

SUBJECT

LB Tineraries Launch Event on March 12, 2020 (Staff Representative: Mike Gold)

RECOMMENDED ACTION – N/A

This is an Information Item.

BACKGROUND

In support of Long Beach Transit's (LBT) strategic priorities of 'Promote Community and Industry Focus' and 'Enhance the Customer Experience,' the agency is launching a series of curated itineraries enabling residents and visitors to explore the community utilizing LBT's services. These itineraries are called "LB Tineraries" and can be either personality- or activity-based.

The personality-based itineraries focus on community influencers, who are individuals with the ability to affect behaviors and have a distinct following on social media and/or the community. These influencers select their favorite local destinations.

LB Tineraries show how to access the different destinations with the appropriate LBT route and stop. Each itinerary reflects the diversity of the individual and is designed to appeal to people looking for activities.

The featured personalities include:

- Blair Cohn, Executive Director, Bixby Knolls Business Improvement Area
- Gio Ferraro, Founder, Keep LBC Fit
- Heather Kern, Dream Facilitator, MADE by Millworks
- Susana Snigiem, Executive Director, United Cambodian Community
- Griselda Suarez, Executive Director, Arts Council for Long Beach

The activity-based itineraries include:

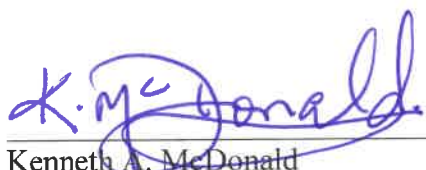
- Art
- Bike
- Fishing
- Skateboarding
- Thrifting
- Walking

These activity-based itineraries focus on a specific interest and where to engage in the interest in the community.

The itineraries are printed maps with information about the person or activity and the routes and stops to access each location. Staff has also launched a dedicated webpage with this information <https://ridelbt.com/lbtinerary/>.

To formally launch the itineraries, LBT will host an invitation-only event on March 12, 2020 at MADE by Millworks (240 Pine Ave., Long Beach, CA 90802) at 6 p.m. The people and businesses featured in the LBTineraries are invited and guests will take a virtual walk-through of several itineraries. The launch event is aimed at garnering community and media attention and increasing public awareness about LBT.

The long-term plan is to feature multiple LBTineraries and place them in businesses and tourist locations throughout the city. In this way, LBT is connecting people with different options to explore the community via public transit.



Kenneth A. McDonald

President and Chief Executive Officer