



“Keeping Score for the Game our Customers Care About”

Driving Decisions: Aligning Performance Measures to Support Decisions

June 1, 2015

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President & CEO



Location: City of Long Beach, CA



City Profile

CITY OF LONGBEACH

- Population of over 465,000 in an area of 52-square miles
- 7th largest city in California
- Over 5.5 million visitors annually
- 15,000+ businesses within the City
- Home to:
 - Port of Long Beach
 - Long Beach Airport
 - Boeing Aerospace
 - 11-mile coast line
 - California State University, Long Beach
 - Carnival Cruise Lines
 - Convention Center
 - Aquarium of the Pacific



Long Beach Transit Overview



- 98-square mile service area, across 13 cities
- 29 million annual boardings
- Agency Budget: \$108M
- 750+ employees
- 250 buses
- 4 water taxis



CEO Management Focus

3 “Rs” of Management

1. **R**espect for Self
2. **R**espect for Others
3. **R**esponsibility for:
Safety
Customer Service
Revenue

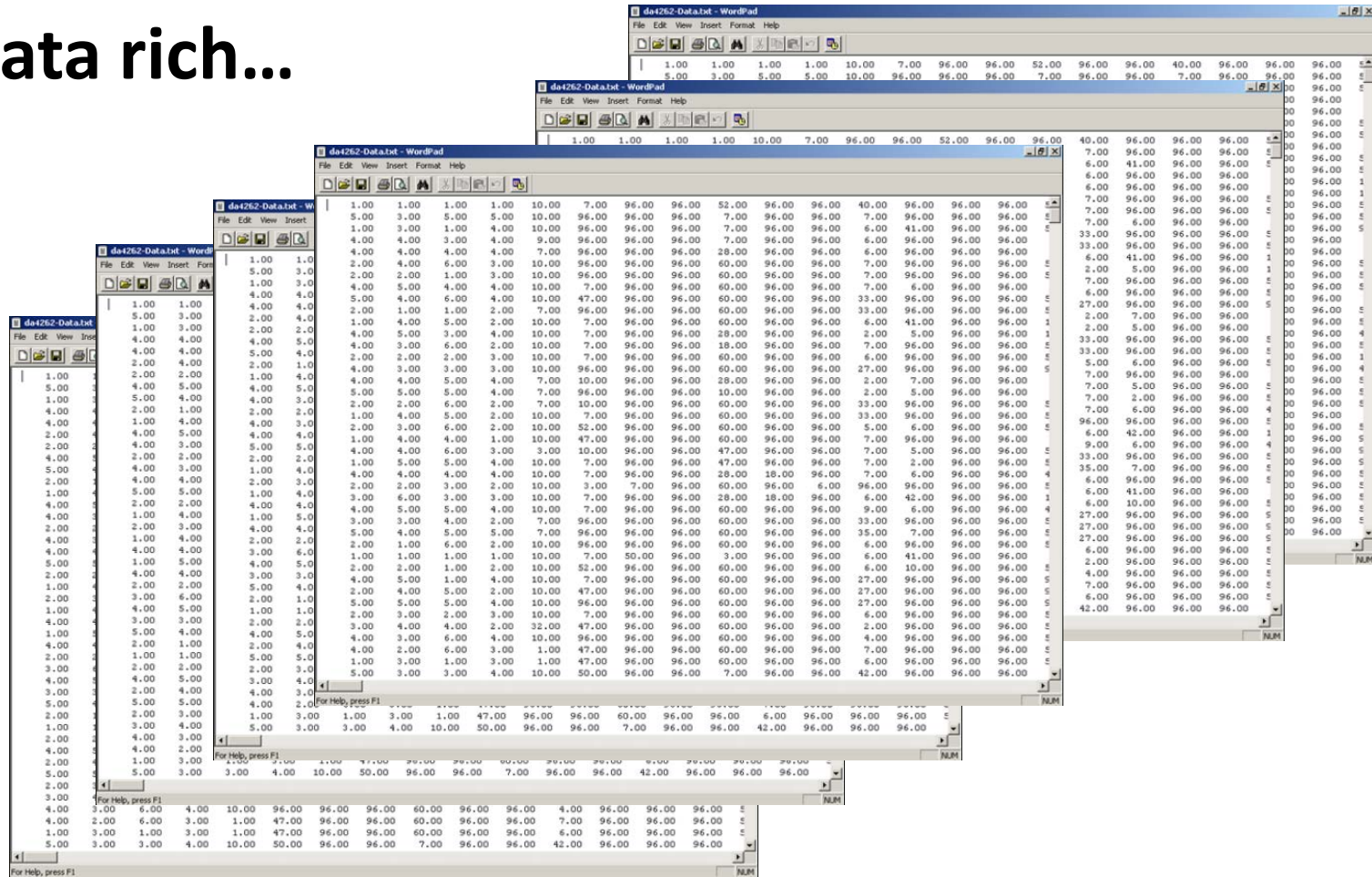
Teachable Points of View

- ✓ Trust but verify
- ✓ Bad news does not get better with time
- ✓ If you are not a part of the solution, you are a part of the problem
- ✓ “It cannot be done” is not an option
- ✓ You don’t have to be disagreeable in order to disagree



Prior Agency Culture

Data rich...



...but information poor



Organization Performance Management



Keeping Score

**LBT Strategic
Priority**

Improve Safety & Service Quality



**Organizational
Goal**

Improve Quality of Service rating score annually



**Department
Goal**

Improve bus on-time performance from 77.4% to 80%



**Individual
Goal**

Reduce early departures by 10%



Scoreboard

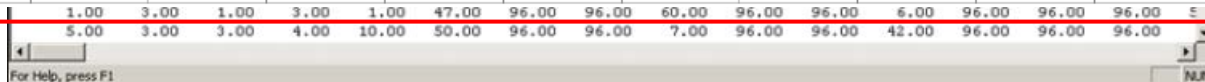
Analyze raw data...



LBT Monthly Ridership



	July	August	September	October	November	December	January	February	March	April	May	June	Annual Total
FY15	2,189,642	2,040,023	2,711,580	2,580,389	2,300,995	2,256,049	2,358,222	2,376,796	2,473,083	2,429,221			
FY14	2,225,904	2,069,893	2,680,883	2,570,475	2,439,133	2,341,650	2,442,251	2,351,542	2,562,767	2,432,296	2,553,968	2,155,699	28,480,560
FY13	2,244,155	2,170,847	2,533,101	2,598,891	2,481,809	2,270,688	2,323,912	2,282,352	2,432,369	2,422,733	2,595,982	2,261,827	28,597,870

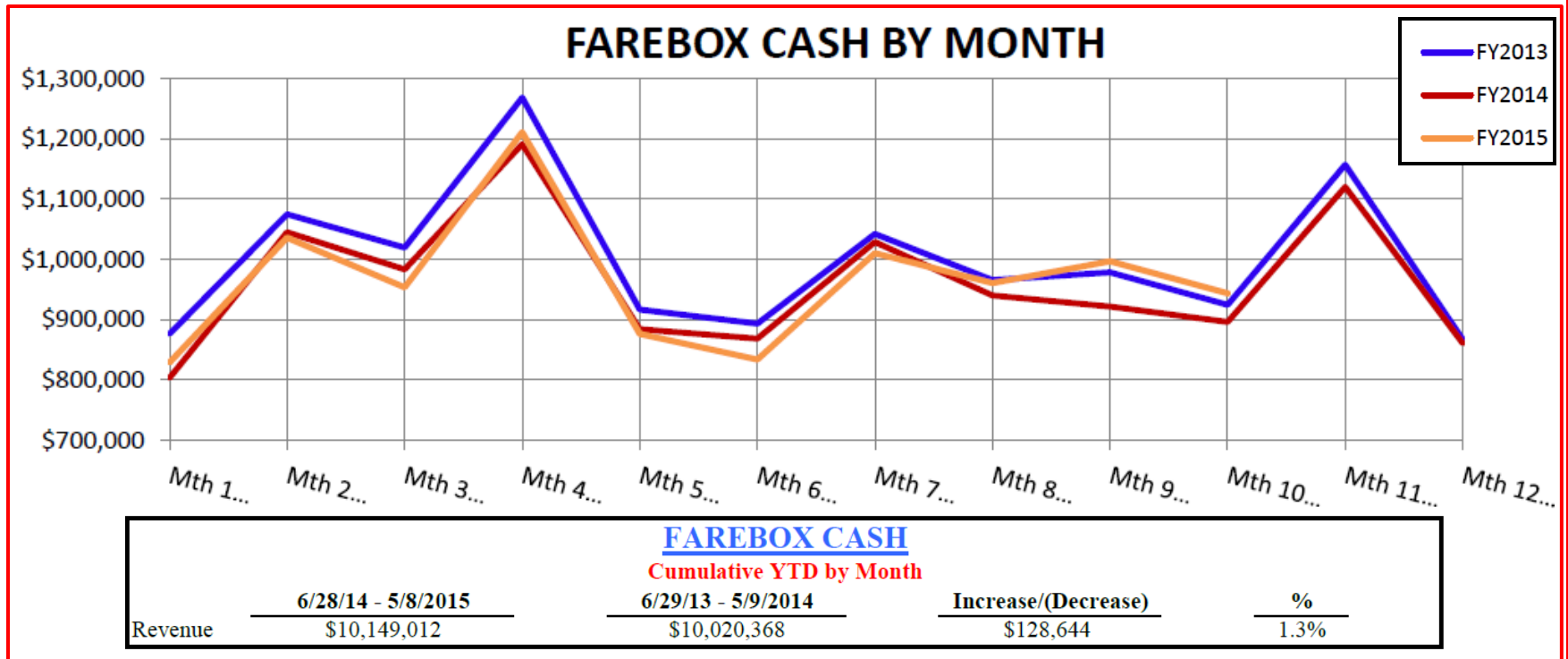


...to make informed decisions



Scoreboard

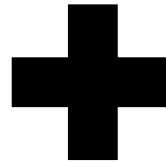
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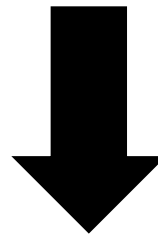
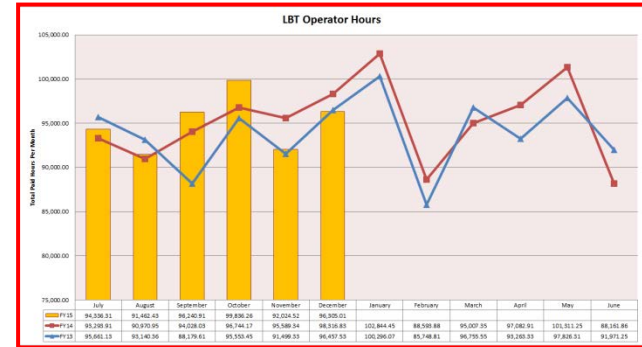
...to make informed decisions



New Agency Culture



Scoreboard



**Clear, Effective
Decisions**



What's Next

Comprehensive Operations Analysis

- Service Optimization
- Organization Agility
- Performance Enhancement



Business Partnerships

- Better Together Campaign



Thank You!

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