



LONG BEACH
TRANSIT

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LONG BEACH TRANSIT INTRODUCES NEW FARE TECHNOLOGY

All Fare Media Converting to Magnetic Stripe Cards April 1

LONG BEACH, CALIF. (March 23, 2009) – Effective April 1, 2009, Long Beach Transit is introducing newly-designed, electronically activated magnetic stripe cards that replace all current passes. This new technology is widely used by other transit systems throughout the U.S., and is expected to facilitate easier boarding, allow for better tracking of ridership patterns for future transit planning, and enable customers to personalize fare passes to their budget and transit needs.

“This is valuable technology and a great service we can provide to our customers. Long Beach Transit will be even better equipped to accommodate the community’s travel needs through detailed service planning and a range of fare products closely tied to customers’ transit requirements,” said Larry Jackson, Chief Executive Officer of Long Beach Transit.

With the introduction of a new 30-Day Pass that replaces former Monthly Passes, and the new 5-Day Pass, Long Beach Transit customers will be able to more effectively budget their transit needs using a validation system made possible by magnetic stripe card technology. Fare passes will be activated the first time they are used on board Long Beach Transit buses, not on the date of purchase, and will continue to be active for the specified number of consecutive days. Expiration dates will automatically print on the pass during validation in the farebox upon first use. Former Monthly Pass purchase times were limited, and passes could only be used within a specified calendar month. Now, the new 30-Day Pass is no longer tied to a calendar month. 5-Day Passes offer customer convenience by allowing for a targeted transit purchase based on the frequency with which they ride.

One-Day and 5-Day Passes are already available for purchase on board Long Beach Transit buses at the farebox. Long Beach Transit will only accept traditional “scratch off” Day Passes, 10-Ride Coupons, and One-Ride Coupons through April 30, 2009. After April 30, these older passes will no longer be accepted on Long Beach Transit buses. New 25-Ride packets can be purchased instead.

Guides that detail how to activate and use the new magnetic stripe fare passes are available on board Long Beach Transit buses and the Long Beach Transit websites in English at www.lbtransit.com and in Spanish at: www.lbtransitespanol.com.

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30-Day and 5-Day Passes will start being sold on March 25, 2009 in participating store locations:

Images of the new fare cards are presented below:

Location	Passes Sold			
	30-Day	5-Day	Day	25-Ride
On Board Buses *		◆	◆	
Transit & Visitor Information Center <i>Transit Mall on First St.</i>	◆	◆	◆	◆
Vermillion Rexall Drug <i>1942 E. Anaheim St.</i>	◆	◆	◆	◆
Nix Check Cashing #21 <i>300 W. Pacific Coast Hwy.</i>	◆	◆		
Nix Check Cashing #26 <i>6583 Atlantic Ave.</i>	◆	◆		
Nix Check Cashing #42 <i>1228 Obispo Ave.</i>	◆	◆		
Ralphs Market <i>2930 E. 4th St.</i>	◆			
Top Valu <i>2038 E. 10th St.</i>	◆	◆		
Top Valu <i>421 Pacific Ave.</i>	◆	◆		
Bixby Knolls Postal Center <i>4450 California Pl.</i>	◆	◆		
Community Check Cashing <i>5387 / 1301 Long Beach Blvd.</i>	◆	◆		
J&J Check Cashing <i>5425 Atlantic Ave.</i>	◆	◆		
J&J Check Cashing <i>5403 Cherry Ave.</i>	◆			
Lakewood Center Mall <i>500 Lakewood Ctr. Mall</i>	◆			
Postal Annex <i>6444 E. Spring St.</i>	◆	◆		
Vons Market <i>600 E. Broadway</i>	◆	◆		

* Available starting February 15.



About Long Beach Transit

Long Beach Transit serves over 28 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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