Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

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OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE
SEPTEMBER 17, 2026

SUBJECT: CUSTOMER EXPERIENCE QUARTERLY UPDATE

ACTION: ORAL REPORT

RECOMMENDATION

RECEIVE oral report on the quarterly Customer Experience Pulse Survey, customer experience improvements and marketing and communications campaign results.

ISSUE

Over the past quarter, the Customer Experience (CX) staff continued to advance Metro's strategic priorities by listening to our customers, taking steps to improve the customer journey, building the Metro brand and reputation, and increasing revenue opportunities. This report will provide an update on the most recent customer experience quarterly pulse survey, and share highlights of customer experience improvements, as well as marketing communications campaigns for the quarter.

EQUITY PLATFORM

The Customer Experience staff 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 staff has worked with the Office of Civil Rights, Racial Equity and Inclusion on campaigns including the LIFE and GoPass Programs as well as partnership engagements.

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 staff 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.

The work in this report 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 the highway performance monitoring system data between 2001-2019.

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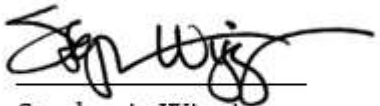


Stephanie Wiggins
Chief Executive Officer

Customer Experience Quarterly Update

September 2026

Listening to our Customers

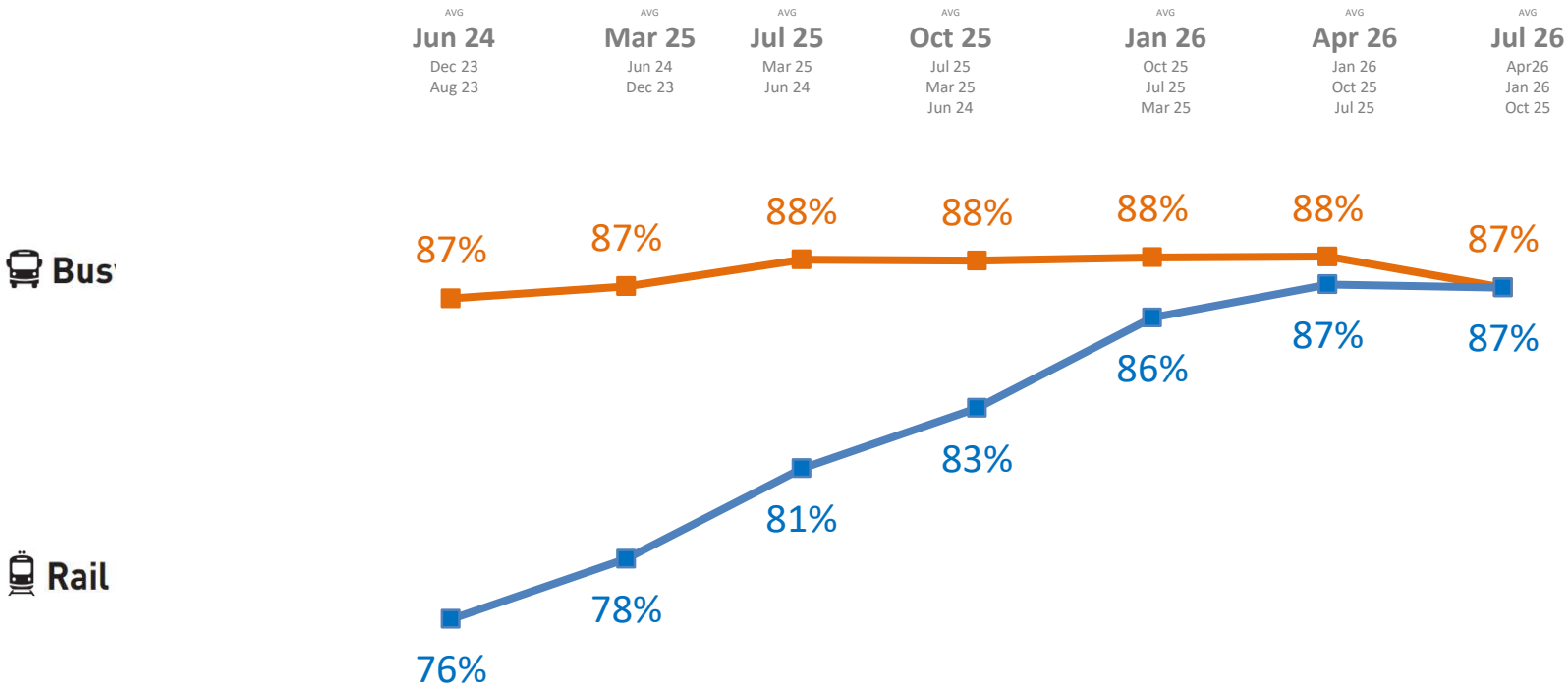
July 2026 CX Customer Pulse Survey – Key Takeaways

(Very Satisfied + Satisfied)

- Overall customer satisfaction was flat in July 2026 at 87% but has been rising steadily

Overall Satisfaction

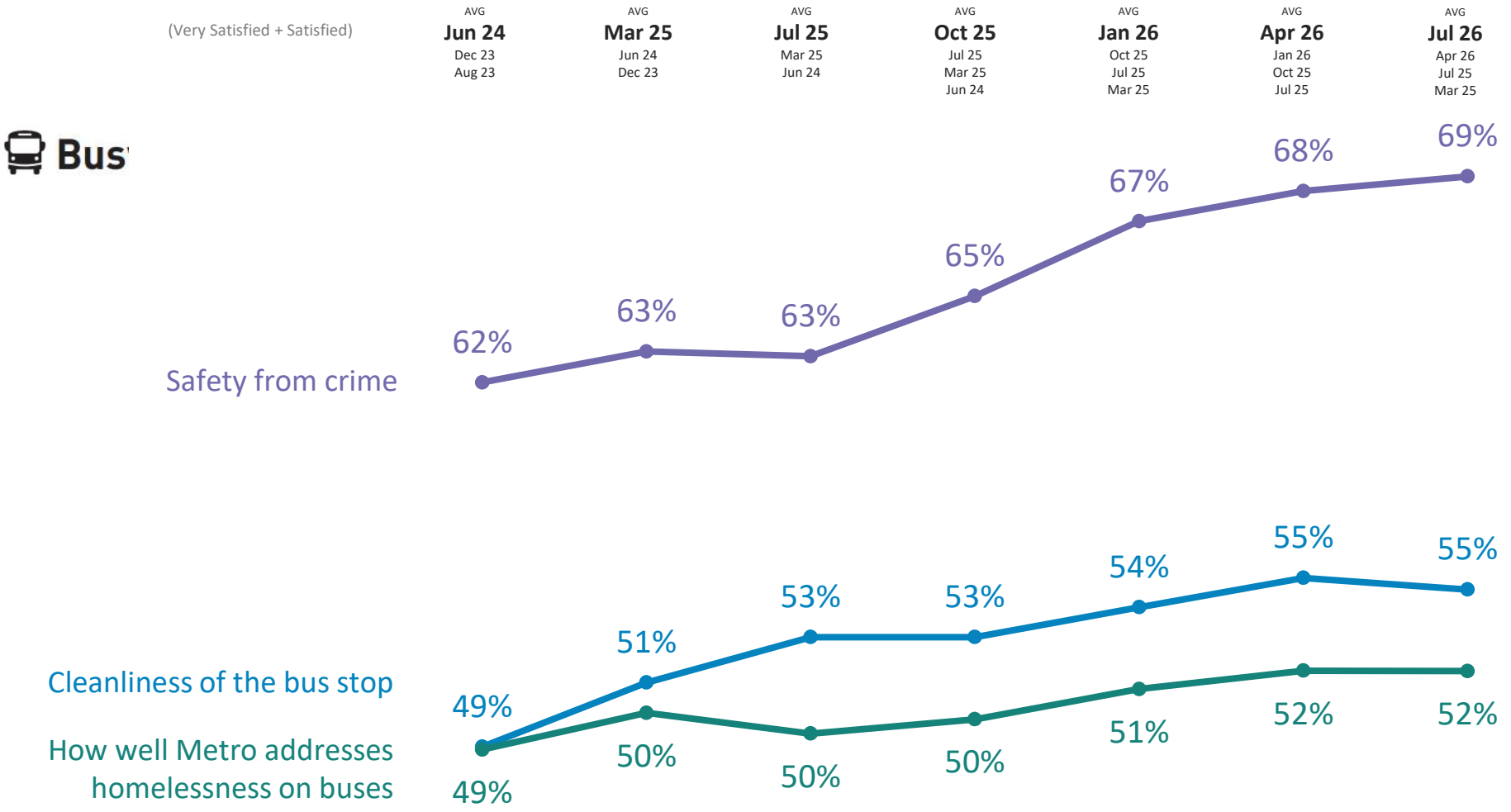
NET Satisfied



Metro

Listening to our Customers

Satisfaction with safety, cleanliness, and addressing homelessness rose in July 2026



Metro

Listening to our Customers

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Improving Every Aspect of the Customer Journey

CX Customer Improvements – Q1 FY27

The Metro Customer Journey

Consider | Research | Plan + Decide | Payment Setup | Prepare to Leave | First Mile | Wayfind | Wait | Pay | Board + Position | Ride | Exit | Transfer | Last | Customer Service

Better Customer Tools

- **150,000+** LA Metro – Official App trips planned during World Cup
- **600,000+** Contactless transactions during World Cup
- New Metro Alerts Beta page launched

Improved Wayfinding

- **Transit Hubs Wayfinding Improvement**
  - ✓ 7th St/Metro Center
  - ✓ Expo/Crenshaw
  - ✓ Willowbrook/Rosa Parks
- **GTFS Pathways Pilot Complete:** Pilot to improve digital directions in navigation apps like Google and Apple Maps

Upgraded Customer Care

- **Customer Care integration** for contactless payment
- Completed Amazon Web Services platform transition
- Ongoing Account-Based Roll-out

Metro

Growing Ridership

Building on the Success of the 2026 FIFA World Cup Integrated Campaign

World Cup Integrated Campaign Results

- 4K+ stories (100% positive/neutral)
- 4.2B Print & Online impressions
- 854% organic search lift
- 92% first-time rider satisfaction

Insights:

Early and consistent media outreach and thoughtful planning helped ensure Metro remained at the center of the story.

GETS Locations became most searched on Metro official app – indicating interest in using transit end-to-end.

Social content about World Cup performed best when talking about events with specific transit tie-ins.

Big increases in satisfaction with cleanliness, safety from crime, and customer service/support led to 83% of GETS Riders saying they are "very likely" to ride again.

Building Brand and Reputation

Leveraging Milestones as Proof Points of Metro's Improvement

Metro challenges drivers to leave car at home and take public transit

With more than 2,400 applicants, LA Metro's in-house police department off to strong start

Applicants come from Metro employees, including bus operators, as well as security officers and men and women from other PDs

VOGUE

SPORTS

The 5 Best Moments From the Opening Days of the 2026 World Cup

BY EMMA SPECTER

June 12, 2026

TRANSPORTATION & MOBILITY

Metro ridership up

Public transit sees World Cup boost

Libby Rainey has reporting on the World Cup in Los Angeles.

Published June 23, 2026 5:00 AM

Metro experienced a 57% decrease in homelessness on its transit system since 2024, marking two straight years of progress, officials announced...

WORLD CUP 26

Amid backlash over World Cup parking and transportation, LA Metro offers a solution

NEWS

Metro LA's 'Throne' public restrooms hit 1 million uses

Throne reached a milestone 1 million uses last week.

Metro

Surprising and Delighting our Customers

Metro Art Expands Region's Largest Public Art Collection

- Metro Art delivered nine new immersive D Line station artworks that enhance the customer journey and were well-received by riders and the media.

Artist Eamon Ore-Giron stands in front of his artwork at the Wilshire/La Brea Metro station on Friday, May 1, 2026, in Los Angeles. (Carlin Stiehl / For The Times)

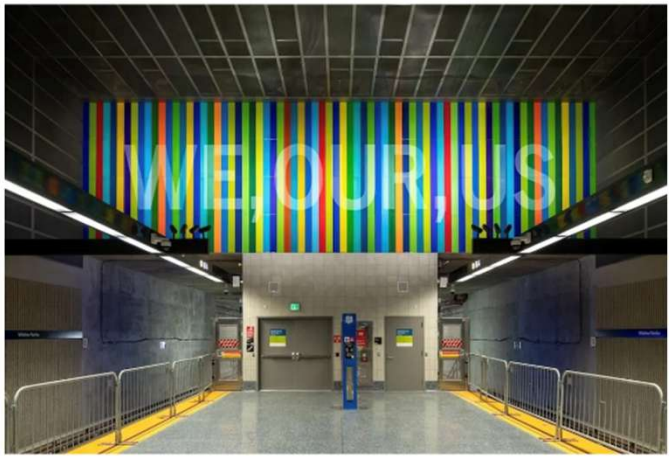
Forbes

Los Angeles Metro's Stunning D Line Art Turns Stations Into Galleries

Three new stations along the historic Wilshire corridor showcase vast murals, photorealistic drawings and Art Deco-inspired installations by nine artists.

Karl Haendel, detail of "Hands and Things," 2026: Installation view at Wilshire/Fairfax Station, LA Metro.

LA Metro's D Line Art Humanizes Public Spaces



Susan Silton, detail of WE, OUR, US, 2026: Installation view at Wilshire/Fairfax Station, LA Metro.

- New Metro Art Passageway Gallery features an art exhibition celebrating the playful nature of sport to welcome the world for the World Cup.

Metro