

## FOR IMMEDIATE RELEASE

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## Long Beach Transit Introduces Its STAR Initiative The Public Is Invited to Community Meetings to Voice Their Transit Needs

LONG BEACH, CALIF. (March 16, 2017) – Long Beach Transit launched its Systemwide Transit Analysis and Reassessment (STAR) Initiative. The STAR Initiative is a comprehensive operations analysis that includes an extensive outreach program. The public is encouraged to participate in upcoming public meetings and an online survey.

As part of the STAR Initiative LBT is taking an in-depth look into its current transit operations, such as on-time performance, ridership, route efficiency, staffing, facilities and service amenities. The technical analysis will be paired with customer and community feedback, obtained through outreach efforts, to identify future service needs. A final report will be generated by the end of 2017 that will be used as LBT's roadmap for the next five to 10 years.

"The STAR Initiative is the most important study LBT has undertaken in at least a decade," said Debra Johnson, LBT Deputy CEO. "Though LBT will also be evaluating technical data, the most crucial aspect to this process is public input. LBT needs to hear from the communities we serve about what is important to them. We hope people will join LBT at the community meetings and participate in the online survey."

Several community meetings are planned in the first phase of the initiative:

- **Wednesday, March 22, 2017**, 4:30–6:30 p.m., El Dorado Neighborhood Library 2900 N. Studebaker Rd. Long Beach, CA 90815
- **Thursday, March 23, 2017**, Noon–2 p.m., Downtown Long Beach Main Library 101 Pacific Ave. Long Beach, CA 90802
- **Saturday, March 25, 2017**, 10 a.m.–Noon, Michelle Obama Neighborhood Library 5870 Atlantic Ave. Long Beach, CA 90805
- **April 2017, date and time to be determined**, A fourth community meeting during the first phase is being planned on the west side of Long Beach. Details on that meeting are forthcoming

People who want to participate and can't make any of the scheduled meetings are encouraged to take the online survey at <http://survey.lbtstar.com>. The survey is quick, easy and fun. Updates regarding the STAR Initiative, including future meetings can be found at the project website [www.lbtstar.com](http://www.lbtstar.com).

### About Long Beach Transit

Long Beach Transit serves 26 million boarding customers in Long Beach, Lakewood and Signal Hill—as well as portions of Artesia, Bellflower, Carson, Cerritos, Compton, Hawaiian Gardens, Los Alamitos, Norwalk, and Paramount and Seal Beach. Water taxi services via AquaBus and AquaLink are available spring through fall. For more information visit, [www.lbtransit.com](http://www.lbtransit.com).