

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



**THURSDAY, OCTOBER 24, 2024
4801 AIRPORT PLAZA DRIVE
ROSA PARKS BOARD CHAMBER
3:30 P.M.**

David Sutton, Chair
Abigail Mejia, Vice Chair
Raul Añorve, Secretary/Treasurer
Eduardo Angeles, Director
Carl Kemp, Director
Randy Rawlings, Director
Tunua Thrash-Ntuk, Director

Joshua Hickman, City Representative
Christopher Koontz, City Representative

Kenneth A. McDonald
President and Chief Executive Officer

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: 892 4992 2679 (PASSWORD: 1963)**

**MEMBERS OF THE PUBLIC MAY ALSO JOIN THE VIDEO CONFERENCE VIA
THE FOLLOWING ZOOM MEETING LINK:**

<https://us06web.zoom.us/j/89249922679?pwd=C6H1K4aKWbnpU9QTVsN6ynNnxYqX0Y.1>

**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 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

REGULAR MEETING – 3:30 P.M.

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

Employees of the Month for October 2024:

Alexis Gonzalez, Transit Service Delivery and Planning
George Soto, Maintenance and Infrastructure
Emily Rasmussen, 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 26, 2024.

Suggested Action: Approve recommendation.

REGULAR CALENDAR

7. Monthly Financial Report. (Lisa Patton)

INFORMATION ITEM

8. Recommendation to approve the Board of Directors meeting dates for Calendar Year 2025. (Jen Flores)

Suggested Action: Approve recommendation.

9. Recommendation to authorize the President and CEO to approve the final one-year contract extension for Commune Communications, including advertising expenses, in the amount of \$243,360 for creative services and \$144,000 for advertising, for a total in authorization amount not to exceed \$387,360. (Michael Gold)

Suggested Action: Approve recommendation.

10. Recommendation to authorize the President and CEO to enter into a three-year agreement with Lamar Transit LLC for exterior bus advertising services with the Minimum Annual Guarantees in the amount of \$2,550,00, with two, one-year options in the amount of a Minimum Annual Guarantee of \$900,000 for Option Year 1 and a Minimum Annual Guarantee of \$925,000 for Option Year Two. (Michael Gold)

Suggested Action: Approve recommendation.

11. Public Comment.

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12. Board Requests.

13. Adjourn. The next regular meeting will be held on December 5, 2024. (David Sutton)

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 26, 2024
4801 AIRPORT PLAZA DRIVE
ROSA PARKS BOARD CHAMBER
3:30 P.M.**

David Sutton, Chair
Abigail Mejia, Vice Chair
Raul Añorve, Secretary/Treasurer
Eduardo Angeles, Director
Carl Kemp, Director
Randy Rawlings, Director
Tunua Thrash-Ntuk, Director

Joshua Hickman, City Representative
Christopher Koontz, City Representative

Kenneth A. McDonald
President and Chief Executive Officer

REGULAR MEETING – 3:30 P.M.

1. Call to Order. (David Sutton)

Chair Sutton called the meeting to order at 3:31 p.m.

2. Roll Call. (Jen Flores)

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

Directors Excused: Carl Kemp and Tunua Thrash-Ntuk

3. Employee Recognition. (Elizabeth Brown)

Employees of the Month for August 2024:

Angel Carrillo, Transit Service Delivery and Planning
Julius Pressley, Maintenance and Infrastructure
Javier Espinoza, Administrative Staff

Employees of the Month for September 2024:

Robert Sosa, Transit Service Delivery and Planning
Maria Ramirez, Maintenance and Infrastructure
Ingris Lopez, Administrative Staff

INFORMATION ITEM

Elizabeth Brown, Executive Director/VP, Organizational Development and Administration, presented the Employees of the Month for August and September 2024.

4. Public Comment.

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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.

5. President and CEO Report. (Kenneth McDonald)

INFORMATION ITEM

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

CEO McDonald announced the appointment of LBT's new Deputy CEO, Kimberly Yu.

CEO McDonald provided an update on LBT's participation in SoCal Transit Week and the Museum Express service.

The Board was informed about the delivery of the five BYD commuter buses for the UCLA Express Route.

CEO McDonald relayed that LBT assisted Long Beach Airport with transporting passengers after a plane experienced a runway emergency.

CEO McDonald provided a response to the LA Metro hijacking and reported on some of LBT's safety and security measures. He included a report on the TSA Security Enhancement Through Assessment that was conducted at both of LBT's bus yards.

CEO McDonald highlighted various community events LBT staff participated in for the month of September.

CEO McDonald notified the Board that LBT is currently involved in several active procurement and should take precautions when interacting with vendors at the APTA TRANSform Conference.

NOTICE TO THE PUBLIC

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CONSENT CALENDAR (6)

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

Yes: 3 - Eduardo Angeles, Raul Añorve, and Abigail Mejia

Abstain: 2 – Randy Rawlings and David Sutton

Excused: 2 – Carl Kemp and Tunua Thrash-Ntuk

6. Recommendation to approve the minutes of the regular session meeting held on July 25, 2024.

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.

Item was received and filed

8. Recommendation to adopt a resolution authorizing the President and CEO to file an application and execute a grant agreement with the Federal Transit Administration for \$24,199,932 under the Bipartisan Infrastructure Law. (Jenifer Maxwell)

Suggested Action: Approve recommendation.

Jenifer Maxwell, Manager, Capital Projects, presented the staff report.

Francis Emily Dawson Harris, a member of the public, submitted a public comment via email regarding her support of this item.

Secretary/Treasurer Añorve requested examples of customer amenities improvements.

Ms. Maxwell responded that customer amenities improvements would include Stops and Zones, bus stop amenities that affect our customers including the Transit Mall.

Secretary/Treasurer Añorve inquired if there is a proposed list if the grant is awarded.

Ms. Maxwell responded that the proposed projects are listed in the FY 2025 Budget Book.

A motion was made by Vice Chair Mejia, seconded by Secretary/Treasurer Añorve, to approve the recommendation. The motion carried by the following vote:

Yes: 5 - Eduardo Angeles, Raul Añorve, Abigail Mejia, Randy Rawlings and David Sutton.

Excused: 2 – Randy Rawlings and Tunua Thrash-Ntuk

9. 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 \$1,335,180 for Long Beach Transit's capital projects. (Marisol Barajas)

Suggested Action: Approve recommendation.

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

Francis Emily Dawson Harris, a member of the public, submitted a public comment via email regarding her support of this item.

Director Rawlings inquired about the deadline.

Ms. Barajas responded that LBT submitted a draft and communicated to the State that LBT would provide a signed Resolution.

A motion was made by Secretary/Treasurer Añorve, seconded by Director Rawlings, to approve the recommendation. The motion carried by the following vote:

Yes: 5 - Eduardo Angeles, Raul Añorve, Abigail Mejia, Randy Rawlings and David Sutton.

Excused: 2 – Randy Rawlings and Tunua Thrash-Ntuk

10. Recommendation to approve the pilot Finance and Budget Advisory Board Committee, commencing the first quarter of calendar year 2025. (Jen Flores)

Suggested Action: Approve recommendation.

Jen Flores, Manager, Board Secretary, presented the staff report.

Director Rawlings inquired if the proposed Finance and Budget committee would be replacing the Finance and Operations committee.

Ms. Flores responded that the proposed committee would be replacing the committee on hiatus.

Director Rawlings requested that the Board keep the formation of other committees at the forefront.

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

Yes: 5 - Eduardo Angeles, Raul Añorve, Abigail Mejia, Randy Rawlings and David Sutton.

Excused: 2 – Randy Rawlings and Tunua Thrash-Ntuk

11. Customer Relations and Communications Advertising and Outreach. (Michael Gold)

INFORMATION ITEM

Mike Gold, Executive Director/VP, Customer Relations and Communications, presented the staff report.

Francis Emily Dawson Harris, a member of the public, submitted a public comment via email stating the benefits of continuing to motivate people to travel on public transportation.

Secretary/Treasurer Añorve inquired if the social media post and advertising is done in house or by a vendor.

Mr. Gold responded that the paid social media posts are done by Commune and the organic social media posts are done by staff.

Secretary/Treasurer Añorve suggested destination-specific social media posts and adding social media handles to banners and advertisements.

Mr. Gold responded that LBT has created destination specific posts based on current or calendar events.

Director Rawlings inquired about the bus wi-fi pilot response.

Mr. Gold responded that thus far feedback has been positive.

Discussion ensued about location-based advertising

City Representative Koontz inquired about partnerships with waterfront businesses to promote water taxi and business associations.

Mr. Gold responded that LBT does created printed materials for water taxi service and distributes them to hotels, Queen Mary and the Aquarium of the Pacific. LBT does speak with the business improvement districts. Vice Chair Mejia inquired about the partnership with Khmer TV.

Mr. Gold responded that LBT is still in discussion with Khmer TV to work out specifics.

Chair Sutton inquired if there was community talk show on local cable.

Mr. Gold responded he was unsure if there was a community talk show.

Chair Sutton expressed concern regarding informing new customer how to ride the system.

Mr. Gold responded that LBT is launching a new video series on social media called Bus Ride Basics.

Director Angeles inquired about doing a collaboration with the City channel to produce an LBT segment.

Mr. Gold responded that in the past LBT had done something similar however it was a paid campaign as revenues decreased it was decided to spend money in other ways to reach intended audiences.

Director Rawlings inquired if LBT does audio only mediums.

Mr. Gold responded that LBT does advertise on Spotify and has a partnership with CSULB and has been advertising on their podcasts.

Item was received and filed

12. Fiscal Year 2023 Government Finance Officers Association (GFOA) Certificate of Achievement for Excellence in Financial Reporting Award. (Kenneth McDonald)

INFORMATION ITEM

CEO McDonald presented the staff report.

Francis Emily Dawson Harris, a member of the public, submitted a public comment via email congratulating LBT on receiving the award.

Item was received and filed

13. FY 2025 Government Finance Officers Association (GFOA) Distinguished Budget Presentation Award. (Kenneth McDonald)

INFORMATION ITEM

CEO McDonald presented the staff report.

Francis Emily Dawson Harris, a member of the public, submitted a public comment via email congratulating LBT on receiving the award.

Item was received and filed

14. Public Comment.

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Errol Frazier, Vice President of ATU 1277, gave a live public comment regarding an employee grievance.

15. Closed Session.

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: Leasing, Price, Terms

Meeting went into Closed Session at 5:28 p.m.

Meeting reconvened at 6:25 p.m.

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

Directors Excused: Carl Kemp and Tunua Thrash-Ntuk

Vince Ewing, General Counsel, reported that no action was taken and direction was given.

16. Recommendation to approve updates to the Leasing Guidelines for 4801 Airport Plaza Drive, Long Beach, CA 90815, as follows:

1. Increase the range of Tenant Improvement Allowance from \$10.00 - \$60.00 per square foot to \$10.00 - \$100.00 per square foot and
2. Increase the range of Lease Rental Rates from \$2.25 - \$2.75 per square foot to \$2.25 - \$3.25 per square foot. (Lisa Patton)

Suggested Action: Approve recommendation.

Ms. Patton presented the staff report.

A motion was made by Vice Chair Mejia, seconded by Secretary/Treasurer Añorve, to approve the recommendation. The motion carried by the following vote:

Yes: 5 - Eduardo Angeles, Raul Añorve, Abigail Mejia, Randy Rawlings and David Sutton.

Excused: 2 – Randy Rawlings and Tunua Thrash-Ntuk

17. Board Requests.

Director Rawlings inquired about the Board Retreat follow-up

Ms. Flores responded that staff is working to present the Board Retreat follow-up to the Board in October.

Secretary/Treasurer inquired if LBT would be participating in Clean Air Day.

Mr. Gold responded that Clean Air Day is part of MoveLA SoCal Transit Week.

18. Adjourn. The next regular meeting will be held on October 24, 2024. (David Sutton)

Suggested Action: Approve recommendation.

Meeting adjourned at 6:36 p.m.

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

Yes: 5 - Eduardo Angeles, Raul Añorve, Abigail Mejia, Randy Rawlings and David Sutton

Excused: 2 – Carl Kemp and Tunua Thrash-Ntuk

Note:

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LONG BEACH TRANSIT
STATEMENT OF REVENUES AND EXPENSES
FOR PERIOD JULY 1, 2024 TO SEPTEMBER 30, 2024

Page 1 of 4

	September 2023	September 2024	September Budget	%	Year to Date FY 2024	Year to Date FY 2025	Year to Date Budget	%
OPERATING REVENUE								
Passenger Fares	\$939,378	\$922,700	\$905,360	102	\$2,394,576	\$2,563,329	\$2,404,655	107
Dial A Lift Fares	3,308	3,560	3,237	110	9,804	10,714	9,865	109
Aqua Service Fares	15,611	14,543	9,834	148	155,262	202,581	179,821	113
Special Event Service Revenue	0	18,293	2,360	775	3,406	43,049	3,360	1,281
Advertising Revenue	56,250	56,250	58,333	96	168,750	168,750	174,999	96
Interest & Miscellaneous	406,583	630,014	293,771	214	1,009,176	1,698,671	856,934	198
TOTAL OPERATING REVENUE	\$1,421,130	\$1,645,360	\$1,272,895	129	\$3,740,974	\$4,687,094	\$3,629,634	129
SUBSIDY REVENUE								
Federal	\$500,000	\$1,800,000	\$1,800,000	100	\$1,000,000	\$5,150,000	\$5,150,000	100
State	2,905,933	2,668,575	2,668,574	100	8,582,205	8,005,723	8,005,722	100
County	4,068,781	4,559,874	4,559,873	100	12,181,899	13,679,621	13,679,619	100
Local	752,996	783,351	780,901	100	2,774,093	2,863,367	2,821,398	101
TOTAL SUBSIDY REVENUE	\$8,227,710	\$9,811,799	\$9,809,348	100	\$24,538,197	\$29,698,711	\$29,656,739	100
TOTAL REVENUE	\$9,648,840	\$11,457,159	\$11,082,243	103	\$28,279,171	\$34,385,804	\$33,286,373	103
OPERATING EXPENSES								
Operations	\$4,630,846	\$4,952,624	\$5,374,717	92	\$14,573,177	\$15,624,897	\$16,461,739	95
Maintenance	2,264,538	2,654,886	2,575,562	103	6,748,661	7,696,270	7,738,622	99
Administration	1,990,967	2,143,347	2,334,401	92	5,731,969	5,948,215	6,904,885	86
Fuel & Lubricants	483,285	459,944	556,155	83	1,495,891	1,365,492	1,724,861	79
TOTAL OPERATING EXPENSES	\$9,369,636	\$10,210,801	\$10,840,835	94	\$28,549,698	\$30,634,874	\$32,830,107	93
NET INCOME (LOSS) BEFORE DEPR.	\$279,204	\$1,246,358	\$241,407		(\$270,527)	\$3,750,930	\$456,266	
DEPRECIATION	\$1,467,695	\$1,601,177	\$1,601,177	100	\$4,325,885	\$4,902,056	\$4,902,056	100

**LONG BEACH TRANSIT
SCHEDULE OF EXPENSES
FOR PERIOD JULY 1, 2024 TO SEPTEMBER 30, 2024**

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				Total	Current Month		Year to	Year to Date	
	Operations	Maintenance	Admin	Curr. Month	Budget	%	Date	Budget	%
LABOR									
Operators	\$2,479,815	\$0	\$0	\$2,479,815	\$2,686,782	92	\$8,158,444	\$8,357,730	98
Maintenance	0	623,799	0	623,799	634,029	98	1,946,438	1,917,061	102
Salaried	376,977	431,639	750,932	1,559,548	1,705,768	91	4,676,300	5,057,458	92
FRINGE BENEFITS									
FICA	204,298	76,029	53,649	333,976	361,989	92	1,033,205	1,103,683	94
Pension	378,593	137,275	96,147	612,014	668,598	92	1,860,286	2,050,957	91
Health	581,312	185,489	117,444	884,245	943,481	94	2,614,783	2,830,443	92
Workers' Compensation	445,754	41,725	1,492	488,971	488,433	100	1,466,615	1,465,299	100
Uniform & Tool Allowance	10,821	29,706	0	40,526	43,527	93	75,412	91,120	83
Unemployment & Other Fringes	1,800	2,100	23,476	27,376	38,212	72	73,547	112,236	66
SERVICES									
Advertising	0	0	55,870	55,870	68,496	82	151,107	205,488	74
Professional & Technical	16,229	22,738	301,108	340,075	374,943	91	673,574	1,014,752	66
Contract Maintenance	0	256,621	156,428	413,049	400,757	103	1,049,350	1,220,817	86
Security	304,501	34,439	0	338,939	408,751	83	852,816	997,178	86
Employment Physicals	0	0	16,798	16,798	18,000	93	57,486	54,000	106
Other	0	7,936	7,757	15,693	16,029	98	39,630	46,751	85

**LONG BEACH TRANSIT
SCHEDULE OF EXPENSES
FOR PERIOD JULY 1, 2024 TO SEPTEMBER 30, 2024**

Page 3 of 4

	Total			Current Month		Year to	Year to Date		
	Operations	Maintenance	Admin	Curr. Month	Budget	%	Date	Budget	%
MATERIALS & SUPPLIES									
Fuel & Lubricants	\$0	\$459,944	\$0	\$459,944	\$556,155	83	\$1,365,492	\$1,724,861	79
Fleet Parts & Supplies	0	551,670	0	551,670	464,510	119	1,541,396	1,383,176	111
Other Materials & Supplies	0	40,957	57,022	97,979	79,419	123	248,819	248,347	100
UTILITIES	0	146,872	43,345	190,217	188,708	101	578,027	603,023	96
CASUALTY/LIABILITY COSTS	0	6,917	386,799	393,716	393,270	100	1,181,147	1,179,810	100
PURCHASED TRANS. SERVICE									
Dial A Lift	98,264	0	0	98,264	109,154	90	305,240	333,690	91
Aqua Service	54,261	0	0	54,261	54,397	100	338,231	399,361	85
MISC. EXPENSES									
Dues & Subscriptions	0	0	11,951	11,951	15,833	75	36,072	47,499	76
Taxes, Fees	0	30,679	0	30,679	31,929	96	92,038	97,187	95
Training, Travel & Meetings	0	0	47,574	47,574	27,501	173	64,777	82,503	79
Schedules & Tickets	0	0	4,371	4,371	6,250	70	16,760	23,750	71
Safety & Misc. Items	0	2,612	4,909	7,521	15,334	49	26,247	46,002	57
Recruitment Advertising	0	0	4,404	4,404	8,000	55	13,712	24,000	57
Other	0	25,683	1,873	27,556	32,581	85	97,923	111,925	87
TOTAL OPERATING EXPENSES:	\$4,952,624	\$3,114,830	\$2,143,347	\$10,210,801	\$10,840,835	94	\$30,634,874	\$32,830,107	93

**LONG BEACH TRANSIT
BALANCE SHEET**

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	Balance at 09/30/24	Balance at 08/31/24	Balance at 09/30/23
<u>ASSETS</u>			
Cash and Investments	82,062,391	80,033,040	67,757,334
Receivables			
Federal	21	1,831,178	131,114
State	7,566,236	4,387,290	2,384,208
County	106,831	406,217	1,200,789
Local	2,559,137	3,516,423	2,715,853
Miscellaneous	2,974,502	2,877,974	2,591,040
Materials & Supplies Inv.	4,107,193	4,098,345	3,734,703
Net Capital Assets	118,846,694	115,932,924	124,787,616
Other Assets	20,547,907	21,504,069	21,166,950
	238,770,912	234,587,459	226,469,606
<u>LIABILITIES AND CAPITAL</u>			
Trade Payables	4,023,455	4,482,587	3,326,314
Accrued Payroll Liabilities	8,456,382	7,145,126	7,060,822
Net Pension Liability (GASB 68)	34,055,081	34,055,081	32,192,337
Compensated Absence Liabilities	3,998,388	4,137,367	3,692,691
Estimated Liabilities	72,491,409	73,180,984	69,208,722
Deferred Credits	21,460,679	21,460,927	11,731,911
Long-Term Notes Payable	0	0	0
	144,485,394	144,462,071	127,212,796
Federal Capital Contributions	340,152,501	340,140,821	337,054,167
State Capital Contributions	120,366,681	115,911,528	114,630,126
Local Capital Contributions	131,783,578	131,735,463	129,180,244
Accumulated Earnings (Losses)	(498,017,242)	(497,662,423)	(481,607,727)
	94,285,517	90,125,388	99,256,810
TOTAL LIABILITIES AND CAPITAL	238,770,912	234,587,459	226,469,606



Board Agenda Item No. 08

October 24, 2024

RECOMMENDED ACTION

To approve the Board of Directors meeting dates for Calendar Year 2025.

STAFF REPRESENTATIVE

Jen Flores, Board Secretary

BACKGROUND

Staff has identified a proposed schedule for its Long Beach Transit (LBT) Board of Directors meetings in calendar year 2025 for Board consideration.

The proposed 2025 Board meeting calendar is as follows:

Thursday, January 23, 3:30 p.m.
Thursday, February 27, 3:30 p.m.
Thursday, March 27, 3:30 p.m.
Thursday, April 24, 3:30 p.m.
Thursday, May 15, 3:30 p.m.
Thursday, June 26, 3:30 p.m.
Thursday, July 24, 3:30 p.m.
Thursday, September 25, 3:30 p.m.
Thursday, October 23, 3:30 p.m.
Thursday, December 4, 9:00 a.m.

Staff is proposing changing the May 2025 Board of Directors meeting to the third Thursday of the month to avoid scheduling conflicts with the Memorial Day holiday.

As was approved at the July 2022 Board of Directors meeting, the August date has been removed from the annual calendar schedule in order to promote and maintain a healthy work-life balance for staff.

There will also be no meeting held in November 2025 due to the Thanksgiving holiday, as that is 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. 08 October 24, 2024

STAFF RECOMMENDATION

Staff is recommending LBT's Board of Directors approve the Board of Directors meeting dates for Calendar Year 2025.

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Kenneth A. McDonald
President and Chief Executive Officer



Board Agenda Item No. 09 October 24, 2024

RECOMMENDED ACTION

To approve the final one-year contract extension for Commune Communications for creative and advertising services, including advertising expenses.

STAFF REPRESENTATIVE

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

BACKGROUND

In October 2020, the LBT Board of Directors approved the award of an agreement to Commune Communications to provide ongoing creative, advertising, marketing, and other strategic outreach services. The amount of the three-year base contract term was \$655,200. Also approved were two optional one-year extensions in the amount of \$243,360 each, and a ten percent contingency of \$114,192. The total approved amount including all five years and the contingency was \$1,256,112.

Last year, the Board of Directors approved a one-year extension of the contract with Commune Communications in the amount of \$243,360 for creative services and \$144,000 for advertising for a total amount of \$387,360.

Since 2021, Commune Communication has been providing strategic web, creative and design services to LBT to promote services and increase customer engagement.

The one-year extension will allow LBT to continue working with Commune to promote services, and the continuation of the additional funds for advertising provide the resources to utilize social media and other digital outreach tactics to reach LBT's diverse audiences.

This is the final optional year of the agreement with Commune Communication and in mid-2025, staff will issue an RFP for advertising, creative, web and other marketing and outreach services

BUDGETARY/FISCAL IMPACT

Funds for this contract were approved in the Fiscal Year 2025 budget for the Customer Relations and Communications Department.



Board Agenda Item No. 09 October 24, 2024

STAFF RECOMMENDATION

Staff recommends that the Board of Directors authorize the President and CEO to approve the final one-year contract extension for Commune Communications, including advertising expenses, in an amount of \$243,360 for creative services and \$144,000 for advertising, for a total authorization amount not to exceed \$387,360.

Kenneth A. McDonald,
President and Chief Executive Officer



Board Agenda Item No. 10

October 24, 2024

RECOMMENDED ACTION

To authorize the President and CEO to enter into a three-year agreement with Lamar Transit LLC for exterior bus advertising services with the contracted minimum annual guarantee.

STAFF REPRESENTATIVE

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

BACKGROUND

Long Beach Transit (LBT) has contracted with third-party agencies to sell, install and maintain advertising on the exterior surfaces of its buses. These services provide revenues to LBT in the form of a minimum annual guarantee (MAG).

In 2014, LBT entered into an agreement with Titan Outdoor (later Outfront) to provide advertising services for LBT's entire fleet. At that time, LBT entered into a three-year agreement, with two additional option years, through 2020.

As a result of the global pandemic, the agreement, which was set to expire in 2020, was extended through September 2024.

PROCUREMENT

In July, LBT issued a Request for Proposal (RFP) to multiple firms nationwide and received four (4) qualified proposals. The RFP stipulated that LBT would enter into a three-year agreement with the selected vendor, with the option of two additional contract years, for a total of five years.

The proposals were evaluated based on the following criteria:

- Revenue Payment to LBT.
- Technical Work Plan.
- Qualifications and Experience.

The Evaluation Committee based their technical rankings on the submitted proposals. After review of the four qualified proposals, including an evaluation of the anticipated revenues, staff recommended that the President and CEO enter into an agreement with Lamar Transit LLC (Lamar). Lamar provides advertising services to several California transit agencies, including Sacramento, Alameda County, San Francisco and others.



Board Agenda Item No. 10

October 24, 2024

LBT’s procurement department found Lamar Transit to be responsive and reasonable with a projected revenue generation of \$ 4,375,000 over the base term of the contract.

DBE/SBE PARTICIPATION

A Disadvantage Business Enterprise (DBE) and Small Business Enterprise (SBE) goal were not set for this contract. However, Lamar has included a Southern California-based Women Minority-Owned Business Enterprise (WMBE) subcontractor, Impress-O LLC, for large-format printing services.

ALTERNATIVES CONSIDERED

The alternatives considered include LBT handling exterior advertising in-house or not selling advertising on the exterior of buses. Handling the sales and installation of ads would require additional staff and expertise. The costs to would most likely exceed revenues.

LBT could forego selling ads on its buses, but this would result in a loss of revenue.

BUDGETARY/FISCAL IMPACT

Lamar proposed the following, over the term of the agreement:

Contract Year	Minimum Annual Guarantee (MAG)
Year 1 (2024-2025)	\$825,000
Year 2 (2025-2026)	\$850,000
Year 3 (2026-2027)	\$875,000
Option Year 4 (2027-2028)	\$900,000
Option Year 5 (2028-2029)	\$925,000

The minimum annual guarantee outlined above is an increase from the current vendor. The current vendor’s MAG for 2024 is \$560,000. The way the MAG is structured, LBT will receive 63% of total sales annually or the MAG, whichever is greater. Lamar will sell advertising for LBT’s entire fleet of buses and provide production, installation, maintenance and removal of all ads.

This agreement also provides Lamar with the option to sell advertising at bus shelters, at LBT’s discretion.

The agreement with Lamar will begin January 1, 2025.

Fiscal year 2025 budget included \$700,000 in anticipated advertisement revenue. MAG of the expiring contract and proposed contract in this agenda item is expected to generate approximately \$750,000 in the fiscal year.



Board Agenda Item No. 10 October 24, 2024

STAFF RECOMMENDATION

Staff is recommending LBT's Board of Directors authorize the President and CEO to enter into a three-year agreement with Lamar Transit LLC for exterior bus advertising services with the Minimum Annual Guarantees in the amount of \$2,550,00, with two, one-year options in the amount of a Minimum Annual Guarantee of \$900,000 for Option Year 1 and a Minimum Annual Guarantee of \$925,000 for Option Year Two.

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Kenneth A. McDonald,
President and Chief Executive Officer