



Board Report

File #: 2022-0224, **File Type:** Oral Report / Presentation

Agenda Number: 22.

**EXECUTIVE MANAGEMENT COMMITTEE
SEPTEMBER 15, 2022**

SUBJECT: MARKETING UPDATE - RESTORING CONFIDENCE IN THE SYSTEM

ACTION: ORAL REPORT

RECOMMENDATION

RECEIVE oral report on the safety marketing campaign focused on restoring confidence in the system through increased awareness and engagement about the public safety initiatives.

EQUITY PLATFORM

Equity is at the forefront of Metro's effort to reimagine public safety. Re-imagining public safety supports Metro's Equity Platform goals by engaging historically underserved communities, utilizing well defined metrics, and listening and responding to our customer's needs and concerns.

Prepared by: Jennifer Vides, Chief Customer Experience Officer, (213) 922-4060

Stephanie N. Wiggins
Chief Executive Officer

The signature is a stylized, cursive script in black ink, written over a horizontal line. Below the signature, the name 'Stephanie N. Wiggins' and title 'Chief Executive Officer' are printed in a black, sans-serif font.



RESTORING CONFIDENCE IN THE SYSTEM



Metro®

Our Goal: Make Metro the top transportation choice for Angelenos and visitors

How? By providing an exceptional customer experience. That means offering a service that's **easily accessible, reliable** and that **anticipates customer needs**.

But first, we need to **restore confidence** that the system is **safe**.

Safety MarComms Campaign objectives:

- Raise rider and community awareness of our comprehensive safety plan
- Create purposeful engagement and communication with current and future riders
- Regain the trust of riders and the community
- Retain and increase ridership



The communications strategy: simple, honest, engaging

Make it **simple** by grouping all the things we have done and will do to improve safety into three easy-to-remember categories:

Security

We strategically deploy security to enforce Metro rules and law enforcement to address crime.

We're installing more security cameras and lighting.

And our Transit Watch app enables you to reach out to us to report issues.

Violence will not be tolerated on our system.

Cleanliness

A clean place is a safe place, so we've increased cleaning crews and frequency of cleaning.

We're replacing our cloth seats with vinyl seats that are easier to clean and maintain.

We're placing special emphasis on monitoring our elevators to ensure they are clean.

Service and Care

Metro Ambassadors, who will be aboard trains and buses and at stations, will help you navigate our system.

We're doubling our homeless outreach teams.

We're adding crisis intervention teams.

The communications strategy: simple, honest, engaging

Make it **honest** by clearly acknowledging the problem, and telling them how we're solving it

You've told us you don't feel safe.

Security

We strategically deploy security to enforce Metro rules and law enforcement to address crime.

We're installing more security cameras and lighting.

And our Transit Watch app enables you to reach out to us to report issues.

Violence will not be tolerated on our system.

You've told us our system is dirty and smells.

Cleanliness

A clean place is a safe place, so we've increased cleaning crews and frequency of cleaning.

We're replacing our cloth seats with vinyl seats that are easier to clean and maintain.

We're placing special emphasis on monitoring our elevators to ensure they are clean.

You've told us you want everyone to be treated with dignity and respect.

Service and Care

Metro Ambassadors, who will be aboard trains and buses and at stations, will help you navigate our system.

We're doubling our homeless outreach teams.

We're adding crisis intervention teams.

The communications strategy: simple, honest, engaging

Make it **engaging** by soliciting their feedback and support via call, text or the Transit Watch app.

You've told us you don't feel safe.

Security

We strategically deploy security to enforce Metro rules and law enforcement to address crime.

We're installing more security cameras and lighting.

And our Transit Watch app enables you to reach out to us to report issues.

Violence will not be tolerated on our system.

Tell us if you see a safety issue.

You've told us our system is dirty and smells.

Cleanliness

A clean place is a safe place, so we've increased cleaning crews and frequency.

We're replacing our cloth seats with vinyl seats that are easier to clean and maintain.

We are placing special emphasis on monitoring our elevators to ensure they are clean.

Help us keep the system clean and let us know if you see something.

You've told us you want everyone to be treated with dignity and respect.

Service and Care

Metro Ambassadors, who will be aboard trains and buses and at stations, will help you navigate our system.

We're doubling our homeless outreach teams.

We're launching crisis intervention teams.

Tell us how we're doing.

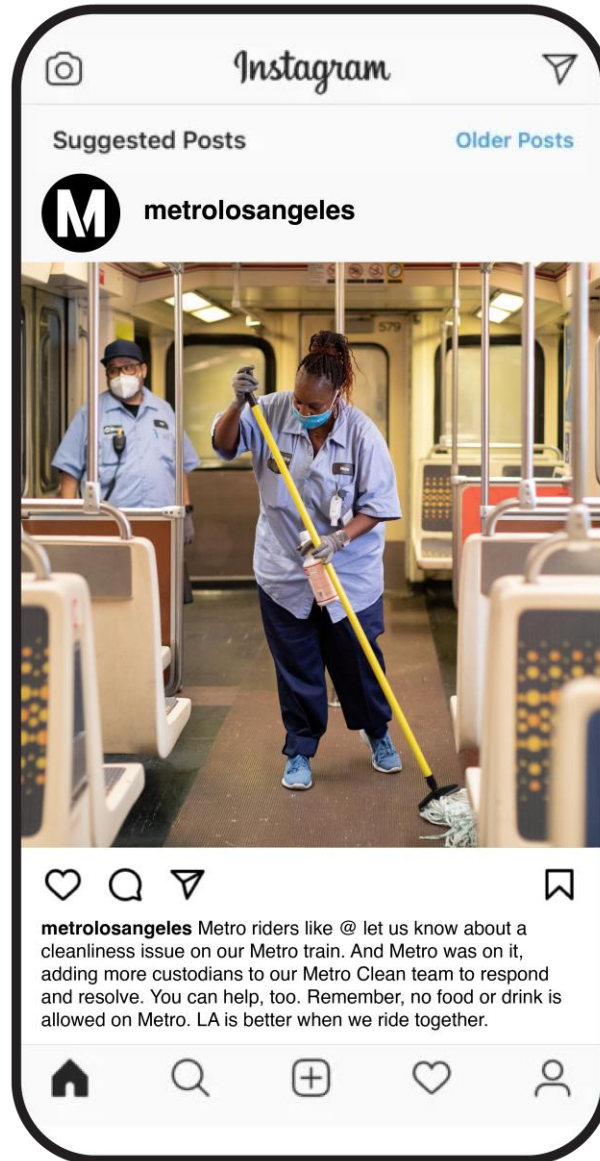
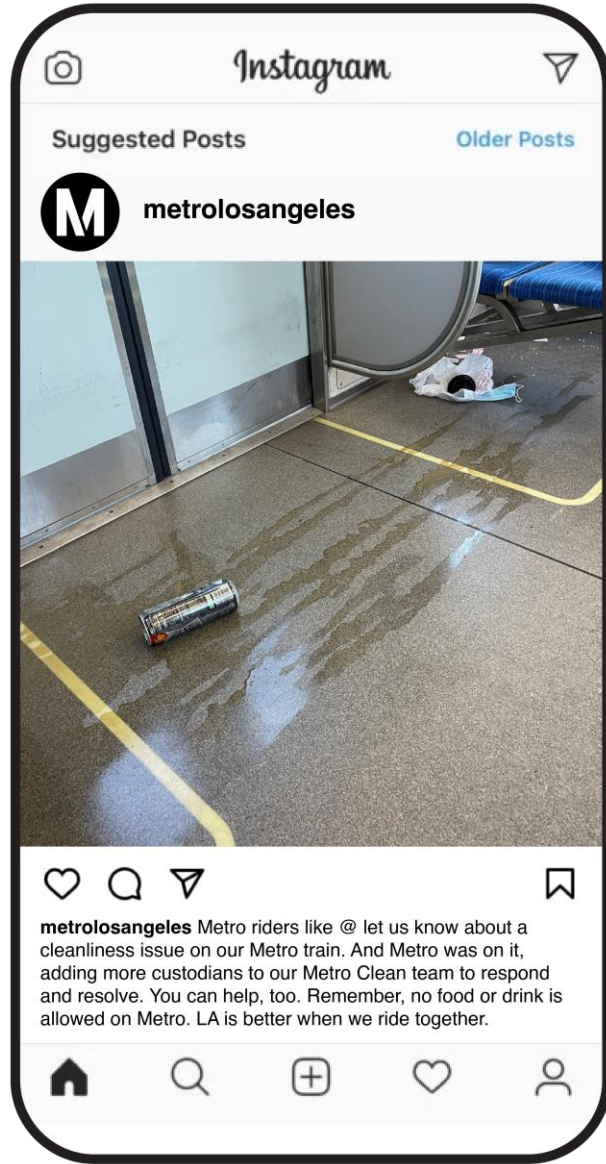
A feedback loop is key to the engagement, and we will respond

You said **x was a problem.**

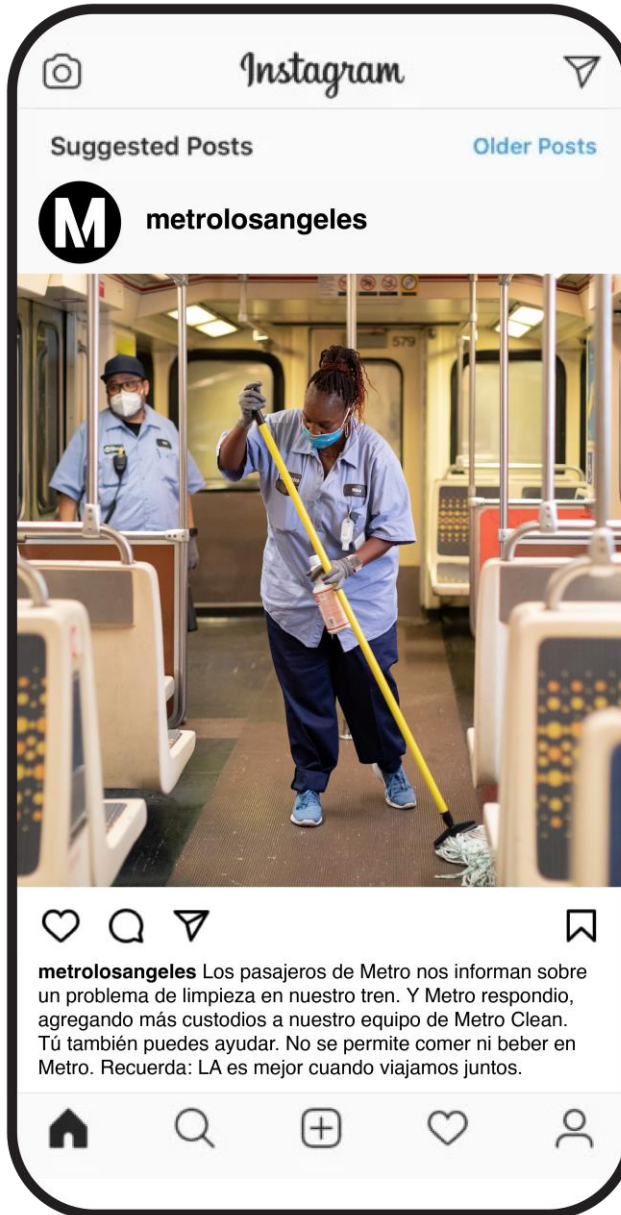
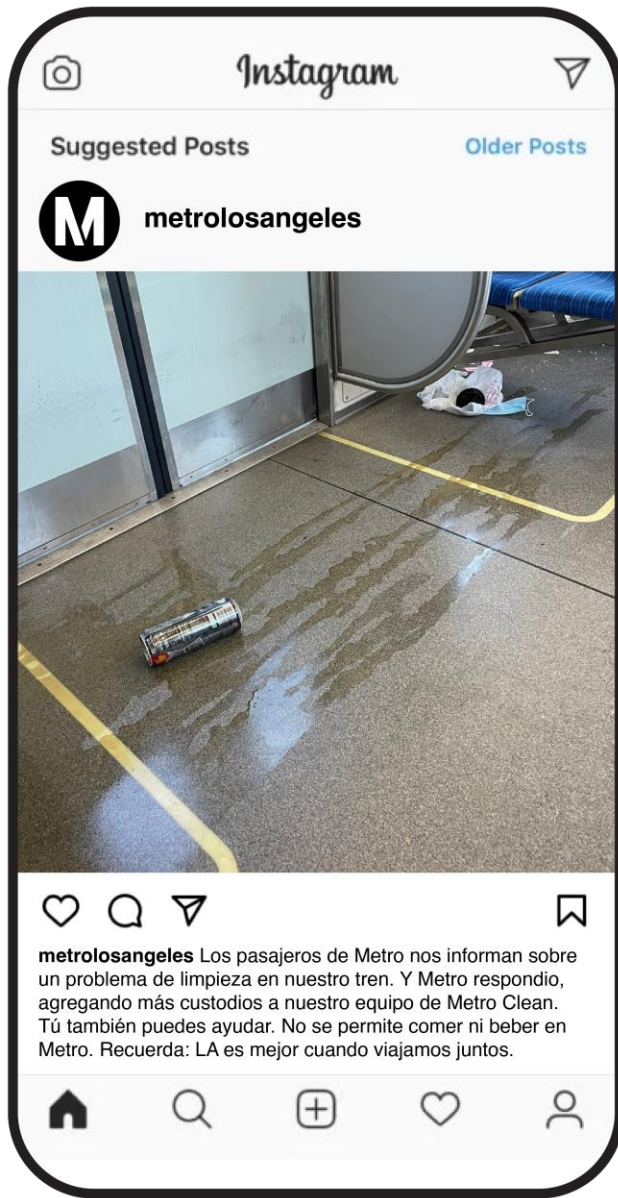
We are doing **y to fix it.**

You can do **z to help.**

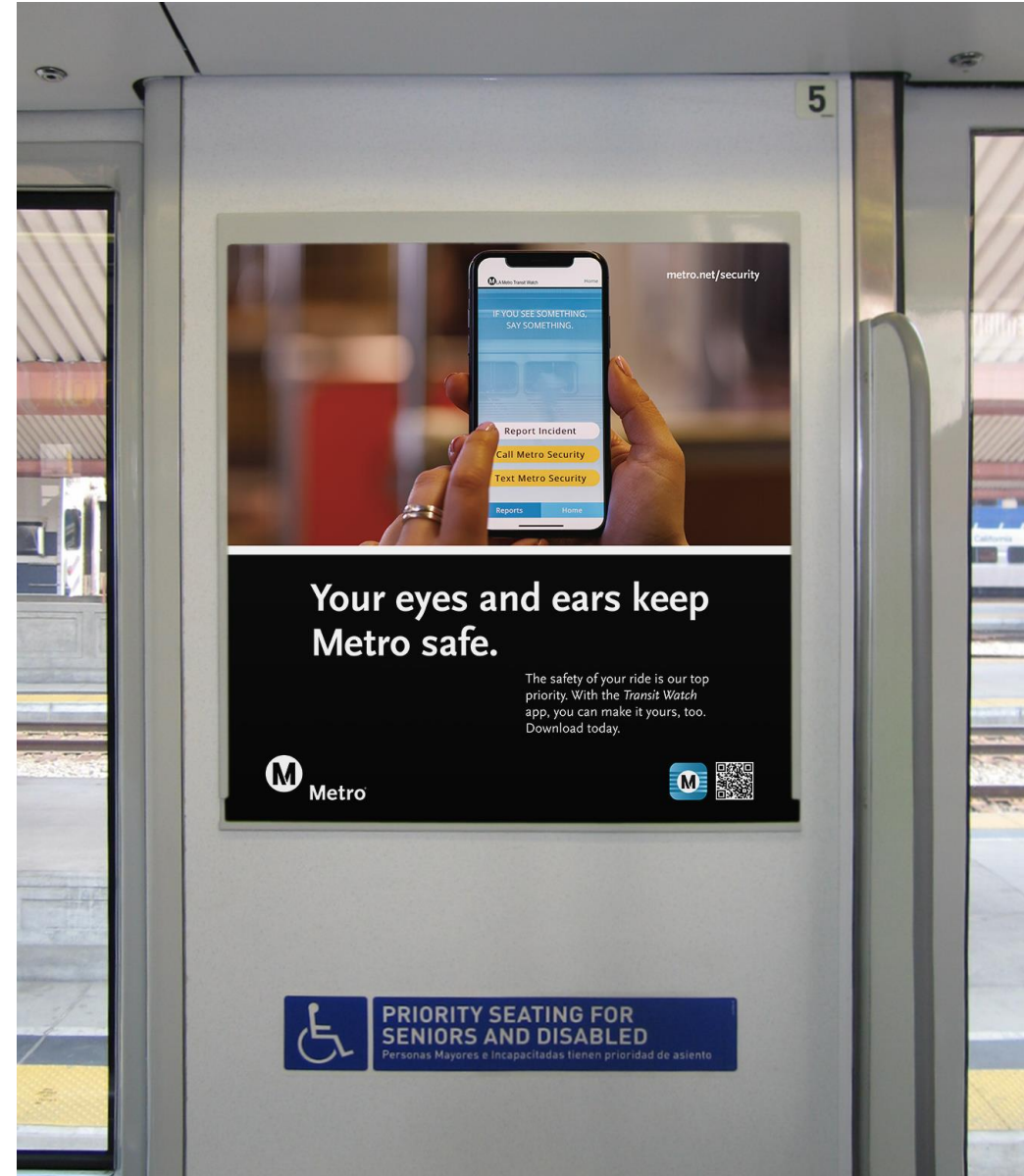
Here's how it might look on social media



... and not just in English

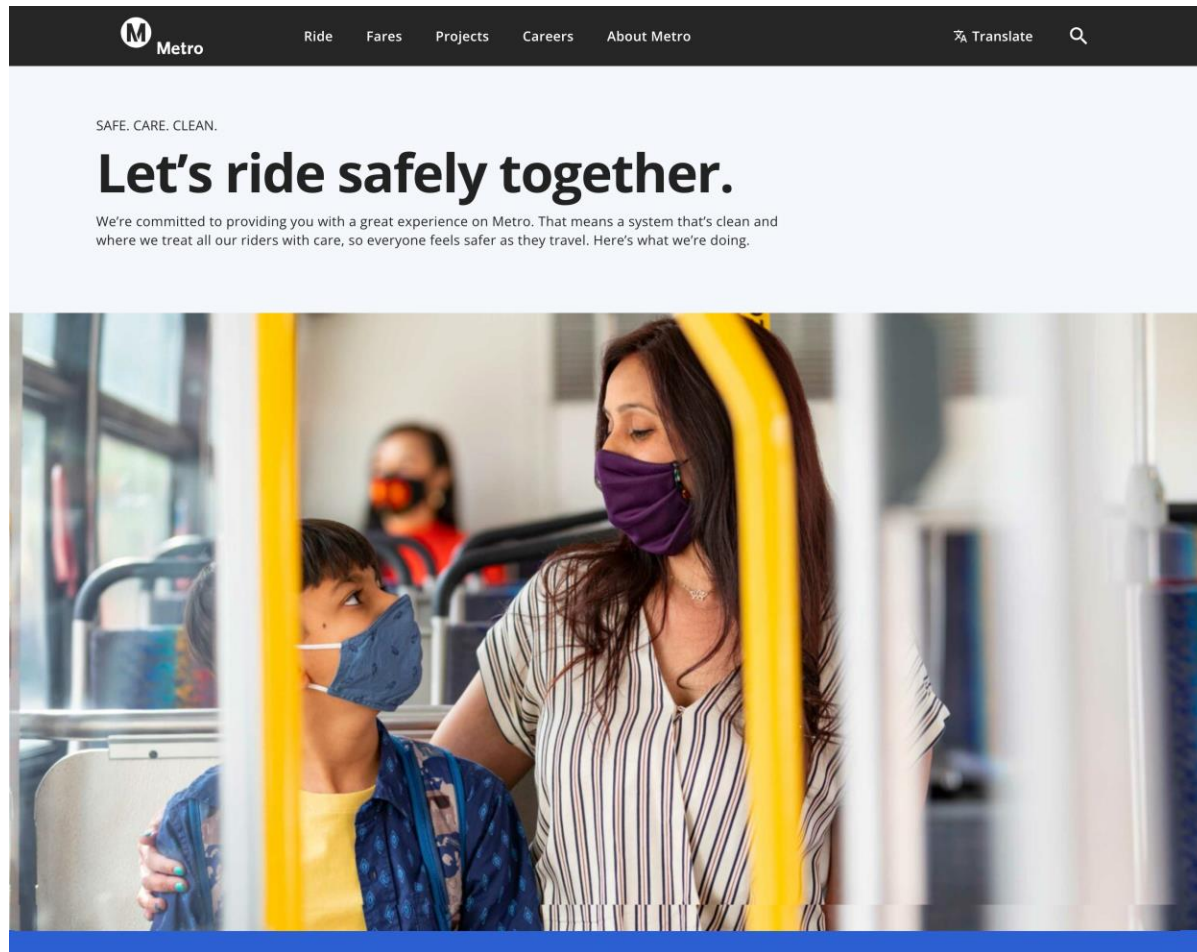


...on our system in English and Spanish



We'll make safety information both easy to understand and easy to find

METRO SAFETY PAGE



SOCIAL MEDIA RESPONSES

- M** (1/3) Hi Jane. Thank you for riding — we appreciate it. We're sorry you had a sour experience and we're glad you're okay. We want you to know we're spending a lot of time + \$s on more staff, more tech, more basic upgrades to make our system safer (more).
- M** (2/3) That means more homeless outreach staff, Transit Ambassadors to help riders and help us quickly fix problems, new lighting and blue light call boxes. And more fare checks — to ensure our system is used by riders. (more)
- M** 3/3) We have work to do. You know it, we know it. If you need to reach our security team, pls call [888.950.SAFE](tel:888.950.SAFE) (7233) or text 213.788.2777. Our Transit Watch app can also be used to report issues — it's avail in the App Store and Google Play. Tx for reaching out!

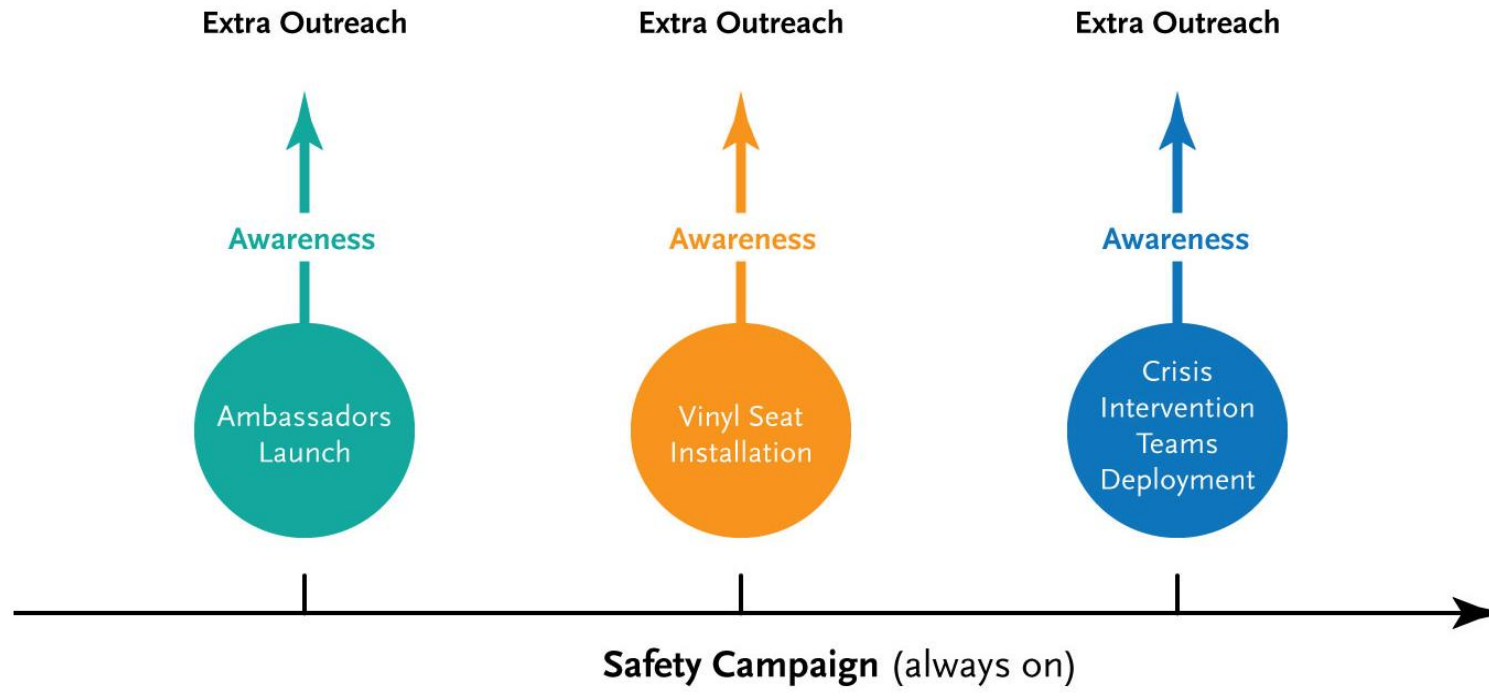
[Everyone can reply](#)

We'll communicate honestly and transparently every way we can

- Email to customers and community members who have subscribed to receive communications
- Ads and advertorials in hyper-local general market and ethnic newspapers and digital publications
- Media interviews and editorial meetings to discuss our approach to public safety
- CEO and staff pop-ups at bus hubs
- Street teams passing out information about safety initiatives

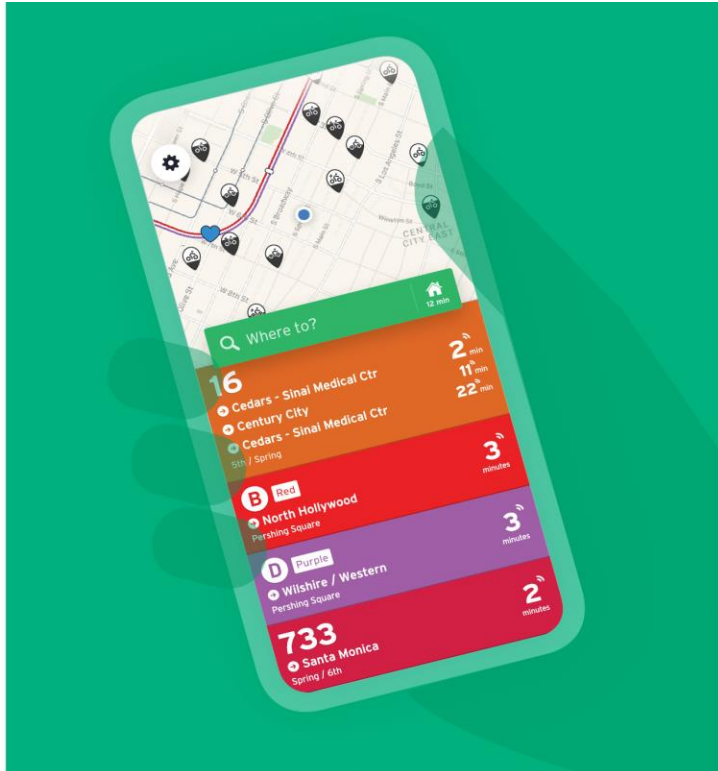
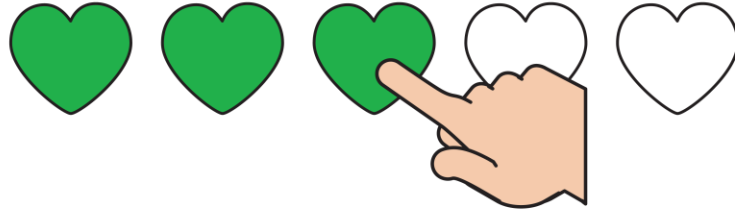
... and more

And as we reach each new milestone, we'll talk about it in a big way



Most importantly, we'll keep asking our customers for feedback

How did we do?



TRANSIT APP



CUSTOMER CENTER



IN PERSON ON THE SYSTEM

How will we measure success?

- Positive **changes in actual safety, and perception of safety** on Metro as measured by customer surveys and market research
- **Increases** in downloads and usage of the *Transit Watch* app and text-reporting systems
- Improved social media **engagement** and **sentiment**
- Customer **comment** and **complaint** volume and sentiment
- And ultimately, restoring confidence that the system is safe, **increasing ridership**

Next Steps - by end of September

- Finalize website, press and digital materials
- Create and distribute social media tool kits for Board use to amplify messaging
- Begin marketing and public relations roll-out