (Losses)	(524,493,238)	(523,166,435)	(498,017,242)
<b>TOTAL CAPITAL</b>	<b>77,173,484</b>	<b>76,558,146</b>	<b>94,285,517</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>237,359,633</b>	<b>236,862,521</b>	<b>238,770,912</b>



### RECOMMENDED ACTION

To authorize the President and CEO to enter into a three-year contract with two, one-year options with Commune Communication for creative, social media, agency promotional, and website management services and advertising services.

### STAFF REPRESENTATIVE

Mike Gold, Executive Director/VP, Customer Relations and Communications

### BACKGROUND

This contract supports Long Beach Transit's (LBT) five strategic priorities: Improving Safety and Service Quality; Demonstrating Financial Accountability; Promoting Employee Engagement; Enhancing Customer Experience; and Fostering Community and Industry Focus.

To further develop effective outreach strategies directed towards customers and the community, as well as to create campaigns aimed at increasing ridership and attracting new customers, LBT engages an external creative agency.

The contract with the current agency was approved by the Board of Directors in 2020. At that time, LBT entered into a three-year agreement with two additional one-year options. The Board of Directors approved these option years, and the current agreement is set to expire on December 31, 2025.

Given the dynamic nature of the media and communications landscape, it is necessary to regularly update creative materials. To effectively reach diverse audiences—including students, seniors, and non-English-speaking customers—LBT requires the development of strategic campaigns and materials with the assistance of a creative agency.

The selected firm will oversee LBT's external website content and provide creative services for advertisements (digital and print), presentations, flyers, posters, publications, and other collateral materials. These materials will serve to educate and inform LBT's varied demographic groups about the agency's programs, projects, services, and events, as well as encourage public involvement.

Furthermore, the firm will collaborate with LBT's Customer Relations and Communications (CRC) department to develop annual marketing campaigns and plans for digital, online, and paid social media advertising. The firm will also assist in managing LBT's brand and public image.



## **Board Agenda Item No. 08 October 23, 2025**

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Lastly, the firm will formulate marketing strategies tailored to non-English-speaking markets, in alignment with LBT's brand.

Beginning in 2022, the Board of Directors authorized the creative services agency working with LBT to include reimbursable social media and other digital advertising costs as a part of the agreement to operate more efficiently and reduce the burdensome costs associated with these purchases.

### **PROCUREMENT**

LBT issued a Request for Proposal (RFP) to qualified firms and received 15 qualified proposals. The 15 proposals were evaluated based on the following criteria:

- Relevant Experience and Expertise
- Quality of Portfolio and Case Studies
- Technical Capabilities and Approach
- Cultural Competency and Inclusive Marketing
- Price

The total amount of possible points for technical evaluation was 80 and pricing made up an additional 20 points, for a total of 100 points. Commune Communication Corp received the highest score from the evaluation committee with a score of 79.

Commune Communication Corp, located in Long Beach, CA, was found to be responsive and responsible by LBT's procurement department.

### **DBE/SBE PARTICIPATION**

The Small Business Enterprise (SBE) goal established for the solicitation was 4%. Commune Communication is a State of California Department of General Services SBE-certified firm. The firm will perform all services in-house. The overall SBE utilization will be 100%.

### **ALTERNATIVES CONSIDERED**

Staff considered assuming the responsibility of creative, agency promotional, and website management services internally; however, LBT does not have employees with the skills or experience to manage the external website or undertake graphic design.

LBT could hire subject matter experts as full-time LBT personnel; however, staff concluded this alternative is not fiscally prudent, relating to the number of employees warranted and the agency's constantly changing need for creative design material.



## **Board Agenda Item No. 08 October 23, 2025**

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### **BUDGETARY/FISCAL IMPACT**

Funds for this contract were included in the previously approved Fiscal Year 2026 Operating Budget.

### **STAFF RECOMMENDATION**

Staff is requesting LBT's Board of Directors to authorize the President and CEO to enter into a three-year contract with Commune Communication for creative, paid social media, agency promotional and website management services for a total amount of \$802,500 with two one-year options at \$277,500 for option year 1 and \$277,500 for option year two with a 10% contingency of \$135,750 and an amount not to exceed \$250,000 per year for the direct reimbursable cost of social media and digital advertising for a total contract authorization not to exceed \$2,743,250.

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Kenneth A. McDonald  
President and Chief Executive Officer



# Board Agenda Item No. 09

## October 23, 2025

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### RECOMMENDED ACTION

To approve the Board of Directors meeting dates for Calendar Year 2026.

### STAFF REPRESENTATIVE

Jen Flores, Board Secretary

### BACKGROUND

Staff has identified a proposed schedule for Long Beach Transit (LBT) Board of Directors meetings for calendar year 2026 for the Board's consideration.

Consistent with LBT's regular meeting schedule, Board meetings are held on the fourth Thursday of the month, except August and November, when no meetings are scheduled. The December meeting is scheduled earlier to accommodate the holiday season.

The proposed 2026 Board meeting calendar is as follows:

Thursday, January 22, 3:30 p.m.  
Thursday, February 26, 3:30 p.m.  
Thursday, March 26, 3:30 p.m.  
Thursday, April 23, 3:30 p.m.  
Thursday, May 28, 3:30 p.m.  
Thursday, June 25, 3:30 p.m.  
Thursday, July 23, 3:30 p.m.  
Thursday, September 24, 3:30 p.m.  
Thursday, October 22, 3:30 p.m.  
Thursday, December 10, 9:00 a.m.

As approved by the Board in July 2022, the August meeting has been removed from the annual calendar to promote and maintain healthy work-life balance for staff.

No meeting is scheduled for November 2026 due to the Thanksgiving holiday, which falls on the fourth Thursday of the month.

All meetings will be held in the Rosa Parks Board Chamber located at 4801 Airport Plaza Drive, Long Beach, California 90815.

### ALTERNATIVES CONSIDERED

No alternatives were considered.



## **Board Agenda Item No. 09 October 23, 2025**

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### **STAFF RECOMMENDATION**

Staff is recommending LBT's Board of Directors approve the Board of Directors meeting dates for Calendar Year 2026.

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Kenneth A. McDonald  
President and Chief Executive Officer



### INFORMATION ITEM

Fiscal Year 2024 Government Finance Officers Association (GFOA) Certificate of Achievement for Excellence in Financial Reporting Award

### STAFF REPRESENTATIVE

Kenneth A. McDonald, President and CEO

### BACKGROUND

Each year, Long Beach Transit (LBT) submits an Annual Comprehensive Financial Report (ACFR) that is the official document used in presenting the results of the annual financial operations to the Government Finance Officers Association (GFOA) of the United States and Canada.

The Annual Comprehensive Financial Report is presented in a manner designed to fairly disclose the financial position and results of the operations of LBT as measured by its financial activities.

The Annual Comprehensive Financial Report includes:

- Independent Auditors' Report
- Management's Discussion and Analysis
- Statement of Net Position
- Statement of Revenues, Expenses and Changes in Net Position
- Statement of Cash Flows
- Required Supplementary Information
- Statistical Information

GFOA established the Certificate of Achievement for Excellence in Financial Reporting Program in 1945. The goal of the program is to recognize individual governments that presented the Annual Comprehensive Financial Report in the spirit of transparency and full disclosure.

For LBT's Fiscal Year (FY) 2024 Annual Comprehensive Financial Report, GFOA has awarded LBT the Certificate of Achievement for Excellence in Financial Reporting. In order to receive the award, a public organization must satisfy nationally recognized guidelines for effective financial reporting presentation.

LBT's Annual Comprehensive Financial Report was judged by an impartial panel to meet the high standards of the program, which includes demonstrating a constructive "spirit of full disclosure" in clearly communicating its financial story and motivating potential users and user groups to read the report.



## **Board Agenda Item No. 10 October 23, 2025**

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LBT is honored and proud to be acknowledged this year by GFOA for excellent financial reporting. This represents the 35th consecutive year LBT has received this noteworthy award.

The following staff members made significant contributions to the FY 2024 Annual Comprehensive Financial Report:

- Lisa Patton, Executive Director/VP, Finance and Budget
- Ashley Liang, Treasurer
- Michael Herman, Manager, Accounting
- Terry Coon, Manager, Finance
- Jenifer Maxwell, Manager, Capital Programs
- Melissa Murray, Senior Accountant
- Irma Pamplona, Financial Analyst
- Laura Orozco, Administrative Assistant, Finance

This award is the highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment.

### **STAFF RECOMMENDATION**

Not Applicable. Information Item

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Kenneth A. McDonald  
President and Chief Executive Officer



Government Finance Officers Association

Certificate of  
Achievement  
for Excellence  
in Financial  
Reporting

Presented to

**Long Beach Transit  
California**

For its Annual Comprehensive  
Financial Report  
For the Fiscal Year Ended

June 30, 2024

*Christopher P. Morill*

Executive Director/CEO