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CONTACT:
Marcelle Epley | Marketing Manager
Long Beach Transit
(562) 599-8559
mepley@lbtransit.com

DOWNTOWN MOBILITY TO BE IMPROVED BY ROUTE CONVERGENCE

*Increased Service Frequency Will Decrease Customer Wait Time and
Enhance Transportation Convenience in Downtown Long Beach*

LONG BEACH, CALIF. (February 14, 2008) – Effective Sunday, February 17, Long Beach Transit (LBT) will change Passport service in downtown Long Beach, provide a special limited-time free shuttle service to CSULB, and improve transfers from LBT's route 191 to Orange County Transportation Authority's (OCTA) route 38.

Passport Improvements in Downtown Long Beach

The Pine Avenue Link route, serving Pine Avenue, Shoreline Drive, Pine Avenue Circle, and the Aquarium, will be combined with the Passport C route that currently serves the Queen Mary. Downtown visitors will enjoy more frequent service, with only 8 to 10 minutes between Passport shuttle arrivals at each stop. Friday and Saturday schedules will have an increased frequency of service and run as late as 1:00 a.m. The consolidated route will continue to be recognized as Passport C.

Long Beach Transit's full downtown shuttle service is now recognized as the Passport, with four lines serving the following areas:

- Passport A – Belmont Shore;
- Passport B – Village Tour: East Village & West Gateway;
- Passport C – Pine Avenue / Queen Mary;
- Passport D – CSULB / Los Altos.

All Passports serving downtown west of Alamitos will remain free and the schedules and routes for Passport A, B (Village Tour) and D will remain unchanged.

"Combining these routes has enabled our organization to improve service to our customers," said President and CEO Larry Jackson. "These changes allow for better connection to downtown's parking structures and main attractions. In cooperation with the City of Long Beach, the Convention & Visitors Bureau, and the Downtown Long Beach Associates, we are making it easier for downtown visitors, residents and workers to get around downtown quickly without having to get in and out of their cars."

New stops will be added to Shoreline Drive next to the Pike and Aquarium parking lots, as well as on 5th Street at City Place adjacent to Wal-Mart. Each new stop will feature TranSmart signage, a state of the art technology that tracks LBT's bus locations and reports on a LCD display when the bus is coming.

Other Service Improvements

Passport D temporarily provides special service for CSULB students and faculty from the Marina parking lot to any of the listed Passport stops located on the CSULB campus, while campus parking lots are under construction. Customers can park in the Marina parking lot, board as early as 5:20 a.m. at the temporary stop on Marina Drive—between 2nd Street and Studebaker Road—and ride Passport D to campus. The Passport will stop at the Marina parking lot every 30 minutes and complete the 8 minute ride to campus. The last Passport D returning to the Marina Parking lot will leave campus at 10:11 p.m.

Additionally, in order provide better transfers to OCTA route 38, LBT's route 191A and route 191B have been consolidated to route 191 as one clockwise loop to Del Amo, Bloomfield, Centralia and Studebaker. The 191B counter-clockwise loop to Del Amo, Bloomfield, Centralia and Studebaker and the 15-minute stopover at Centralia & Norwalk have been discontinued. Route 191 has also extended evening service to Lakewood Mall until 10:00 p.m. Other 190's route schedule modifications have been made.

Personal trip planning is available by calling your Long Beach Transit advisors at (562) 591-2301, Monday through Friday from 7 a.m. to 6 p.m., and Saturdays from 8 a.m. to 3 p.m., or online at www.lbtransit.com.

About Long Beach Transit

Long Beach Transit serves over 27 million boarding customers in Long Beach, Lakewood and Signal Hill—as well as portions of Artesia, Bellflower, Carson, Cerritos, Compton, Hawaiian Gardens, Norwalk, Paramount and Seal Beach—with regular bus and shuttle services including the Passport, AquaBus, and AquaLink. For more information visit www.lbtransit.com.



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