



# News Release

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**For Immediate Release**

**Contact:** Alex Gillman  
Public Information Officer  
[agillman@cityofmontebello.com](mailto:agillman@cityofmontebello.com)

## **City of Montebello Welcomes Lupita Ibarra as Director of Transportation**

**Montebello, CA** – The City of Montebello is pleased to welcome Lupita Ibarra as the new Transportation Department Director who will oversee Montebello Bus Lines, the third largest municipal transportation provider in Los Angeles County.

“We are extremely excited to have Lupita Ibarra as our new Transportation Department Director,” said Montebello City Manager René Bobadilla. “Ibarra’s extensive transportation background at the San Francisco Municipal Transportation Agency (SFMTA) and her vision for our City’s transportation department made her the ideal candidate that we look forward to having lead Montebello Bus Lines into a new chapter.

As Director of the Transportation Department, Ibarra will oversee the day-to-day operations of Montebello Bus Lines (MBL) which operates seven local routes, one express route, a semi-fixed-route feeder service and a Dial-A-Taxi service that has provided transportation services to more than 7 million riders annually over the past decade.

“I am very excited to return to Southern California where I grew up riding public transit,” said Ibarra. “I am bringing with me a decade of experience managing major transportation systems in San Francisco. My goal is to improve the riding experience for our passengers that we will achieve through improving the reliability and safety of the system, investing in a modern and sustainable fleet all while making MBL a great place to work. My action plan includes collaborating with other agencies for the fleet procurement, establishing a hiring plan aligned with the department’s growth, and optimizing the transit network. I look forward to working and learning from the MBL team and I’m confident we will have a successful journey together.”

Prior to joining the City of Montebello, Ibarra served as the Senior Operations Manager in the Transportation Management Center (TMC) of SFMTA where she led advancements such as implementing headway based operations across 70% of the SFMTA Transit network that improved headway adherence by nearly 20% on high frequency routes. During her time in previous roles at SFMTA, Ibarra developed operator forecasts, carried superintendent responsibilities within the Light Rail Operating Division and lead the development of new initiatives including route and system-wide studies of service levels, operations, demand, and strategic planning.

In addition to her professional career in the transportation industry, Ibarra holds a Bachelor of Arts degree in Political Science and Sociology and Master of Urban and Regional Planning degree from the University of California, Los Angeles.

Ibarra will begin her role as Director of the Transportation Department on Monday, January 31, 2022. The new leadership of Montebello Bus Lines comes shortly after the



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rollout of a Zero Emission Bus plan by the department, with the first hydrogen fuel cell transit buses scheduled to arrive in 2023. This aligns the department with its goal of a full transition to zero emissions technologies by 2040.

*The City of Montebello was founded in 1920 and is located eight miles southeast of downtown Los Angeles. Its history dates back to the days of the Franciscan missionaries and today boasts a full array of services including police, fire and one of the region's largest public transportation systems, [Montebello Bus Lines](#). The city's multi-cultural resident population is approximately 65,000 covering a footprint of approximately four square miles. For more information visit [www.cityofmontebello.com](http://www.cityofmontebello.com) or follow us on [Facebook](#) and [Twitter](#).*

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