

The Race starts at the Stop.

2014 Toyota Grand Prix of Long Beach Long Beach Transit Event Summary

April 11-13, 2014

Overview

The Toyota Grand Prix of Long Beach is one of the premiere events in Southern California and the largest in Long Beach. Approximately 180,000 people attended this year's 40th anniversary event. Long Beach Transit has been integral to the success of the Grand Prix for many years, and this year was no different.

Community Engagement and Brand Enhancement

The Grand Prix is a great opportunity to enhance Long Beach Transit's brand image, create awareness of our excellent services and engage with thousands of potential customers. We achieve this through the following touch points:

- Street Teams and Booth Staff engaged approximately 10,000 event attendees
- LBT Street Teams at Grand Prix Entrances and LBT Customer Relations/Marketing staff in the Lifestyle Expo
 - 20'x50' LBT display space in a prime location
 - Promoted LBT's positive brand image and services
 - Travel planning, detour information, how to ride LBT, and many other transit-related questions were answered
 - Interactive and kid-friendly activities allowed for a longer period of customer interaction
- LBT Grand Prix Collateral
 - Rider Bulletin (on all buses)
 - Take-One Card with detour and special service information
 - Pocket Guide with Grand Prix schedule, Long Beach attractions and LBT information
 - LBT 2014 Commemorative Checkered Flags
 - LBT Cardboard CNG Bus Banks
 - LBT Transit Guides were also available
- LBT Advertising
 - Press Release
 - LBT Websites
 - Press Telegram Print and Digital Ad
 - Gazette Print and Digital Ad
 - Long Beach Business Journal Special Edition Print Ad
 - Spanish Language Digital Ad (EPMG Latino Platform)
 - Facebook Digital Ads
 - Facebook Posts



Results

Through effective advertising and community engagement, LBT was successful in bolstering its brand image and awareness as well as giving the community great reasons why they should ride LBT to the Grand Prix (and many times thereafter!).

- 147,192 Total System Ridership (4% increase from weekend prior)
- 9,963 for Route 121 + "Special Event Service" (53% increase from weekend prior)
- 1,096 for AquaBus Water Taxi (67% increase from 2013 GP)



Long Beach Transit as a Key Community Partner and Service

For months, LBT participates in the extensive planning for the race with event promoters, city departments, business associations and community agencies. Then over the course of 3 days, LBT implements detours and provides extra service along key routes to help offset downtown traffic and parking congestion that result from the influx of tourists, event goers, and event workers. Below is a summary of the services LBT provides.

- Long Beach Transit Grand Prix Services
 - Regular Fixed Route Service
 - Route 121 "Special" Service (Belmont Shore to/from Grand Prix Entrances)
 - VIP Shuttles (to/from off-site parking areas)
 - Charter Service Out of Town for Ocean Blvd Residences
 - AquaBus Water Taxi service in Rainbow Harbor

- Additional LBT Service and Personnel Dedicated to the Grand Prix (Average over 3 days)
 - 12 Buses/day
 - 17 Operators/day
 - 5 Supervisors/day
 - 2 Water Taxis/day (Sat-Sun)
 - 150 Service Hours/day
 - 4 Stops and Zones Staff/day
 - 4 Mechanics/day
 - 4 Utility Workers/day
 - 9 Customer Relations/Marketing Personnel/day

Community Safety

Long Beach Transit and the Long Beach Transit Police Department Transit Enforcement Detail teamed up with many agencies (listed below) that focus on community safety and/or homeland security. Their presence and activities, both visible and behind the scenes, during the Grand Prix helped keep Long Beach secure.

- Department of Homeland Security (DHS)
- Transportation Security Administration (TSA)
- Federal Air Marshalls (FAMS)
- Los Angeles County Sheriff Department (LASD)
- Federal Bureau of Investigations (FBI)
- K-9 teams
- U.S. Coast Guard
- Customs and Border Patrol

