



Board Report

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Agenda Number: 22.

EXECUTIVE MANAGEMENT COMMITTEE JUNE 20, 2024

SUBJECT: CUSTOMER EXPERIENCE MARKETING AND 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 partnerships.

EQUITY PLATFORM

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. Story placement and event news was covered by ethnic media outlets including Telemundo, La Opinion, Univision, Rafu Shimpo, and Korean Times.

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.

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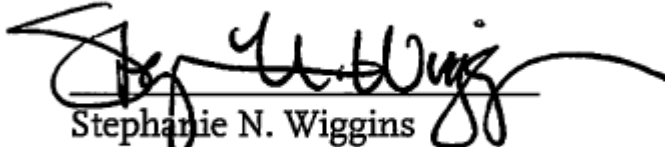
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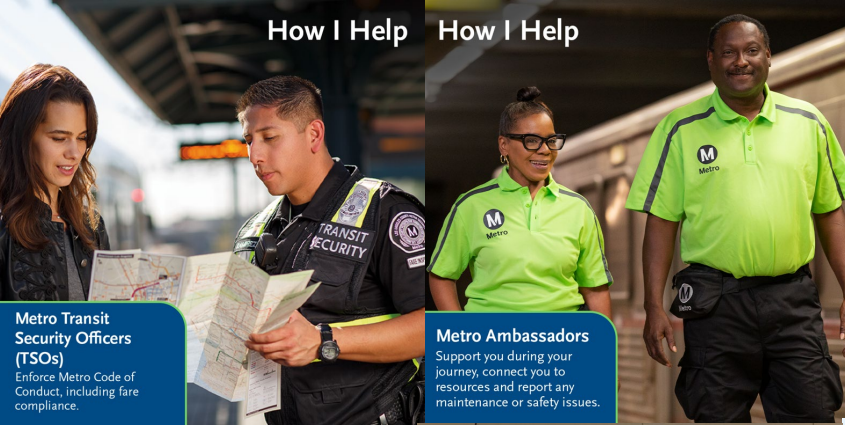
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Chief Executive Officer



How I Help

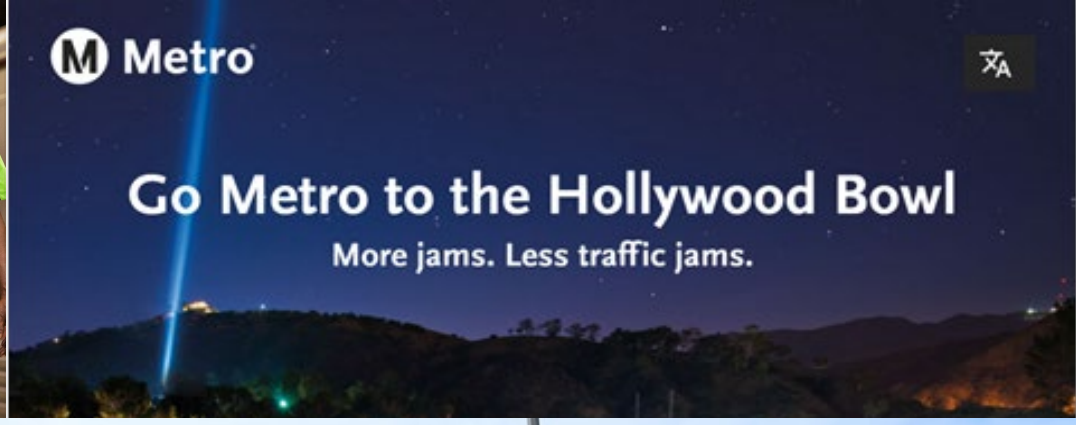
How I Help

Metro Transit Security Officers (TSOs)

Enforce Metro Code of Conduct, including fare compliance.

Metro Ambassadors

Support you during your journey, connect you to resources and report any maintenance or safety issues.



Go Metro to the Hollywood Bowl
More jams. Less traffic jams.



How I Help

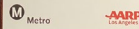
HOME Teams

Multidisciplinary Homeless Outreach and Engagement teams link unhoused riders to social services and housing solutions.

On the Move
RIDERS PROGRAM

OLDER ADULT TRANSPORTATION EXPO

On the Move Riders Program presents
THE OLDER ADULT TRANSPORTATION EXPO



Metro

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RIDE WITH PRIDE.
VIAJE CON ORGULLO.

Customer Experience Ridership Growth Efforts Update

June 2024



EARTH DAY, April 22, 2024

TARGET: Environmentally conscious customers

- Promoted that Metro offered systemwide free transit on Earth Day, Monday, April 22.
- Metro also partnered with KBLA in a joint Climate Justice townhall event that was broadcast live on C-SPAN.

Promotion:

- Distributed press release:
 - Mentions: **64**
 - Print, Online & Broadcast Impressions: **341M**
 - Added Value: **3.16M**
 - Sentiment: **100% positive or neutral**
- Published 33 social media posts:
 - Posts: Reach of 522,042
 - Videos: 744,258 views/plays and total engagement was 48,642.
- Deployed emails to more than 600,000 subscribers with an average open rate of 37.31% Industry standard is 21.33%.

Ridership:

- **April saw 7.4 million rides, with bus up 9% and rail up 8.7% over April 2023.**



OLDER ADULT TRANSPORTATION EXPO, MAY 7, 2024

TARGET: Older adults

Metro's 8th Annual Older Adult Transportation Expo provided older adults with the knowledge, motivation and resources essential for utilizing public transportation effectively.

The event was attended by 500 participants and centered on empowering older adults' access to transportation services.

Actress and Metro rider Beth Broderick was keynote speaker and captivated the audience with her personal story and highlighted the significance of accessible transportation for older adults.

Promotion:

- Story published on The Source on May 3
- Distributed a media advisory and conducted targeted outreach to secure media attendance.
- Worked with media on-site and facilitated interviews with Metro spokespeople.

Media Results:

Total Stories: **12**

Print, Online & Broadcast Impressions: **102M**

Ad Value: **940K**

LA
Times

52
TELEMUNDO

4
KNBC-TV
Los Angeles

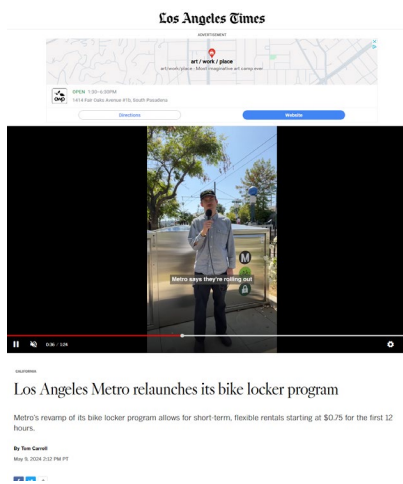
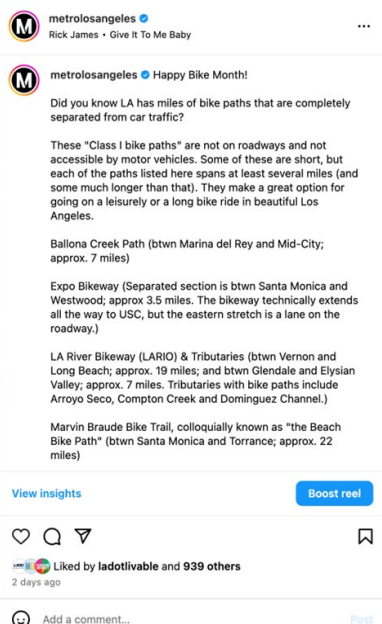
abc
7

KPFK
90.7FM
PACIFICA RADIO
LOS ANGELES

中國報
CHINA PRESS



BIKE MONTH, May 2024



TARGET: Metro Bike riders, young, active adults

Metro offered month-long bike promotions and free rides on Bike day, plus rolled out new bike locker systems in May

Promotion:

- Issued press release and published blog post on The Source, securing 11 stories with more than 198M print, online and broadcast impressions. Total advertising value is \$1.8M.
- Published 28 paid and organic social media posts that reached 561,000 followers
- Deployed eight emails to more than 66,000 riders, partners and employees

Bike Share Promotion: **\$1 for 30-day Pass**

- Goal: **3,000**; Sold: **3,452**

Flash Sale 50% off Annual Pass

- Goal: **50**; Sold: **72**



AEG/AXS Brookside Park Music Festivals

TARGET: Leisure travelers, music lovers

Cruel World Music Festival May 11, 2024 (35,000 attendees)



AEG/AXS at Brookside Park, Rose Bowl in Pasadena hosted the Cruel World and Just Like Heaven music festivals produced by the same event creator as Coachella and Stagecoach.

Promotion and Activation

- Go Metro info on music festival website
- Social media promotion by festival
- Rail system TPIS screens were co-branded with festival logos and provided transfer information to Memorial Park Station
- Ambassadors, Security, and TAP Blue Shirts provided customer service at transfer hubs and servicing stations
- Metro staff was on festival grounds handing out TAP wearables and providing Go Metro information all day

Just Like Heaven Music Festival May 18, 2024 (35,000 attendees)



- *Memorial Park Station saw **27% increased** ridership compared to the Cruel World event the previous Saturday*
- ***145% increase** in Saturday ridership compared to non-event weekend.*

- *Memorial Park Station saw **94% increase** in ridership on Saturday compared to previous Saturday.*

Long Beach Pride Parade & Festival, May 18-19, 2024

Marina Greens Park in Long Beach

TARGET: Long Beach residents, LA County residents

For the first time, Metro participated in the 41st Annual Long Beach Pride Parade & Festival with attendance estimated at **48,000** people for the Parade and **32,000** for the festival. Metro was recognized on Long Beach Pride website, email, and social.

Promotion and Activation:

- Out@Metro members, friends, and advocates walked in the parade with Metro Ambassadors, Rude Dude, and Metro's Ride with Pride bus.
- Pride TAP cards and Metro information were handed out to parade attendees.
- Metro table with LIFE registration – 32 applicants registered
- Go Pass program information and outreach with LB Transit to LB Unified School District.
- Gateway Cities community outreach.

The system did not receive significant ridership gains as this event attracted local LB residents and not a lot of travelers from other cities within LA County.



LA Pride Parade & Festival, June 8-9, 2024

LA State Historic Park and Hollywood

TARGET: Los Angeles County residents and visitors

- Metro again sponsored LA Pride in the Park and concert (20K attendees); the 54th Annual LA Pride Parade (100K attendees) and the Parade Block Party on Hollywood Boulevard (40K attendees)

Promotion and Activation:

- Metro booth and Pride Bus at the Pride Festival.
- Metro's bus at the Pride Parade
- Published Pride Month post on The Source with video of Metro's Pride bus and commemorative TAP card, highlighting various Pride celebrations throughout the month.
- Social media posts promoting the event garnered over 9,788 engagements, 45,950 video views and a total reach of 69,647.
- *Saturday Chinatown Station ridership increased **197%** compared to the previous Saturday.*
- *On Sunday, Hollywood/Highland Station ridership increased **73%** over the previous Sunday and Hollywood/Vine ridership increased by **188%** over the previous Sunday.*



Hollywood Bowl Integrated Ticketing Goes Live, May 2024

TARGET: Hollywood Bowl attendees, Music lovers of all ages

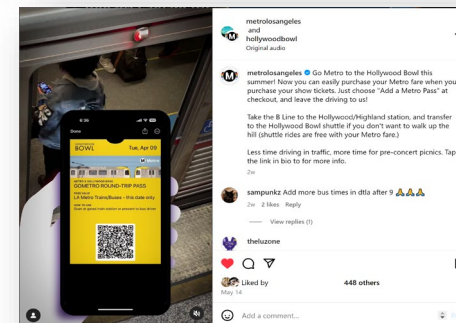
Metro has partnered with LA Phil to designate Metro as the Official Public Transportation Partner for the 2024 Hollywood Bowl season – over 73 concerts from June 15 – September 28, 2024.

Initial promotions launched on May 14 (continues throughout the season):

- Press release announcing integrated ticketing resulted in 5 stories with 1.7M impressions and 100% positive or neutral sentiment
- *The Source* and *El Pasajero* blog posts
- Metro landing page: metro.net/hollywoodbowl
- Hollywood Bowl landing page: hollywoodbowl.com/metro
- Metro x Hollywood Bowl promo video: [instagram.com/p/C69oS5eSzq3/](https://www.instagram.com/p/C69oS5eSzq3/)
- GoMetro Round-Trip Pass and Metro information on Hollywood Bowl app
- 120 Know-Before-You-Go Emails will be sent to ticketholders two weeks and two days before each show to remind them to GoMetro

Integrated ticketing:

- Single sale Hollywood Bowl tickets enabled the purchase of Metro passes went live on the Hollywood Bowl website May 7, 2024.
- As of June 10, 85 tickets have been sold before the start of the season.



Social media metrics (sizzle reel):

- 21,411 - Reach
- 29,569 - Views
- 2,036 - Engagements

PROACTIVE PUBLIC SAFETY COMMUNICATIONS

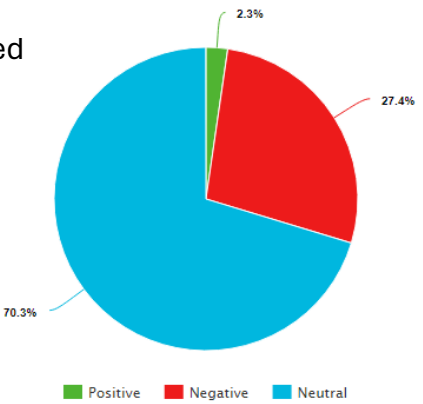
TARGET: Riders, Employees, Los Angeles County residents and visitors

- Fine-tuned messaging to focus on three actions:
 1. Improve safety through personnel surge
 2. Ensuring system is being used for transit
 3. Partnering to address societal issues
- Began self-publishing the work we are doing on the Source, El Pasajero, Social channels:
 - [You deserve a safe ride. This is what we are doing.](#)
 - [How we work with the unhoused on our system](#)
 - [Why our Metro Ambassadors do what they do](#)
 - [Improving safety on the system \(Tap to Exit\)](#)
- Continuing proactive media outreach to make sure Metro's story is heard.
- The PR team has managed nearly 2,000 stories about Metro public safety since April, garnering more than 3.99B media impressions.
- Media coverage includes incidents coverage and increased security on the system, specifically more TSOs, Ambassadors and law enforcement.

Media Coverage Sentiment Report from Meltwater: April 15 - June 10



Media Coverage Sentiment: April 15 - June 1



Metro Los Angeles
Published by Burrott Em 4 days ago

This week, 17 new Transit Security Officers (TSOs) joined our team after successfully passing their background checks and physical fitness tests. This newest TSO class includes both TSO I and TSO II officers who are now undergoing a mandatory six-week training program. Once trained, they will join our Bus Riding Teams along with patrolling the rail system, and ensure everyone follows the rules and paying fare, making your ride both more comfortable and more safe.

With these new hires, we now have 182 TSOs within Metro's ranks. Over the past 60 days, SSLE has conducted more than 100 interviews to fill remaining vacancies, with another cohort set to begin in early June.

The FY25 budget proposal, which the Board will consider next week, includes funding to hire 50 more TSOs. This would bring our total to 299 TSOs—an impressive 86% increase since FY23, marking a significant expansion of our TSO program.

We're committed to ensuring a safe and secure transit experience for everyone. Stay tuned for more updates!

