

All Aboard LBT

Employee Newsletter: Special Edition

Celebrating World Cup Service

The World Cup 2026 brought visitors from around the globe and Long Beach Transit was ready to welcome them. This special edition looks back at the incredible teamwork, customer service and commitment that helped deliver a world-class experience for our customers.



W As I reflect on the incredible work that went into the delivery of Long Beach Transit's World Cup service, I am excited to share a heartfelt "Thank You."

Each Long Beach Transit employee contributed in some way to the successful services we delivered. Our operators, mechanics, customer service agents, supervisors, maintenance personnel, dispatchers, transit ambassadors and staff who comprise over 160 volunteers showed up and gave their best. This achievement was truly a team effort that reflected the professionalism, teamwork, and dedication that is LBT.

The FIFA World Cup was more than a transportation operation. It was an opportunity to show that LBT can plan, coordinate, and deliver world-class transit service on an international stage for a global audience.

While we're proud of what we accomplished, I am equally excited about what we learned. Those lessons will continue to shape our plans as we develop a comprehensive approach to support the LA28 Olympic and Paralympic Games.

Thank you. You were great during this event.

- Kenneth A. McDonald
President and CEO



Hosting International Customers

World Cup service was a true team effort.

More than **160 LBT employees and vendors** from every corner of the agency came together to welcome visitors from around the world and deliver a safe, reliable and memorable customer experience on each of the eight match days at Los Angeles Stadium. From Bus Operators, Mechanics, Customer Care Agents, Field Supervisors, Custodians and Transit Customer Amenities staff to volunteers from administrative departments, the LBT team came together to ensure thousands of customers enjoyed their journey.

Bus Operator LaTwan Blackburn, who drove for seven matches, said the positive energy from customers, employees and other transit agencies stood out to her.

"It was a different experience from our regular routes. Everyone was excited, appreciative and looking out for each other," she said. "It was a very positive atmosphere, and I'm already looking forward to the LA28 Olympics."

David Sanchez, Road Mechanic, ensured the fleet was ready the majority of match days: inspecting buses before departure, following buses to the stadium and remaining on standby if any issues arose.

"It was a once-in-a-lifetime experience," he said. "Seeing fans from different countries and working alongside other transit agencies made every day memorable."

Yadira Quintero, Service Planning Administrator, spent four match days helping collect ridership data while greeting and assisting customers.

"I got to meet people from all over the world, and it was fun seeing so many repeat customers choose to ride with us again," she said. "Everyone was so respectful, and it was rewarding to get a lot of positive feedback from them."

Rodney Lampkin, Supervisor, TSD, played a key role in the planning effort, collaborating with other departments and regional partners to coordinate the service and prepare materials for the World Cup.

"It was exciting to meet people from all over the world, be a part of their World Cup experience and hear how much they appreciated the service," he said. "The World Cup prepared us for what we'll encounter during the LA28 Olympics, and it showed what we can accomplish together."



**LaTwan Blackburn,
Bus Operator**



**David Sanchez,
Road Mechanic**



**Yadira Quintero,
Service Planning
Administrator**



**Rodney Lampkin,
Supervisor, Transit
Service Delivery**

Service by Numbers



7,400+

Customers transported
from Downtown Long Beach
and Los Angeles Stadium.



935

**Average customers
per match**
with a record of **1,158**
customers on June 25.



193

Bus trips operated
with departures every 8
to 10 minutes.



18

Buses
dedicated to
the service.

Lessons Learned and Looking Ahead

While the World Cup service was a success, it also reinforced the strategies that will continue to strengthen LBT's service for future major events, particularly the LA28 Olympic and Paralympic Games.



Detailed Preparation

Early coordination with regional partners to develop service plans, staffing strategies and contingency plans helped ensure the service was ready to adapt to changing conditions.



Thorough Communications

Consistent communication between employees and engagement with customers, through volunteers and wayfinding signage, made the service easier to navigate.



Trust and Guide Employees to Execute

Entrusting that employees would execute plans accordingly and maintain safe and reliable service for customers.

Customer Feedback

Customer satisfaction exceeded expectations throughout the tournament, reinforcing LBT's commitment to delivering safe and reliable service. Here's what our customers said:



63%
participation rate



4.84/5 average satisfaction



9 in 10 customers would
recommend LBT

LBT Snapshots

Each edition, we'll feature an employee-submitted photo and invite employees to share their best caption for a chance to be featured in the next newsletter.

This month is "Articulated and Immaculate Bus," a picture of the Maintenance crew detailing the night before World Cup service, by Isaac Martinez.

Have a fun photo you'd like to see included? Submit it to Emily Rasmussen at **562.822.4225** or **erasmussen@lbtransit.com**.



