



Board Report

File #: 2025-1055, **File Type:** Oral Report / Presentation

Agenda Number: 31.

EXECUTIVE MANAGEMENT COMMITTEE JANUARY 15, 2026

SUBJECT: CUSTOMER EXPERIENCE UPDATE

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral report on recent Customer Experience campaigns and initiatives.

ISSUE

Over the past quarter, the Customer Experience (CX) Cabinet continued to advance Metro's strategic priorities by improving customer journey, improving brand representation and increasing revenue opportunities. Within the CX Cabinet, the Marketing, Public Relations, Social Media, Events, Revenue Generation and Partnerships teams launched several key programs and initiatives that are contributing to ridership growth, brand trust, system safety and community engagement.

EQUITY PLATFORM

The Customer Experience Cabinet works to ensure all campaigns, initiatives, and programs are accessible, culturally relevant, and responsive to the needs of Metro's diverse customer base. This collaboration helps embed equitable practices in all aspects of customer communications, engagement, and service delivery. The Customer Experience Cabinet has worked with the Office of Civil Rights, Racial Equity and Inclusion (OCRREI) on campaigns including the LIFE and GoPass Programs as well as partnership engagements including The Taste of Soul and Korean American Festival.

These initiatives underscore Metro's commitment to providing a safer, more reliable, and more welcoming transit experience for all riders. Through the integration of marketing, communications, community partnerships, customer service, and arts programming, the Customer Experience Cabinet continues to elevate Metro's brand, support revenue generation, and strengthen public trust-positioning the agency for upcoming service expansions and major international events.

Additionally, across the Customer Experience cabinet, materials are produced in multiple languages and media relations team can do live interviews to disseminate information in English and Spanish and works across multi-cultural media to ensure news and other updates are distributed in as many languages as possible to reach different cultural groups.

VEHICLE MILES TRAVELED OUTCOME

VMT and VMT per capita in Los Angeles County are lower than national averages, the lowest in the SCAG region, and on the lower end of VMT per capita statewide, with these declining VMT trends due in part to Metro's significant investment in rail and bus transit.* Metro's Board-adopted VMT reduction targets align with California's statewide climate goals, including achieving carbon neutrality by 2045. To ensure continued progress, all Board items are assessed for their potential impact on VMT.

As part of these ongoing efforts, this item is expected to contribute to further reductions in VMT. This item supports Metro's systemwide strategy to reduce VMT through customer experience activities that will improve, benefit and further encourage transit ridership, ridesharing, and active transportation. Metro's Board-adopted VMT reduction targets were designed to build on the success of existing investments, and this item aligns with those objectives.

While this item does not directly encourage taking transit, sharing a ride, or using active transportation, it is a vital part of Metro operations as it builds awareness of service through advertising, social media and media relations; improves the overall customer experience through wayfinding and customer service; and better understands customer sentiment and priorities enabling Metro to strengthen its service. Because the Metro Board has adopted an agency-wide VMT Reduction Target, and this item supports the overall function of the agency, this item is consistent with the goals of reducing VMT.

*Based on population estimates from the United States Census and VMT estimates from Caltrans' Highway Performance Monitoring System (HPMS) data between 2001-2019.

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Stephanie Wiggins
Chief Executive Officer

Summer is Here Station 

 Exit Florence Av/La Brea Av



Customer Experience Update: Marketing, Public Relations, Partnerships and Revenue Generation Metro Executive Committee

January 15, 2026



Code of Conduct Campaign

Not everyone loves your Champagne Papi playlist.

Please, keep it down on Metro.

No hacer escándalo.



Violators may be removed and fined.

Download the EA iTrack Watch app.
For Code of Conduct information,
scan the QR code.



LACUTE ADAMS-COBB 8-10, 1994

Unless you actually were raised by wolves.

Please, no littering on Metro.

No tire basura.



No items may be removed and fired.

Download the JCI Trust's Watch app.
For Code of Conduct information,
scan the QR code.



LAOIRP, ACPAP, COC, 5 mg/d

No weapons.

In case you missed that, we said "No weapons."

No cargar armas.



The doors may be removed and fixed.

Download the LA Times Watch app.
For Code of Conduct information,
scan the QR code.



LAC 119-1.1022 IN CODE 5490-10

Code of Conduct Campaign

- Metro asks that riders conduct themselves in a way that shows respect for fellow riders, Metro employees, vehicles and facilities.
- To encourage everyone to follow the code and make transit a positive experience for everyone, in September, Metro launched an educational campaign to increase awareness of and adherence to Metro's Code of Conduct.
- Our strategic approach is to leverage humor/tongue-in-cheek creative to appeal to younger riders and promote on Metro's system. Creative is funny, conversational, but serious when it needs to be.

% Satisfied with

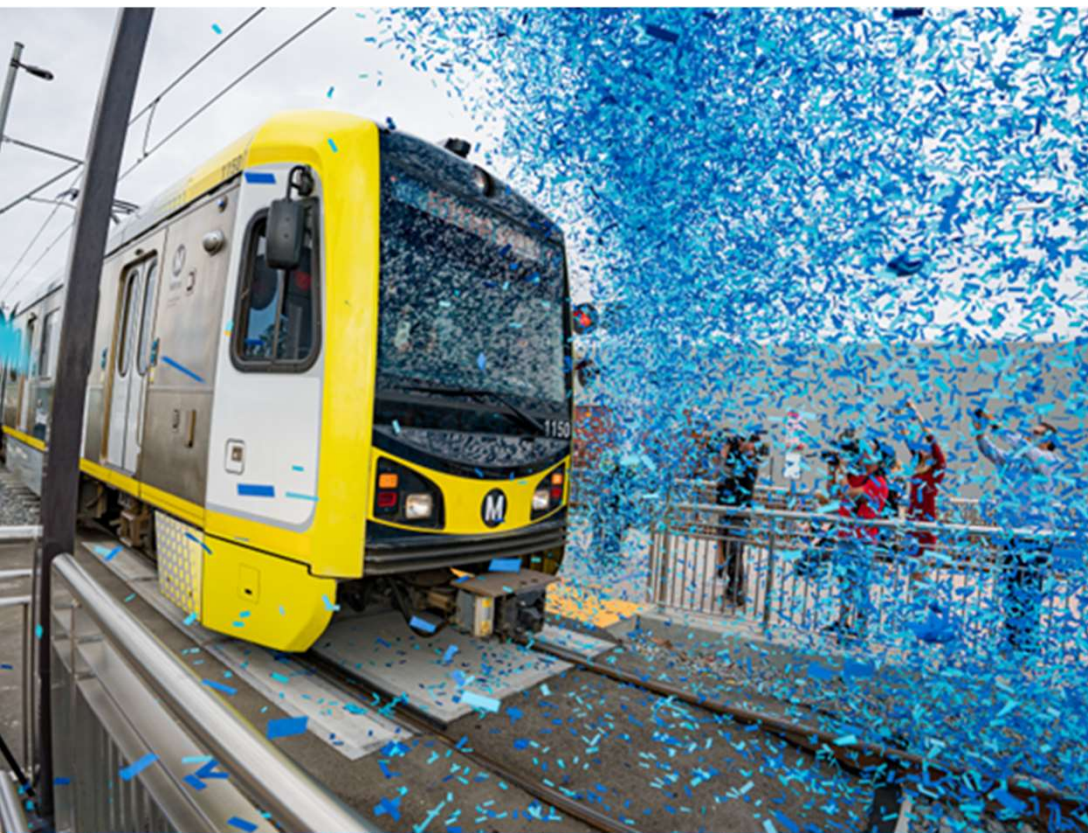
Metro Overall	87%
Enforcement of Metro rules	71%
Safety from crime	63%
Behavior of other riders	58%

CX Pulse Oct 2025

Top Transit Watch App Categories

- 1 Smoking/Alcohol/Drugs
- 2 Fight or Disturbance
- 3 People Experiencing Homelessness
- 4 Litter/Trash
- 5 Eating/Drinking & Related Messes
- 6 Harassment
- 7 Loitering/Blocking
- 8 Loud Music
- 9 Suspicious Activity
- 10 Persons in Need

January – June 2025



COME CELEBRATE WITH US! LA COUNTY'S NEWEST METRO A LINE STOPS ARE HERE. LET'S PARTY TOGETHER!

9.19. 2025 **THE ROCK THE RAILS** 11:30AM to 3PM

ENJOY LIVE BANDS AND DJS DELICIOUS EATS COMMUNITY FUN BE PART OF THE MOMENT!

GLENDORA STATION
CIAO BELLA ICE CREAM DJ LIBRA FEISTY FISH POKE SABROSO!

SAN DIMAS STATION
DJ HENRY ESPARZA LA FIESTA MEXICAN CUISINE
HANG LOOSE HAWAIIAN SHAVE ICE TRUCK ST. FLORIAN CATERING

LA VERNE/FAIRPLEX STATION
ALBERT'S MOBILE ICE CREAM DJ A.O. RICHEEZE STOP BYE CAFÉ

POMONA NORTH STATION
ASIAN STREET FOOD EL CHURRO PANZON JOHN QUE'S SMOKEOUT
MARISCOS JALISCO PASADENA DESSERT CO. VCHOS

WITH LIVE PERFORMANCES BY
APOLLOSON DJ ALEKS LUNAVINE RMB THE PAPER CUTOUTS
TEQUILA, TEQUILA VELCRO WALLETS



A Line Extension Grand Opening

A Line Extension To Pomona

To help support the opening of the A Line Extension, the CX team conducted the following efforts:

- Event:
 - Grand Opening Event
 - Community Events at each station
 - Rock the Rails
- Media Relations:
 - Pre-event media outreach for grand opening coverage
 - On-site support and facilitated interviews for Metro executives with media on-site before the event.
 - Post-event media follow up
- Social Media:
 - Teaser videos with college mascots
 - Videos with emcee Wil Wheaton
 - Pre-opening awareness campaign
 - Live updates opening day
 - Post-opening content
- Out of Home:
 - Creative advertising campaign spoke to three key audiences: students, Latino and destination riders.

Metro Los Angeles reposted



LA Metro Rider Alerts @metrolaalerts · Nov 2



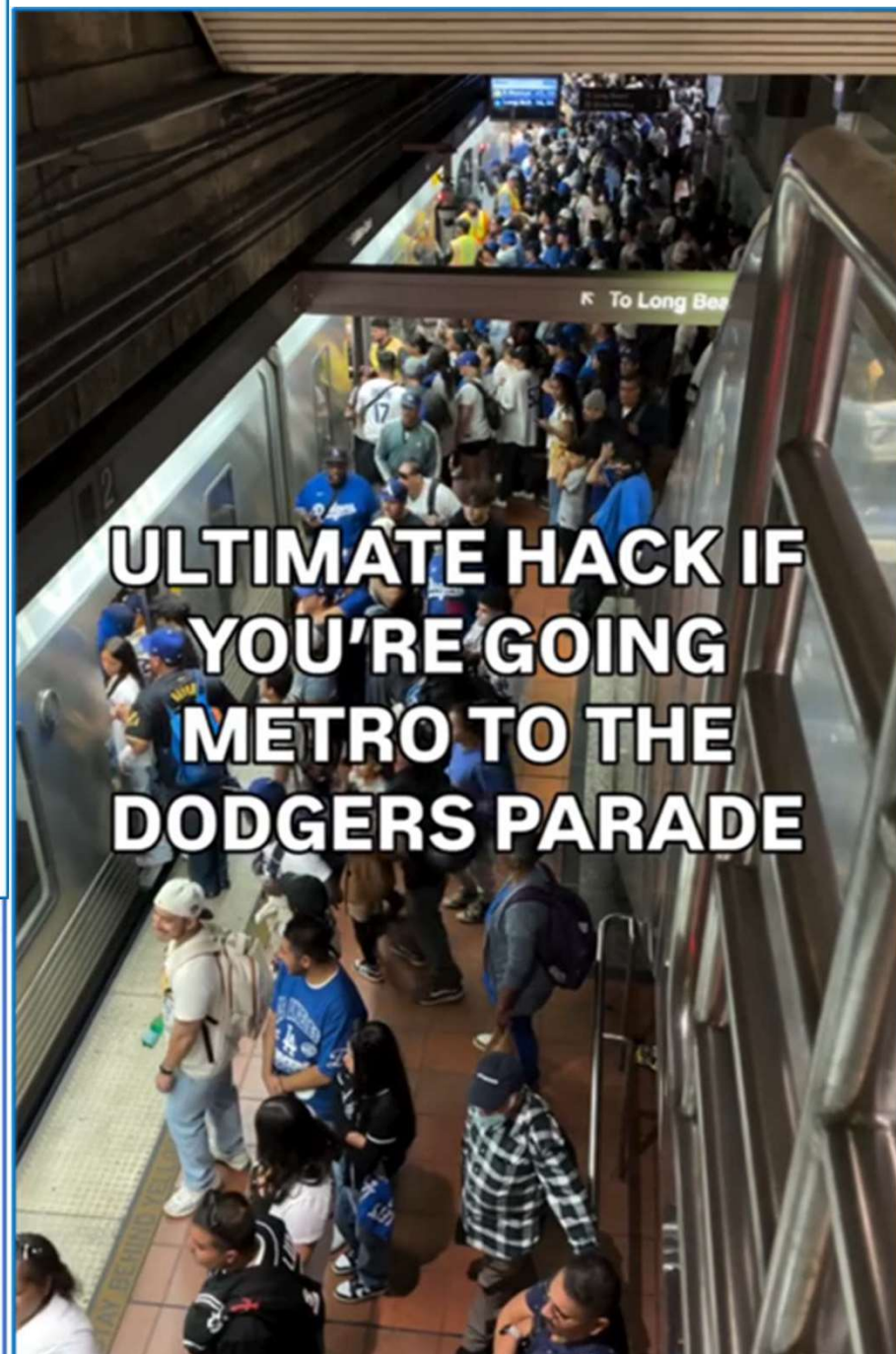
Go Metro to the Dodgers Parade on Monday 11/3 in DTLA! How to ride:
wp.me/pfeql1-BQn

Bus lines 4, 10/48, 14/37, 16, 18, 20, 28, 30, 40, 45, 53, 55, 60, 62, 66, 70, 76, 78, 81, 90, 92, 94, 460, 487, & J LINE will be on detour from 3 am - 4 pm.

Detour info below.



From thesource.metro.net



2025 Dodgers World Series Celebration

2025 Dodgers World Series Celebration

To support of Metro's ongoing efforts to grow ridership and awareness around special events including the Dodgers World Series playoff games and the Dodgers World Series Celebratory parade, the CX Team:

- Distributed a series of media advisories urging fans to use the Dodger Stadium Express to the World Series games and the celebration events.
- Provided on-site support for riders at various stations in and around downtown LA.
- **75,000+ new users** visited Metro.net between Oct. 30 and Nov. 2.
- Metro.net experienced a 78.3% increase in active users the day before the parade as people planned their trip, largely driven by search.
- The day before the parade, organic search traffic spiked to ~18k, a 50% increase over expected.
- The day of the parade total page views on Metro.net: 137% increase on Monday versus the Monday average for the past 3 month.
- The Source had 33,045 total page views alone, 2,461.5% increase in active users.
- According to an in-the-moment survey, 88% of riders were very happy with their Metro experience on parade day.
 - Riders were most satisfied with planning their trip and finding the right bus/train which is a great indicator for future major events.
 - Satisfaction with comfort of riding and parking at Metro stations improved relative to 2024.



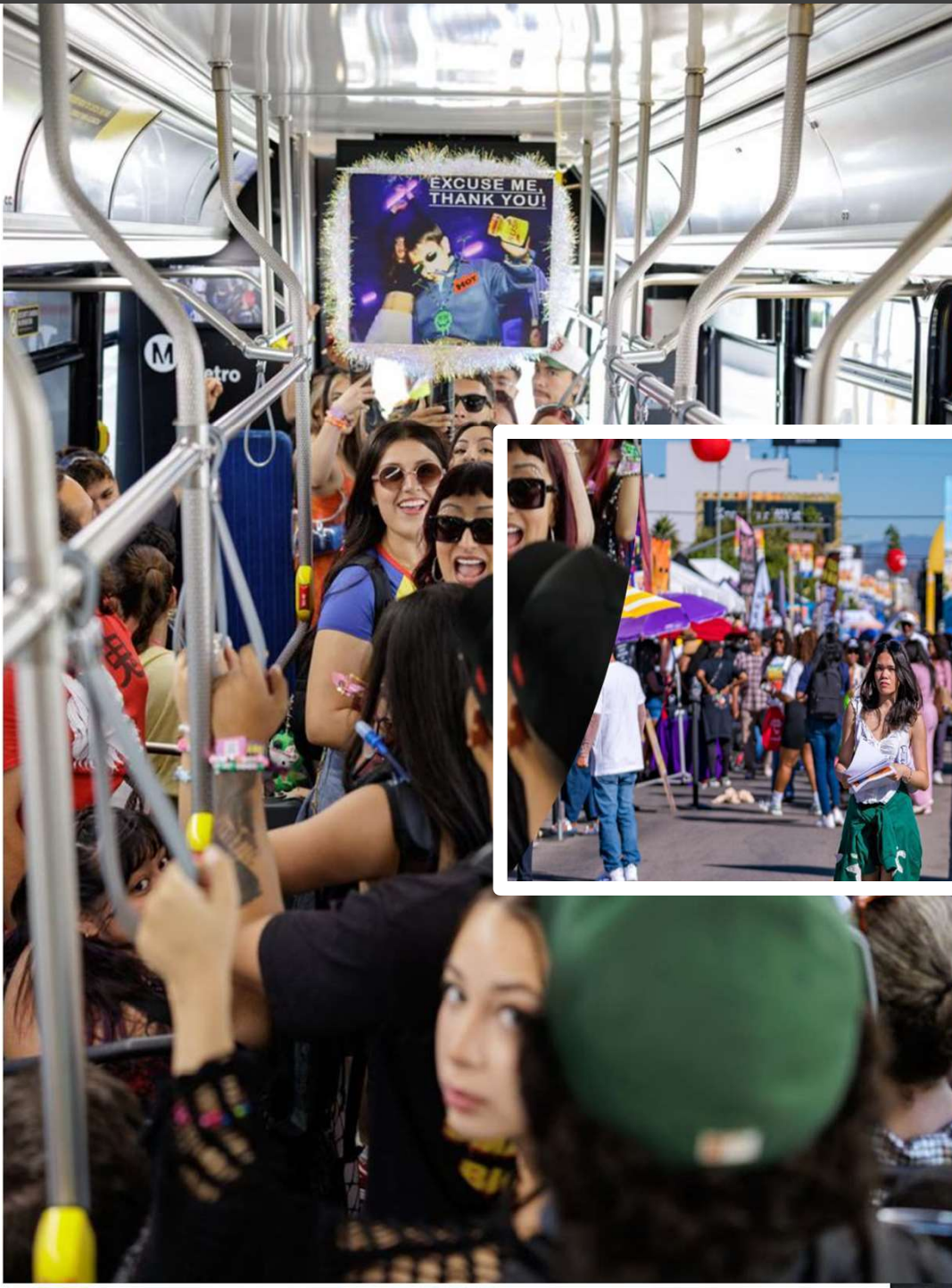
LAFC Integrated Ticketing Partnership

Los Angeles Football Club (LAFC) Partnership

Metro is building World Cup–level readiness through an integrated, scalable model—leveraging our LAFC partnership, targeted media, and culturally resonant fan engagement—to elevate the fan journey and position Metro as the mobility backbone for major global events.

- In August 2025, global soccer icon Son Heung-min made headlines by joining LAFC in one of the most significant signings in MLS history. His arrival carries deep cultural relevance—particularly in Los Angeles, home to one of the largest Korean communities in the U.S.
 - Activations included a station takeover and on-site pop-up on August 31 and a Fan Ride Along on October 5, hosting over 100 fans
 - Metro’s LAFC content outperformed industry benchmarks, this success demonstrates Metro’s growing brand love and cultural relevance.

Partnerships



Partnerships

Continuing our ongoing efforts to increase ridership, Metro implemented several partnerships over this Fall including:

- Taste of Soul – October 18
 - Ridership on the K Line rose to 12,129 on 10/18, an increase of 30% from the previous week.
 - Both the Expo/Crenshaw and MLK Jr. stations saw an increase in traffic on October 18th compared to the weekend before: MLK Jr. – 452%↑ and Expo/Crenshaw – 45%↑
- Korean American Festival – October 16-19
 - Wilshire/Normandie Station (D Line) - Ridership up 25% ↑
- Camp Flog Gnaw – Nov 22-23
 - LA Union Station (A/B/D Lines) - Ridership up 13% ↑

** All metrics compared to previous weekend*

New Revenue Generation/Advertising

The VenHub logo features the word "VenHub" in a bold, black, sans-serif font. A small red square is positioned above the letter "b".The L.A. Care Health Plan logo consists of a blue square icon with a yellow sunburst and a red heart, followed by the text "L.A. Care" in a bold, black, sans-serif font, and "HEALTH PLAN" in a smaller, black, sans-serif font below it.The Cathay Pacific logo features a stylized blue bird icon to the left of the text "CATHAY PACIFIC" in a blue, sans-serif font.The Pechanga Resort Casino logo features a large, stylized black letter "P" with a white feather-like design inside, positioned above the text "PECHANGA" in a bold, black, sans-serif font, and "RESORT CASINO" in a smaller, black, sans-serif font below it.

Total Advertising Revenue from June 1, 2025, to December 1, 2025

\$14.774M (Metro revenue share \$10.776M)

Total Advertising Revenue from June 1, 2024, to December 1, 2024

\$14.147M (Metro revenue share *\$15.410M)

**minimum guarantee was not being met and was modified lower to reflect sales reality*

- **Cathay Pacific** - LAX/MTC Two-month station domination: \$80,000
- **LA Care** -Chinatown 12-month station domination: \$250,000
- **VenHub** LAX/MTC Bus side station domination and SoFi Shuttle 2026 World Cup and NFL Season: 1.642M
- **Pechanga Resort & Casino**-LAX/MTC Railside station domination: two 12-month contracts with WC & SB carve-outs: 1.6M