WHAT IS THE STAR INITIATIVE?

The Long Beach Transit (LBT) STAR Initiative stands for Systemwide Transit Analysis and Reassessment. This 18-month, comprehensive analysis of Long Beach Transit’s bus service is designed to maximize productivity and effectiveness and increase ridership through improvements across all aspects of operations.

Why Change?

The City of Long Beach and surrounding areas are growing, and the transportation needs of residents are changing. The STAR Initiative looked at ways to respond to the needs of a rapidly evolving customer market.

As we continue to grow, our transit system should be a first class choice for mobility. LBT evaluated its entire transit operation to accommodate expected growth through ensuring mobility and improving the overall quality of life for all current and future residents of Long Beach and surrounding areas.

The result? Changes to almost every route in the system in the next 10 years that will help make LBT more valuable to residents, employees and visitors.
Goal One: Retain, Reclaim and Recruit customers while maintaining and improving choices for those without other options.

- **Strategy 1.1.** Focus on productivity when investing in additional service.

- **Strategy 1.2.** Pursue capital investments that will support speed and reliability, such as Rapid service and dedicated lanes.

- **Strategy 1.3.** Simplify service by operating fewer route variations that serve easy-to-understand destinations.

- **Strategy 1.4.** Operate buses more often and with longer hours in order to expand the types of trips that customers can make on LBT.

- **Strategy 1.5.** Improve customer amenities at bus stops to enhance customer experience and enhance LBT’s perception among potential customers.

- **Strategy 1.6.** Reduce duplication of service in order to provide high quality service in the most cost-effective manner.
Goal Two: Improve integration of local and regional transit service.

- **Strategy 2.1.** Identify gaps at the edge of the service area that LBT could fill through coordination with neighboring agencies or extensions of LBT routes.
- **Strategy 2.2.** Minimize the extent to which fare policy negatively impacts trips that require transfers between operators in the region.

Goal Three: Transition LBT from being a transit operator toward being a mobility provider.

- **Strategy 3.1.** Enhance end-to-end user experience through customer information, fare payment options, schedule reliability and physical amenities.
- **Strategy 3.2.** Look at vehicle options other than a 40-foot bus, particularly in lower-density areas such as East Long Beach. This could include using smaller vehicles and ride-hail technology.
RIDERSHIP

On a typical weekday, LBT carries 83,000 average daily riders. While the amount of service supplied in the last four years has increased by approximately 7 percent, ridership has not increased correspondingly.

ON-TIME PERFORMANCE

Systemwide, Long Beach Transit services have an average on-time performance of 87 percent. In general, shorter routes have the best on-time performance, while the worst-performing routes are longer, high ridership routes such as Routes 192, 91 and 61. Running late is much more common for LBT routes than running early across the system.
**WHAT ARE THE CHALLENGES? WHAT’S WORKING?**

- **High ridership on multiple corridors** near downtown Long Beach. Atlantic Avenue, 7th Street, Anaheim Street and Pacific Coast Highway all have great ridership.

- **Service coverage is good**, with most parts of Long Beach, Signal Hill and Lakewood being less than ¼ mile away from an existing bus route. However, wait times for service in outlying areas is typically long.

- **Ridership has been declining.** Improving service to existing high ridership destinations, such as California State University, Long Beach (CSULB), or creating better connections to regional service can help reverse this trend.

- **LBT can be confusing.** especially for first time riders. Simplified routes, more frequent service and less route variants would make LBT easier to navigate.

- **Almost all routes serve downtown Long Beach.** which leads to duplicative service in some of the most congested parts of the service area.
TRAVEL DEMAND ANALYSIS

The goal of the Travel Demand Analysis is to quantify market demand. Multiple different methods were utilized to assess demand for services. CSULB, downtown Long Beach and Lakewood Center Mall are some of the highest demand areas. Significant regional travel occurs between the Long Beach Transit service area and the downtown and westside areas of Los Angeles.
Travel Patterns
Downtown Long Beach

Combined daily trips between travel zone and analysis zone

- Analysis Zone
- Transit
  - LBT Route
  - Blue Line
  - Green Line
- Metro Rail

Data Source: Streetlight, Long Beach Transit, US Census TIGER
Combined daily transit and auto trips between origin-destination pairs with 1,000 or more daily trips.

Data Source: SCAG, US Census TIGER, ESRI
Long Beach Transit STAR Initiative Executive Summary

### PUBLIC INVOLVEMENT ACTIVITIES

A wide variety of outreach activities were conducted as part of the STAR Initiative. Public feedback was sought before recommendations were made and twice during the recommendations development process.

#### NUMBER OF PARTICIPANTS AT OUTREACH EVENTS

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Number of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Advisory Group</td>
<td>27</td>
</tr>
<tr>
<td>Stakeholder Interviews</td>
<td>25</td>
</tr>
<tr>
<td>Community Meetings</td>
<td>203</td>
</tr>
<tr>
<td>Community Organization Presentations</td>
<td>98</td>
</tr>
<tr>
<td>Pop-Up Events</td>
<td>300+</td>
</tr>
<tr>
<td>Online Survey</td>
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</tbody>
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TOP Community residents visit a pop up event in their neighborhood. BOTTOM Residents expressed their thoughts through online and paper surveys.
NON-RIDER SURVEY

A survey focused on residents of the Long Beach service area was conducted to capture service priorities and what improvements would cause respondents to ride. Respondents prioritized improved technology such as real-time information, smartphone application and enhanced lighting and shelters. Service priorities included more reliable, speedier service and improved frequency.
RECOMMENDATIONS

Based on service analyses, market assessments and public input, a series of improvements were developed. Because of the complexity of implementing big service changes, a phased approach is recommended. The Short-Term Roadmap includes recommendations that can occur in the next 2 years. The Mid-Term Roadmap includes recommendations that may be implemented in the next three to five years, while the Long-Term Roadmap includes recommendations that may be implemented in the five- to 10-year timeframe.
KEY THEMES

Key themes of the recommended roadmaps include:

1. More frequent service
2. Later evening/earlier morning service
3. More destinations
4. Innovative transit solutions
5. Easier to understand service
6. Better regional connections
SHORT-TERM ROADMAP RECOMMENDATIONS

The Short-Term Roadmap contains targeted improvements that address mobility needs with minor modifications to the existing service network. These improvements will result in better connections to local and regional destinations, increased access to frequent service and higher ridership. Highlights of the Short-Term Roadmap include:

- Extending service on Anaheim and 4th streets to serve CSULB
- Providing better connections to the Metro Blue Line from west Long Beach and to the Metro Green Line from the City of Paramount
- Adjusting the Passport route to serve more downtown Long Beach residents
- Acquiring and improving service on Artesia Boulevard
- Defining opportunities to implement smaller buses
- Changing 12 bus routes
- Up to a 10 percent increase in LBT service hours

Benefits of Short-Term Roadmap include:

- Better connections to key major destinations and job centers such as CSULB
- Better connections to Metro Rail
- Increase in customers with access to 15-minute service
- Increase of 41,300 residents within ¼ mile of service (+6 percent)
- Increase of 44,400 jobs within ¼ mile of service (+16 percent)
The Mid-Term Roadmap is a transformative restructuring of LBT’s route network to improve mobility and the attractiveness of service. It builds upon the Short-Term Roadmap.

The Mid-Term Roadmap focuses on simplification of the route network and investments in the highest-ridership corridors throughout the city. Specific improvements include:

- Four new corridors with service every 15 minutes, seven days a week including:
  - Carson Street
  - Willow Street
  - Broadway, Ximeno Avenue, Lakewood Boulevard and Clark Avenue
  - Bellflower Boulevard between CSULB and Lakewood Center Mall
- Route consolidation on major corridors to improve bus spacing and make service easier to understand
- All routes would operate at least every 30 minutes during the day
- Service would operate earlier and later in the day
- Simplification of route numbers and patterns
- Future emerging mobility zones, where on-demand service using smaller vehicles would be provided to serve the needs of customers
- New service connecting Lakewood Center Mall and the City of Norwalk
- More direct service between the Long Beach Airport, Metro Blue Line and downtown Long Beach
- Supporting capital improvements
LONG-TERM ROADMAP RECOMMENDATIONS

The Long-Term Roadmap illustrates the improvements necessary to meet mobility needs that were identified through the STAR Initiative throughout the existing service area and beyond. Costs were not a consideration in developing the Long-Term Roadmap. Highlights include:

- One new corridor with service every 15 minutes, seven days a week between Lakewood Center Mall and the City of Norwalk
  - Carson Street
  - Willow Street
  - Broadway, Ximeno Avenue, Lakewood Boulevard and Clark Avenue
  - Bellflower Boulevard between CSULB and Lakewood Center Mall
- Service would operate earlier and later in the day
- Limited-stop service connecting downtown Long Beach with Long Beach Airport, CSULB, LBCC campuses and Lakewood Center Mall
- Regional connections to the downtown and westside areas of Los Angeles and Orange County
- Better connections to the City of Downey
- Additional future emerging mobility zones, where on-demand service using smaller vehicles would be provided to serve the needs of customers
- Supporting capital improvements
NEXT STEPS

Long Beach Transit will work to determine the specific phasing of the Short-, Mid- and Long-Term Roadmaps. Route changes, policy changes and implementation order will all require additional public input before they are finalized.