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Tri Delta Transit Announces New CEO - Rashidi Barnes

Antioch, CA, August 29, 2022 – After an extensive nationwide search, the Board of Directors unanimously selected Rashidi Barnes as Tri Delta Transit’s new CEO. He will assume the role of Chief Executive Officer on September 7, 2022. Mr. Barnes replaces long-time CEO Jeanne Krieg who is retiring after 32 years at the agency.

Mr. Barnes started his transit career twenty years ago as the Western Sales Manager for Transit Marketing Group, a leader in marketing and sales for transit product manufacturers. From there he became the Director of Procurement for Foothill Transit where he was responsible for insuring contract compliance and procurement of materials/supplies and professional, architectural and engineering services. He also served as Foothill Transit’s Disadvantaged Enterprise Liaison Officer during his tenure. His next five and a half years was spent with Central Contra Costa Transit Authority (County Connection) where he served as Senior Manager of Transportation, Senior Manager of Innovation and Shared Mobility, and then Director of Innovation and Shared Mobility. Projects that he helped to deliver included the initial Clipper System implementation for CCCTA, introducing on-demand transportation service, shepherding bus on shoulder legislation and congestion mitigation options, working with the regions local utility provider to help launch the agency’s first electric bus. During his other roles at CCCTA, Mr. Barnes oversaw the daily operations of 160+ bus operators, 12 supervisors and 1 transit manager. Daily as an operations team, their focus was on providing efficient service. This was accomplished through a dedication to strong customer service, innovative approaches in planning, traffic mitigation, and performance management of employees.

Most recently, Mr. Barnes has been working for First Transit as the Director of Mobility as a Service, a National position where he worked with various transit agencies, TNC’s, payment solution companies and micro mobility providers to deliver innovative mobility solutions. Through the introduction of MaaS mobile applications, data analytics and focus on improving the customers journeys Mr. Barnes believes that transit agencies will be able re-solidify its place in the daily transportation decisions that people make.

Mr. Barnes brings a variety of experience in roles that are part of Tri Delta Transit’s service. In addition, he brings proven leadership, innovative thought, decision making skills, contract administration, as well as, in-depth industry knowledge. In 2015, Mr. Barnes was listed by Mass Transit Magazine as one of the Top 40 Under 40 to watch and follow.

Chair Anissa Williams states, “We are greatly saddened by the retirement of Jeanne Krieg, who has been a strong leader for the last 32 years. We are extremely fortunate to be bringing Rashidi Barnes onboard, who will no doubt continue Jeanne Krieg’s strong leadership and direction, while forging his own legacy”.

CEO Jeanne Krieg will assume the title of CEO Transitional Officer until she retires officially in February after a long and distinguished career.

ABOUT TRI DELTA TRANSIT Tri Delta Transit provides over two million trips each year to a population of over 315,000 residents in the 225 square miles of Eastern Contra Costa County. They currently operate 15 local bus routes Monday – Friday, five local bus routes on weekends, door-to-door bus service for senior citizens and people with disabilities, and on-demand rideshare services. To learn more, visit TriDeltaTransit.com