



Board Report

File #: 2023-0500, **File Type:** Oral Report / Presentation

Agenda Number:

**EXECUTIVE MANAGEMENT COMMITTEE
SEPTEMBER 21, 2023**

SUBJECT: MARKETING & COMMUNICATIONS QUARTERLY UPDATE

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral report on marketing and public relations activities to tell the Metro story, with a focus on earned media, as well as social media and content partnerships.

EQUITY PLATFORM

Metro's Customer Experience cabinet serves as an advocate for our customers. Metro is proud to serve a diverse region with a commitment to inclusion on our system and providing equitable mobility options. The activities shared in the report focus on generating awareness and favorability for Metro. Overall customer experience goals include growing and retaining diverse customers across Metro's portfolio of mobility options, generating awareness and excitement for Metro's transportation vision and projects, and engaging existing Metro customers in marginalized and underserved communities in shaping the future of Metro's network and service. With Metro's goal of providing more and better public transit and other transportation improvements, Metro's CX team recognizes the importance of including diverse riders in the process to plan and design these future products and services, to create an attractive transportation option with a good customer experience for all riders, regardless of background.

ATTACHMENTS

Prepared by:

Monica Bouldin, Deputy Chief, Customer Experience, (213) 431-4918

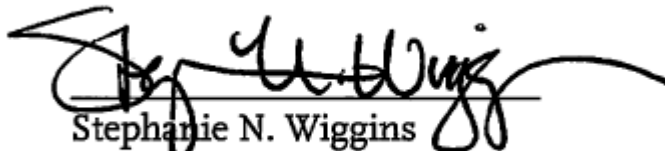
Maya Emsden, Executive Officer, Communications, Art Asset Management & Cultural Programming, (213) 922-2720

Lan-Chi Lam, Director, Revenue Generation, Partnerships and Sponsorships, (213) 922-2349

Pamela Krebs, Interim Executive Officer, Communications, (213) 431-6931

Reviewed by:

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



Stephanie N. Wiggins
Chief Executive Officer

Telling the Metro Story PR and Marketing Update

September 2023

Los Angeles Times

For L.A.'s newest underground art experience, head down to the Metro Regional Connector



Mark Steven Goodfield's glass mosaic, "The Car Bumper," in the new Historic Broadway Station, Metro's Regional Connector opened Friday. (Christina House / Los Angeles Times)

BY DESHAY NIMAN | STAFF WRITER
JUNE 12, 2023 6 AM PT



For your next art outing, head underground.

The Los Angeles Metropolitan Transportation Authority debuted its Regional Connector Transit Project yesterday, a \$4.5 billion undertaking that's been more than a decade in the making. It includes three new downtown L.A. subway stations — the Grand Ave. Arts/Bunker Hill, Historic Broadway and Little Tokyo/Arts District stops — and each are filled with ambitious new works of art.

Eight artists were commissioned by Metro to create permanent, site-specific

CALIFORNIA

Metro's new rail connector opens in downtown L.A., linking three lines, reducing transfers



Members gather along the grand opening ceremony Friday for Metro's new regional connector, which links the Japanese American National Museum in Little Tokyo, Historic Broadway and Little Tokyo/Arts District. (Los Angeles Times)

BY RACHEL URBANIA
STAFF WRITER | @RURBANIA

JUNE 12, 2023 5:09 PM PT



A 1.9-mile rail line with stops at some of downtown Los Angeles' most iconic locations opened Friday to crowds hoping to take a spin on the new trains that transit officials say were the missing link in the system.

"It's gonna be about half the time for me," said Margarita Navarrete, a city clerk who commutes from East Los Angeles. Although she has a car, she normally takes a bus to avoid the cost of parking. The new rail line's Historic Broadway Station will drop her across the street from her office.

The new Regional Connector ties together the L (Gold), A (Blue) and E (Expo) lines along one route underneath downtown Los Angeles, providing more direct access to the city's center and in many cases eliminating the need to transfer. It enables riders

LOCAL NEWS |
LA Metro celebrates opening three new stations connecting the mountains to the beaches
BY KCAL NEWS STAFF
JUNE 16, 2023 7:05 AM / KCAL NEWS



LA METRO REGIONAL CONNECTOR OPENS
L.A. Metro Regional Connector opens

52 LOS ANGELES | LOCAL NEWS | WEATHER | RESOURCES | ENTERTAINMENT | SEE THE LIST
METER
Metro adds three stations with the Regional C Angeles
It will allow passengers to travel between Azusa and Long Beach and between East Los Angeles and Santa Monica without transferring.
By City News Service - Updated on June 16, 2023

Little Tokyo/Arts District
BUNKER HILL ES LA TERCERA NUEVA ESTACION DE METRO
The downtown Los Angeles rail system received a major makeover Friday with the opening of the project known as the Metro Regional Connector.

FOX11 | Live | News | Good Day LA | Contests | TV Links | Pride

LA Metro opens 3 new underground stations

By CNS Staff | Published June 16, 2023 9:43AM | Downtown LA | City News Service



New LA Metro Regional Connector opens
The downtown Los Angeles train system is getting a major facelift.

LOS ANGELES - The downtown Los Angeles train system got a major facelift Friday with the opening of the roughly \$1.8 billion Regional Connector project, which adds three underground stations and will allow riders to travel between Azusa and Long Beach and between East L.A. and Santa Monica without transferring.

PROACTIVE APPROACH TO PR AND SOCIAL MEDIA



In Depth: LA Metro

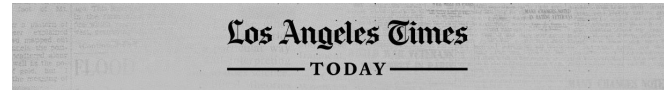
By Hal Eisner and Hunter Lowry | Published August 13
| FOX 11



In Depth: LA Metro

In segment one, Hal is joined by LA Metro CEO Stephanie Wiggins to talk about some of the recent changes and challenging issues affecting the Metro. Then, Metro Art Executive Officer Maya Emsden joins Hal to talk about the art sponsored by the transit agency.

LOS ANGELES - In segment one, Hal is joined by LA Metro CEO Stephanie Wiggins to talk about some of the recent changes affecting the



CALIFORNIA

LA Times Today: The status of L.A. Metro trains' drugs, crime and planned solutions

Watch L.A. Times Today at 7 p.m. on Spectrum News 1 on Channel 1 or live stream on the Spectrum News App. Palos Verdes Peninsula and Orange County viewers can watch on Cox Systems on channel 99.

APRIL 20, 2023 7:23 AM PT



Getting commuters to use the L.A. metro system has been a tough sell. Ridership on L.A.'s trains fell sharply during the pandemic. Many people don't feel safe because of crime and rampant drug use. But officials are trying to change that.

Metro Chief Executive Stephanie Wiggins joined L.A. Times Today to discuss the agency's efforts to get riders back on the rails.



Eyewitness Newsmakers: Metro leaders share plan to better tackle security

By Marc Brown and Kristie R. Sihn
Sunday, July 16, 2023



LOS ANGELES (KABC) -- In a city grappling with a homeless crisis, Metro is not immune.

Drug abuse, assaults and concerning behavior by people suffering with a mental illness can put riders at risk and force others to avoid trains and buses at all.

The total number of "Part 1 crimes" - which includes crimes like assault, burglary, robbery, rape and homicide - from January through May 2023 has remained relatively steady compared to 2022. It's down 5% from 2019.

However, it's important to focus on some specific crimes to better understand this data.

PROACTIVE APPROACH TO PR AND SOCIAL MEDIA



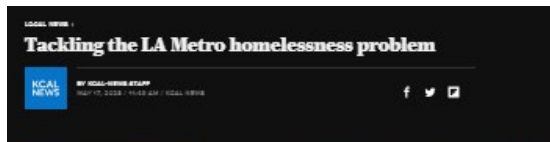
How L.A. Metro is addressing safety at its most dangerous station

Annie Rose Ramos

2 months ago



With around 20,000 passengers passing through it each day, the Westlake/MacArthur Park Station is one of L.A. Metro's busiest. It is



An outreach program that was started by LA Metro 5 years ago is now expanding to help with the homelessness issue taking over passenger cars.

LA Metro has been working with LA County's Housing for Health and numerous non-profits on creating and sending in teams, including mental health experts and outreach staff.

These members will be wearing purple vests and day after day they will be interacting with people who need their services.

Metro LA is now doubling the number of teams it is funding, adding an additional 8 people to help assist the homeless.

Mark Lewis, with PATH, has been serving the community for over 25 years and he explains why the issue hits close to home for him.



Outreach team deployed to help homeless people on LA's Metro transportation system

Wednesday, July 12, 2023



Members of Metro outreach teams are tasked with roaming the transit system seven days a week, helping homeless people by providing them with much-needed services.

LOS ANGELES (KABC) -- Members of Metro outreach teams are tasked with roaming the transit system seven days a week, helping homeless people by providing them with much-needed services.

When **PATH teams** approach "a potential client, we start off with hygiene kits because it's an ice-breaker," said William Armstead. "And then we attempt to engage them and ask them what the client's needs are."

Karen Barnes, PATH's associate director, explained: "We locate people who are using the (transit) system for shelter and we try to connect them to services and hopefully to housing."

"Outreach is really about making that connection," Barnes said, "really meeting people where they're at and building a strong relationship with them, in order to help people realize that there is hope."



(AP Photo/Damian Dovarganes)

INSIDE THE ISSUES

Metro CEO on keeping public transportation safe

BY INSIDE THE ISSUES STAFF | EL SEGUNDO
PUBLISHED 10:00 PM PT JUL. 13, 2023

"Inside the Issues" host Alex Cohen speaks with Metro CEO Stephanie Wiggins about how to keep public transportation safe.

Then, Jeff Olivet — the executive director of the U.S. Interagency Council on Homelessness — discusses the Biden administration's All Inside initiative to address homelessness.

And later, the newest member of the Los Angeles City Council, Imelda Padilla, talks about her goals for her district.

REAL-TIME FACT CHECKS

M Metro Los Angeles
@metrolosangeles

FACT CHECK: This tweet has misrepresented the truth. The first photo is of two of five people arrested just off Metro property for selling counterfeit pharmaceuticals. The second photo is unrelated to the first incident. Fare evasion on Metro is not an arrestable offense.

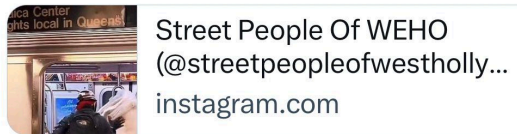
[twitter.com/_ClaraHarter/s..](https://twitter.com/ClaraHarter/s..)

This Tweet was deleted by the Tweet author. [Learn more](#)

2:12 PM · May 20, 2023 · 34.6K Views

37 Reposts 16 Quotes 234 Likes 7 Bookmarks

Alex Villanueva @AlexVilanueva33 · 1d ...
I'm speechless. Um, @metrolosangeles, care to comment? @LACountyBOS? @MayorOfLA? Anyone?



7 comments 10 retweets 33 likes 2,326 views

M Metro Los Angeles
@metrolosangeles

That's New York.

M Metro Los Angeles @metrolosangeles · Aug 20
This is a ride at Universal Studios. Duh.

Mexican Rug Dealer @DealinRugs · Aug 20
The LA Metro Station on Wilshire/Vermont is flooding from the storm 🤔



Readers added context

This is a joke tweet however it is being misinterpreted as fact. This is the "Earthquake" part of the Studio Tour in Universal Hollywood Studios park. t.co/KWulE1ZOp7

Do you find this helpful?

Rate it

165 replies 861 retweets 7,663 likes 1.1M views

TrashxPanda @TrashXPandaArt · Aug 20
Lol nice one

1 like 50 views

BungJawstin.eth @BungJa... · 23h ...
Who all they got as social media behind the @metrolosangeles handle 🤔

1 reply 75 views

Xrayna @XraynaQueen · Aug 21
🤔🤔🤔

7 views

Kathleen - A'TIN / STARS / ARMY ... @misz_caitly... · Aug 20
Hahaha.. that's not even how the Wilshire/Vermont station looks like 🤔🤔

446 views

jennifer @jenwouldd · Aug 20
🤔🤔🤔

108 views

Plmnm (parrot) @Plmnm · Aug 20
Well designed.

109 views

Lola @LolaLa720 · Aug 21
LA Metro got jokes

Regional Connector Media Coverage

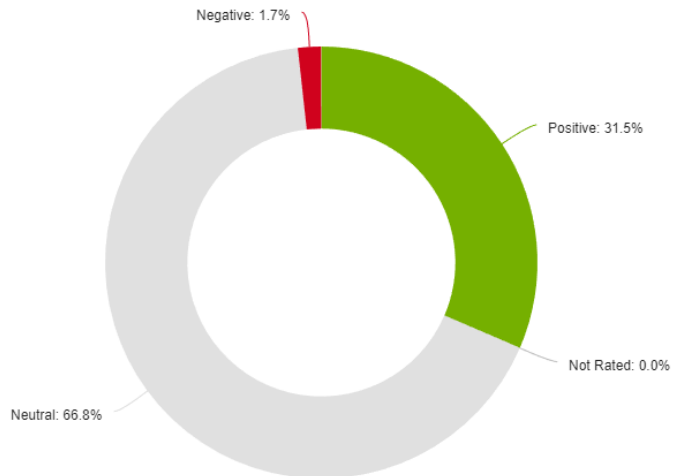
Results:

- Stories: 629
- Impressions: 2B
- Ad Value: 23M+

Sentiment:

- 98.3% of sentiment positive or neutral

Sentiment ⓘ



Customer Excitement on Social Media



metrolosangeles Los Angeles, California

metrolosangeles just us? 2d

littlescienceguy Love this meme! 2d 1 like Reply

tsahibanton this was my son This morn 2d Reply

yestrask Took 25 years but finally this day I moment for our beautiful city 2d 6 likes Reply

colinderr Looking forward to stop by Little T out the new station and riding out to Santa I by the beach on Saturday! 2d 3 likes Reply

deidrefrancisco How awesome! I'm planning a trip out for next summer with my son. I'll be sure to add the Metro to our list after sharing this- especially with the new little Tokyo stop. He loves Japanese food. Thanks for sharing ❤️

1d 3 likes Reply

— View replies (1)

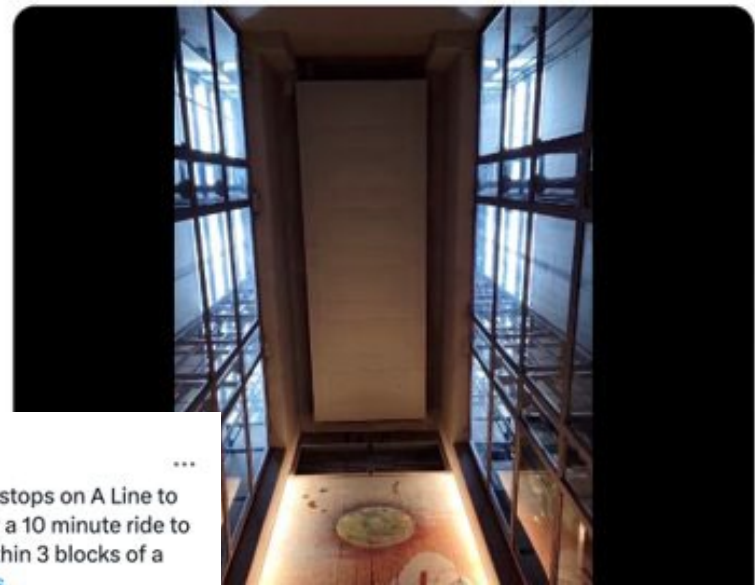
noigbrittany Great info!! I see LA is really trying to step its public transportation game up. Love it!

1d 4 likes Reply

— View replies (1)

Justin? more like **tin** @marxling · Jun 16

Grand Av Arts/Bunker Hill station is so deep that the only way to get from the concourse level to street level is through a set of elevators. Waiting for my elevator here felt like a cathedral-like experience.



Roberto Ignacio Díaz @robertissimus · 1h

Loving the new airy, art-filled Little Tokyo/Arts District station; happy it will be the best station for me to switch from the A to the E line to get to USC. All this can be a game changer for @metrolosangeles!



momvidax4 Love that you guys call it Metro here in Montreal, Canada we also call it the Metro. Le Metro en francais 😊

🔖

You Retweeted

Kirill Safin @kvsafin · 48m

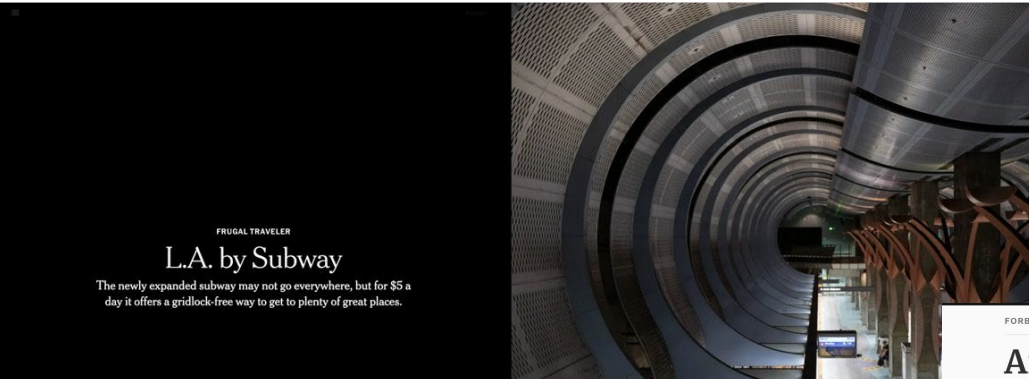
Yesterday, another public-transit-only success story. 3 stops on A Line to LA State Historic Park via Regional Connector, and later a 10 minute ride to ktown for a friend's Karaoke party. Everything above within 3 blocks of a station, including my apartment. Thx @metrolosangeles



Ann Owens @AnnOwens_ · 1h

Hard to overstate how excited I am about the regional connector project being done! And the new stations are GORGEOUS!

New York Times



L.A. by Subway

The newly expanded subway may not go everywhere, but for \$5 a day it offers a gridlock-free way to get to plenty of great places.

By Elaine Glusac
Elaine Glusac is the Frugal Traveler columnist, focusing on budget-friendly tips and journeys.
Published July 19, 2023 Updated Aug. 4, 2023

Sign up for the Travel Dispatch newsletter. Essential news on the changing travel landscape, expert tips and inspiration for your future trips. [Get it sent to your inbox.](#)



There are plenty of free and [cheap things to do](#) in Los Angeles. As a traveler, the issue is getting to them. From Los Angeles International Airport, rental cars recently priced out around \$75 a day before tax and gas. Taxis and app-based rides between the airport and downtown cost \$40 to \$70, depending on the time of day. Then there's overnight parking — \$50 to \$60 isn't unusual.

But there is a bargain alternative: the subway, a steal at \$1.75 for a ride, \$5 for a day pass or \$18 for a week.

In Los Angeles, land of traffic jams, the go-to vehicle is the car. But for decades, Los Angeles County's public transit authority, [Metro](#), has been trying to wean Angelenos from their autos, building more than 100 train stops on seven lines since 1990, including the new K Line, which opened in October, running through South Los Angeles. In June, the Regional Connector Transit Project consolidated downtown connections, making it possible to ride east-west between East Los Angeles and Santa Monica, and north-south between Azusa and Long Beach without transferring. Another extension, due in 2024, will link to [Los Angeles International Airport](#), one among nine future stations set to open before the city hosts the 2028 Summer Olympics.

Forbes.com

FORBES > LIFESTYLE > ARTS

Art On The Metro, Los Angeles' Moving Museum

Chadd Scott Contributor
I cover the intersection of art and travel.

Follow



Jul 25, 2023, 04:59pm EDT



Listen to article 8 minutes



Audrey Chan's, "Will Power Allegory," at Little Tokyo/Arts District Station. METRO

Los Angeles County covers 4,000-square-miles. Ten million people live within its borders. They reside in 88 different cities with 88 different mayors and 88 different city councils. Beverly Hills, Burbank, Inglewood, the city of Los Angeles, Long Beach, Malibu, Pasadena, West

Essence

Black Artists Are Capturing The Heart Of LA, One Train Station At A Time

IN CONJUNCTION WITH THE REGIONAL CONNECTOR PROJECT, THE LA METRO ART PROGRAM UNVEILED ARTWORKS FROM CLARENCE WILLIAMS, MARK STEVEN GREENFIELD, AND URSULA RUCKER.

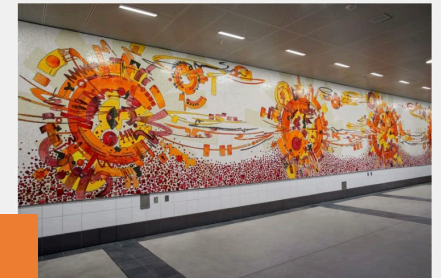


CLARENCE WILLIAMS' "MIGRATIONS," A COLLECTION OF PHOTOGRAPHS PAIRED WITH HAIRUS BY URSULA RUCKER IN THE HISTORIC BROADWAY STATION. THE WORK SPEAKS TO BLACK MIGRATION AND MIGRATION TO LOS ANGELES. COURTESY LA METRO

BY CIERRA BLACK · UPDATED AUGUST 21, 2023

As ever-expanding as Los Angeles is, its public transportation system hasn't always kept up with its growth. The Los Angeles Metropolitan Transportation Authority (LA Metro) aims to change that, and is increasing awareness through the arts.

LA Metro taps heavily-awarded artists Mark Steven Greenfield and Clarence Williams to liven up one of its new Regional Connector sites, the Historic Broadway Station. While the artistic mediums differ, the foundational themes couldn't be more aligned. Reverence, community, and the endless possibilities of life decorate the walls of the new Historic Broadway Station. Seated under the LA Times building, the station connects the Broadway theater and historic downtown districts of Los Angeles. The Regional Connector, which is the result of a longstanding effort to simplify LA's public transportation system, was unveiled in June. It opens the lines of access for passengers to reach areas across LA County such as civic hubs, art centers, and beaches more efficiently. LA Metro is setting out to build a more accessible infrastructure complete with intentional art.



MARK STEVEN GREENFIELD'S GLASS MOSAIC, "WED CAR REQUIEM," IN THE HISTORIC BROADWAY STATION. METRO'S REGIONAL CONNECTOR OPENED THIS PAST JUNE.



National Arts & Culture Media Coverage

Social Media Partnerships

FEATURED The 13 Best Tacos Along L.A. Metro's 33 Bus Line, From Santa Monica to Downtown

Is this the best bus line to hit all of LA's classic tacos?

1:26 PM PDT on August 31, 2023



Leo's Tacos. Photo by Brian Feinzimer for L.A. TACO.

By **Hadley Tomicki**, **Memo Torres**, and **Javier Cabral**

It's hard for L.A. TACO to contain its excitement about rapid transit. Especially today.

Because we're highlighting one of the most taco-filled lines in the universe: **Metro's 33**, which runs along Venice Boulevard from Downtown to Venice, passing some of the most legendary, most beloved, most crushable tacos and Mexican food in Los Angeles.



welikela and metrolosangeles
Paid partnership
Original audio

welikela ***Please note: the dates for Summer of Salsa are transposed in the video. Correct dates are Jul 14 and Aug 11*** Free L.A. events you can get to with Metro:

- ✓ Dance DTLA at @musiccenterla (every Friday til Aug 18) 📍 Take the B or D Lines to Grand Park / Civic Center station.
- ✓ Movies Under the Stars at @onecoloradoidpasadena (Jul 8, 15, 22, 29) 📍 Take the A Line to Memorial Park station.
- ✓ Summer of Salsa at @laplazala (Jul 14, Aug 11) 📍 Take the A, B or D Lines to Union Station.
- ✓ Summer Block Party at @bergamotsantamonica (Jul 15) 📍 Take the E Line to 26th Street / Bergamot Station.
- ✓ Sunset Concerts at the @skirball_la (weekly starting Jul 15) 📍 Take Line 761 to Sepulveda / Skirball Ctr.
- ✓ @gettymuseum Off the 405 Concerts (July 22, 29) 📍 Take Line 761 to Sepulveda / Getty Ctr.
- ✓ @folarorg River Fest at LA State Historic Park (July 23) 📍 Take the A Line to Chinatown station.

July 6
Liked by stephaniewigginsce and 6,657 others
Add a comment...



welikela and metrolosangeles
Paid partnership
Original audio

welikela The new Regional Connector opens to the public at noon on Friday, meaning that for the first time Angelenos will be able to ride a single train without transferring between Santa Monica and East LA or between Azusa and Long Beach. PLUS: To coincide with the opening, Metro will offer FREE rides on all Metro bus, rail, bike, and Metro Micro services across all of Los Angeles County from June 16-18. And parking at Metro park and ride lots along the A and E Lines will also be free on the weekend! That's three days (Friday to Sunday) to test out the system, and hop over to three brand new stations adjacent to some of the best free cultural institutions in the city like @thebroadmuseum, @hauserwithlosangeles, and @moca, plus free events happening this weekend including @grandperfs and @patchesandpins.expo. Tap the @welikela link in bio for more details on the weekend freebies :)

11w
Liked by tapgreaterlosangeles and 4,018 others
JUNE 15
Add a comment...



*No buses were delayed for the making of this video.

9w



dtlainsider 🍌🍌🍌

8w 1 like Reply



valleyrelicsmuseum 🔵🔥🔥🔥

9w 4 likes Reply



hammer_museum 🔵🔥 Okayyy @metrolosangeles!!! 🍌🍌🍌

8w 14 likes Reply



valleyrelicsmuseum 🔵 That's just like when I get a free bus ride

9w 64 likes Reply



julianaonbeat Awwww LOOOVE you all 😊❤️

4w 1 like Reply



kokeya Love this that's my sister!!!



326052



24995



1672



10539



1399

[View insights](#)



Liked by stephaniewigginsceo and 25,087 others

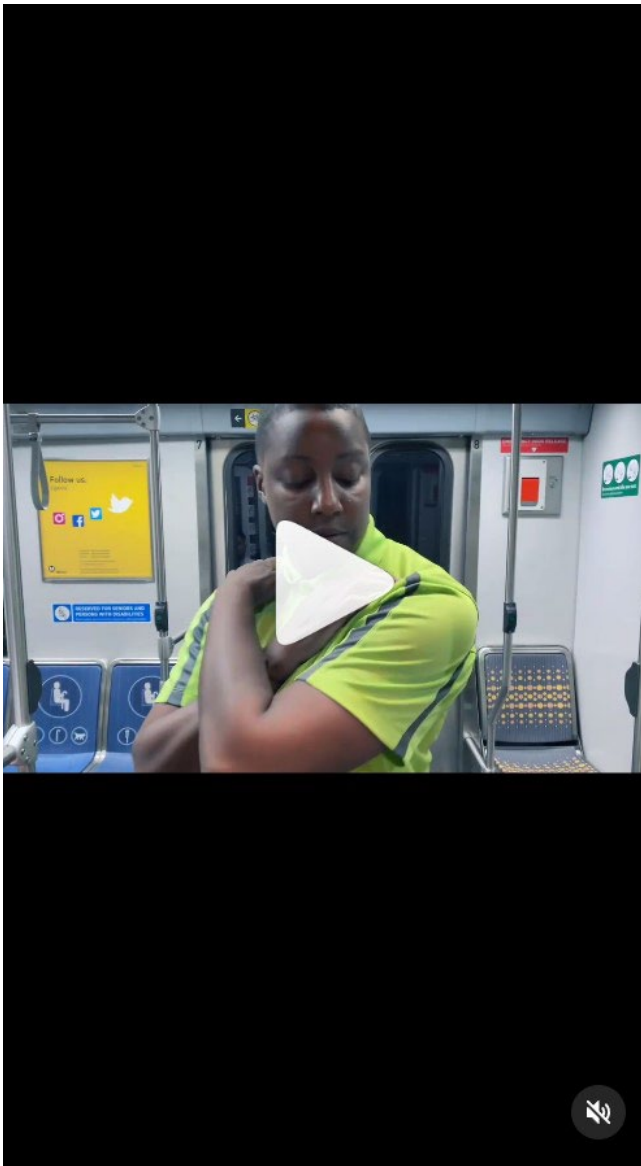
JULY 6


Reel Insights ⓘ

Instagram and Facebook plays 331,206

Instagram likes and Facebook reactions 25,096

PRESS PLAY: Bus Operator Dance!



NYC Ferry  PUBLIC TRANSIT SWIFTIES UNITEEEEE 📧 I would trade friendship bracelets with you ANY day 📧

8-1  559 [Reply](#)

[View 4 replies](#) ▾



TheNöel please give your marketing team a raise, a few days off and tickets to Taylor. this is awesome! 😊

8-1  536 [Reply](#)

[View 2 replies](#) ▾



Flavor Flav  WOOWWWW!!!

8-1  520 [Reply](#)

[View 13 replies](#) ▾



HAYLOURRIE yessss LA swifties ride the metro blue line 🌟🇺🇸


7-31  290 [Reply](#)

[View 5 replies](#) ▾



Katera 🍓 Public transit swifties united 🥰🥰🥰

8-1  150 [Reply](#)

 LA Metro · **Creator**
here for it 📧

8-1  15 [Reply](#)



Illest Rodriguez
[@LA Metro](#) (Taylor version) love you all having us safe and guiding us through every step of the wa

7-31  64 [Reply](#)

 230.3K  42.7K  396  1.4K  1.2K

Reach	Completion rate	Average view time	Profile views
205,643	29.8%	14.53s	2,284

PRESS PLAY: Taylor + Ambassador Mashup!



its_robert27 🙌🙌

10w 1 like Reply



jopankyjones Great. I love the improvements to LA public transpo 🙌

10w 4 likes Reply



suldrew 🙌

10w 1 like Reply



vivelavidaveg Hell yeah baby!

10w 2 likes Reply



explorewanderfind 🙌🙌🙌

10w 1 like Reply



cristhetitan_ Proud of y'all 🙌

10w 14 likes Reply

321925

13198

491

893

795

[View insights](#)



Liked by movelatransit and 13,795 others

LINE 26

Reel Insights ⓘ

Instagram and Facebook plays 563,667

Instagram likes and Facebook reactions 13,796

PRESS PLAY: Bus Lanes!



theglutster Best metro taco crawl yet

5d 8 likes Reply



jsrrestaurantgroup

6d 2 likes Reply



kblancoeats I love the content its so informative. What a great way to inform the audience about local tacos and using public transportation.

3d 1 like Reply



souris

5d 1 like Reply



25266



837



15



107



128



big_blackee

5d 1 like Reply



beguiling_bug

4d Reply

[View insights](#)



Liked by labustops and 836 others

6 DAYS AGO

Reach

23,711
Accounts reached

12,184
Followers



11,527
Non-followers

PRESS PLAY: Transit to Tacos (in partnership with L.A. Taco)