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Long Beach Transit Introduces Texting for Next Bus Times

Customers To Receive Information in Seconds

LONG BEACH, CALIF. (November 9, 2015) –Today, Long Beach Transit (LBT) announced the launch of its new texting feature. The technology greatly enhances the customer experience by giving them the ability to receive next bus times right away.

In a world of smartphones and mobile applications, this simple texting feature is more relevant, because it also makes a positive impact on the people in our community that rely on a basic cellphone. The customer just needs the ability to text in order to receive next bus times.

“There are a number of technology upgrades we will be accomplishing in the next couple of years for our customers,” said Kenneth McDonald, LBT’s President and CEO. “This texting feature was at the top of the list, because it empowers a great number of our customers.”

The feature is easy to use. Customers simply text “LBT” followed by their bus stop ID number to 27299. For example, for bus stop 0505, customers will text LBT0505. Results for next bus times at that specific bus stop will be sent immediately back to the customer. If a customer is at a bus stop with multiple routes and wants results for only one route they can text the above information, then space, then the route number (for example: LBT0505 46). LBT’s bus stop ID numbers are located on the bottom right of the system’s bus route signs.

“I’m proud of Long Beach Transit for its continued modernization of our public transit system,” said Long Beach Mayor, Robert Garcia. “Texting for next bus times will improve the transit experience for so many of our residents. I’m looking forward to more tech innovations from LBT.”

Long Beach Transit is in the early stages of developing a brand new website and a transit travel planning mobile application. In fall 2016, the transit agency will also introduce a 10-bus fleet of zero-emission battery electric buses – one of the largest fleets of this type in the country.



IMAGE: How to text LBT for next bus times

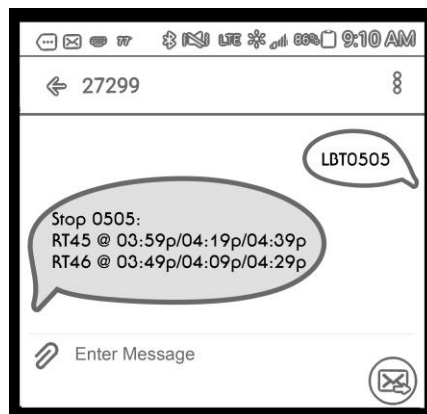


IMAGE: Sample of text reply from LBT

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, Los Alamitos, Norwalk, and Paramount and Seal Beach. Water taxi services via AquaBus and AquaLink are available summer through early fall. For more information visit, www.lbtransit.com.

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