

All Aboard LBT

Bimonthly Employee Newsletter

February 2025

CEO CORNER

In our daily duties at LBT, sometimes we can forget the reason why we're working so hard to provide the service we do. Each day, our goal is to provide safe, reliable and equitable transportation to all customers. In addition to the service we provide, it's also important to remember the impact we can have on our customers and our colleagues' daily lives, whether it's giving a friendly smile in greeting or taking the extra time to help answer a question.



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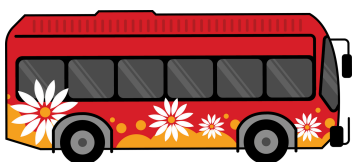
“Memories of our lives, of our works, and our deeds will continue in others.” - Rosa Parks

Our small actions can make a lasting impact in how our customers and colleagues go about their daily lives. I encourage you to think about your random acts of kindness while going through your day and how you're helping someone else at LBT. You could be the motivation for someone to carry out greater deeds today.

Kenneth A. McDonald

Transit Equity Day was on Feb. 4, 2025, which celebrates the birthday of civil rights pioneer Rosa Parks.

Transit Equity Day is celebrated by various transit agencies, and it serves as a meaningful tribute to Parks' tireless efforts in transforming the social, environmental, and economic well-being of diverse communities. LBT proudly carries forward her legacy with our Rosa Parks Board Chamber at the Long Beach Transit Corporate Office, where our leaders carry out decisions to help make every day life better for both our customers and employees.



MEET THE SERVICE PLANNING TEAM

The Service Planning Team are behind the development of three major service changes each year, when LBT refines and enhances routes, schedules, and overall service while keeping sustainability, convenience, and accessibility at the forefront of the agency's service.

They carefully plan for the present and future, to ensure there is enough service to meet the demand of our customers in the most reliable and effective way possible. This includes an in-depth review of LBT's service area, service performance, service types, service frequency, and service hours.



Jessica Cignarella
Manager,
Service Planning

"What I love about our department is how cohesive we are with a shared focus on continuously improving service for our customers, both internal and external," said Jessica Cignarella, Manager, Service Planning.



Austin Phung
Service
Development
Planner

Included in the service change is also the Bus Operator bid. The Service Planning team staffs the Bus Operator bid, by collaborating with Transit Service Delivery and the union stewards to ensure the process is as seamless as possible. This is achieved by making updates to LBT's Operator Hub three times per day.

"What I enjoy about service planning is the opportunity to improve our customer's commute," said Austin Phung, Service Development Planner. **"Our team analyzes everything from bus route alignments, to schedule adjustments and even bus stop improvements. And as a lifelong transit user, it's been very rewarding to see our improvements with every service change."**

The team is also responsible for overseeing the accuracy and compliance of the sampling and collection of scheduled trip data, in addition to ridership reporting.

"My work helps maintain financial accountability and ensures adherence to Federal Transportation Administration funding requirements," said Patty Pina, Service Planning Administrator. **"Through my efforts, our team is able to contribute to the continuous improvement of transit services for our community."**



Patty Pina
Service Planning
Administrator

GIS uses data visualization to turn complex information into clear insights. And in case you're wondering, GIS stands for Geographic Information Systems — the same technology behind trip planning apps that help you get where you need to go!

"From mapping where riders board and exit, to building interactive dashboards and web tools, I love finding new ways to make data both accessible and impactful," said Brendan Schultheis, GIS/ITS Planner. **"By combining data science with storytelling, I help our team optimize routes, improve service quality, and better serve our riders."**



Brendan Schultheis
GIS/ITS Planner

Did You Know?

In addition to the team's staff of eight employees, there are also eight onboard data collectors who work behind the scenes to gather ridership data. These part-time team members ride buses and record passenger counts providing essential data used for reporting and securing funding to support transit operations.



**Martin Luther
King Jr. Parade**



**Beach Streets
Uptown**



**LBUSD School of
Choice Fair**



**Belmont Shore
Christmas Parade**

NEWS AND UPDATES

New Coach Buses for UCLA/Westwood Express

LBT marked a historic milestone with the official dedication of its first-ever Battery-electric commuter bus in January, connecting Long Beach to UCLA's campus and Westwood Village.

In 2020, LBT was awarded \$7.22M in state funds from the Low Carbon Transit Operations Program and the Greenhouse Gas Reduction Fund to procure five Battery-electric coaches, built by RIDE, USA.

LBT's leadership celebrated the achievement with local government and transportation leaders. The coach buses went into service on the UCLA/Westwood Commuter Express on Jan. 27, 2025.



Service Planning Intern Wins Scholarship

Michael Alvarado, Service Planning Intern, was awarded a scholarship of \$2,500 by Latinos in Transit (LIT) in October. The scholarship's purpose is to create opportunities for individuals pursuing degrees from accredited educational institutions in a public transit-related field. Michael first joined LBT as a data collector in Spring 2023, and then as an intern in October 2023. He is currently a student in UCLA's Graduate Program in Urban and Regional Planning.



American Public Transportation Association (APTA) Conference Hosted in Long Beach

LBT is proud to host APTA's Marketing, Communications & Customer Experience Workshop in Downtown Long Beach, from Feb. 23 - Feb. 26, 2025. The workshop focuses on all aspects of public transportation marketing and communications, including media relations, customer experience, social media, ridership initiatives, and best practices.

Transit Worker Appreciation Day

Transit Worker Appreciation Day is coming up! LBT's Employee Engagement Committee will be bringing celebrations to all locations on Tuesday, March 18, 2025. Stay tuned for updates on when the celebrations will take place.

LIVING LBT VALUES

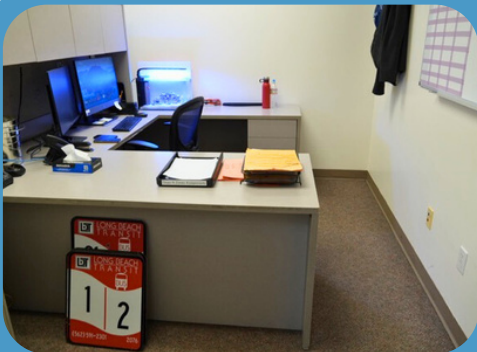
Jose Ocampo, a Stops and Zones Assistant of 30 years, recently received a commendation from a customer who said he did an excellent job cleaning a bus stop. Sokin Seng, Supervisor, Stops and Zones, said Jose sets the standard for maintaining some of the cleanest and most well-kept bus stops in the city. He works hard to keep LBT's bus stops clean, safe, and welcoming for customers. Jose's work demonstrates LBT's values of being proactive and putting the customer first in decision making.



Do you have a story of a colleague living LBT's values you want to highlight? Let us know! Reach out to Communications and Marketing Coordinator Emily Rasmussen at **562.489.8463** or erasmussen@lbtransit.com.

Guess the Desk!

Wonder what your colleague's desk looks like? See the answers at teamlbt.com/guessthedesk or scan the QR code.



DESK 1 - LBT1



DESK 2 - LBT2



DESK 3 - LBT3CO

Employees of the Month

NOV



Jimmy Jones
Bus Operator
28 years with LBT



Ivan Nieves
Mechanic
2 years with LBT



Heidy Valdes
Executive Assistant to
the President and CEO
7 years with LBT

DEC



Edward Revilla
Bus Operator
21 years with LBT



**Francis Armel
Abrenica**
Utilities, Leadperson
6 years with LBT



Jenifer Maxwell
Manager, Capital
Programs
3 years with LBT

JAN



Max Toledo
Bus Operator
5 years with LBT



Richard Uy
Utilities, Leadperson
5 years with LBT



Jen Flores
Board Secretary
4 years with LBT

LBT is Hiring!

Do you know someone who would be a great candidate to join LBT? Or, are you looking for a promotional opportunity? Please visit our careers page at ridelbt.com/careers.

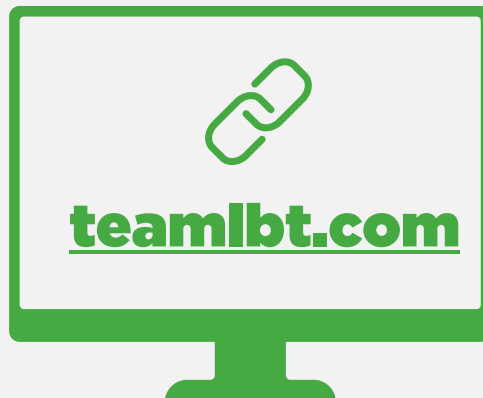
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