Project Overview

LBT’s STAR (Systemwide Transit Analysis and Reassessment) Initiative is our way of looking at our transit operations and gathering community feedback on how we can continually improve on-time performance, ridership, route efficiency, staffing, facilities and service amenities. LBT is dedicated to improving safety, service quality, and the customer experience. The STAR Initiative is helping us meet those goals. As Long Beach and the surrounding communities change, we must change with our customers and anticipate future needs. After gathering feedback, we will issue a final set of recommendations to modify routes, bus stops, and make other improvements. This report is our roadmap to the future.

Community Benefits

The STAR Initiative identifies opportunities for:
- enhanced service
- improved on-time performance
- more effective routing
- pedestrian improvements
- customers amenities

Get Involved!

- LBT will launch an online survey for the public to provide feedback on future transportation improvements. Visit www.LBTSTAR.com/survey to participate starting October 2 through October 27.
- #LBTSTAR – Now through December 15 is your opportunity to give LBT your ideas!

Community Meetings

We are holding Community meetings at convenient locations throughout Long Beach to solicit your ideas on transportation services and choices. Visit www.LBTSTAR.com to sign up to receive notices on upcoming meetings.

Wednesday, October 4, 2017
6:30 – 8:30 p.m.
El Dorado Park Senior Center
2800 Studebaker Rd.
Long Beach, CA 90815

Thursday, October 5, 2017
Noon – 2:00 p.m.
Downtown Long Beach Main Library
101 Pacific Ave.
Long Beach, CA 90802

Thursday, October 5, 2017
6:30 – 8:30 p.m.
Signal Hill Youth Center
1780 E. Hill St.
Signal Hill, CA 90755

Saturday, October 14, 2017
10:00 a.m. – Noon
Silverado Park Community Center
1545 W. 31st St.
Long Beach, CA 90810

Saturday, October 21, 2017
10:00 a.m. - Noon
Houghton Park Community Center
6301 Myrtle Ave.
Long Beach, CA 90805

Project Schedule

- Review and Collect Data
- Assess Transit Services and Needs
- Develop Service Alternatives
- Evaluate Service Alternatives
- Recommend Future Service Improvements and Finalize STAR Report

www.LBTSTAR.com | 562.599.8504 | #LBTSTAR
Why is the STAR Initiative needed?
Though LBT has modified its service throughout the years, the system as a whole is based on conditions from over a decade ago. Since then, many things have changed, including the people, popular destinations and attitudes toward alternative transit modes. LBT needs to identify current conditions in order to develop a public transit network that efficiently meets the needs of the communities it serves.

Why is the STAR Initiative important?
As the public transportation agency serving Long Beach and 12 other surrounding cities within two counties, LBT’s job is to identify ways to provide public transportation choices that can improve people’s ability to move around and connect with family, recreational activities, work, school and important services, such as health care. The STAR Initiative sets priorities that will carry LBT into the future.

How long will the STAR Initiative take to complete?
LBT plans on finalizing the STAR Initiative report by the end of 2017. The process has three stages:
• understanding transportation needs;
• identifying a range of potential service scenarios to meet those needs;
• evaluating the service scenarios; choosing a preferred network of routes and services; and defining the priority projects and plans.

What happens after the STAR Initiative report is complete?
After completion, the STAR Initiative report becomes LBT’s roadmap for the next five to 10 years. The report will identify the most important improvements to the public transportation system in and around LBT’S service area, including new transit services, improvements to existing services and new construction projects.

The STAR Initiative report will give LBT an estimate of how much money would be required to implement recommendations. It’s a blueprint for LBT’s future.

Why should customers and the community care about the STAR Initiative?
The STAR Initiative could change the way LBT operates within and around the communities it serves. Even if someone has never taken public transportation, LBT affects how they move around. By optimizing its service, LBT has the opportunity to continue to reduce traffic congestion by attracting more customers and taking cars off the road. More cars off the road could mean less air pollution and noise pollution and a better environment for all. The STAR Initiative is the community’s opportunity to make positive change happen by voicing their opinions and needs regarding transit options in the neighborhoods they traverse.

How to contact LBT:
Information about LBT’S STAR Initiative is available at www.LBTSTAR.com. Questions regarding the initiative and requests for presentations to organizations and community groups can be addressed by calling 562.599.8504.

Long Beach Transit by the Numbers
• 26 million annual customers
• 800,000 residents within LBT’S service area
• 100 square-mile service area
• 250 buses
• 35 Routes