



Metro

## Board Report

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

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Agenda Number: 43.

### 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.

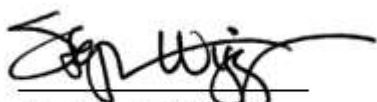
As part of these ongoing efforts, this item is expected to contribute to further reductions in VMT. This item supports Metro's systemwide strategy to reduce VMT through customer experience activities that will improve, benefit and further encourage transit ridership, ridesharing, and active transportation. 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

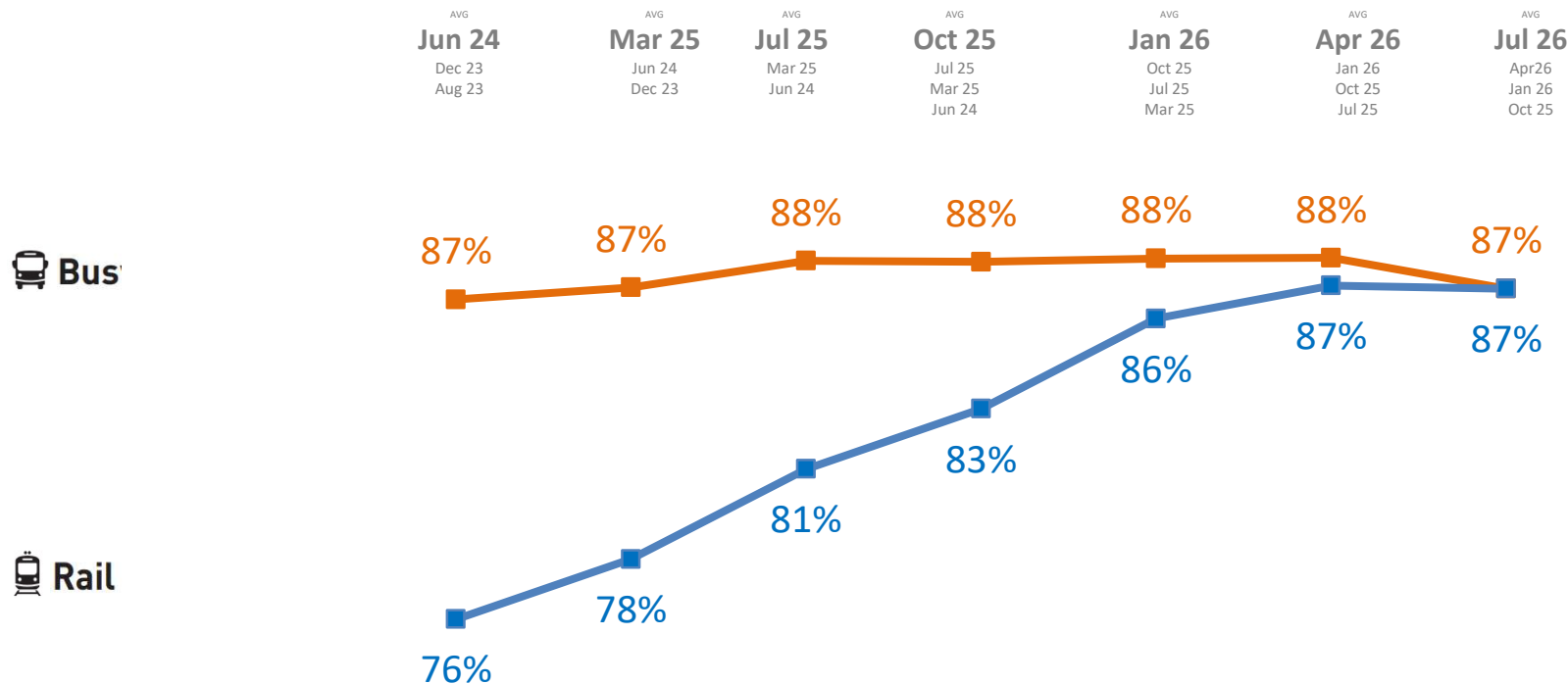
## July 2026 CX Customer Pulse Survey – Key Takeaways

(very satisfied + satisfied)

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

### Overall Satisfaction

NET Satisfied



# Listening to our Customers

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



(Very Satisfied + Satisfied)

AVG  
**Jun 24**  
Dec 23  
Aug 23

AVG  
**Mar 25**  
Jun 24  
Dec 23

AVG  
**Jul 25**  
Mar 25  
Jun 24

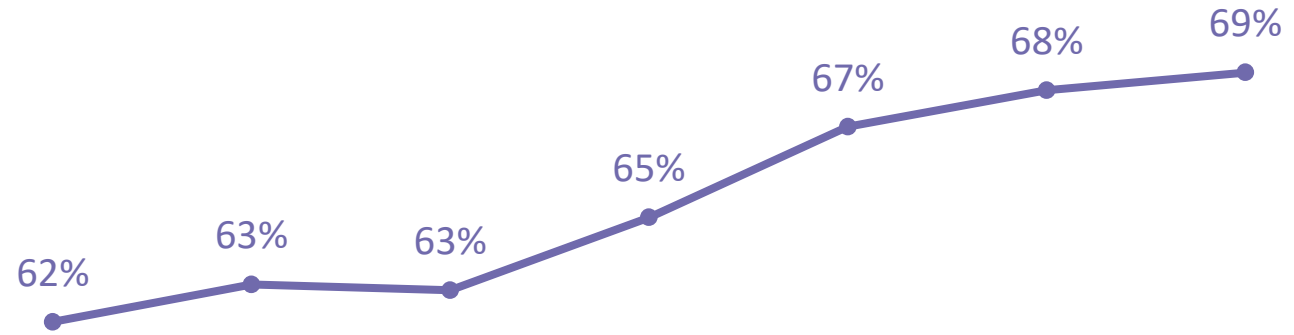
AVG  
**Oct 25**  
Jul 25  
Mar 25  
Jun 24

AVG  
**Jan 26**  
Oct 25  
Jul 25  
Mar 25

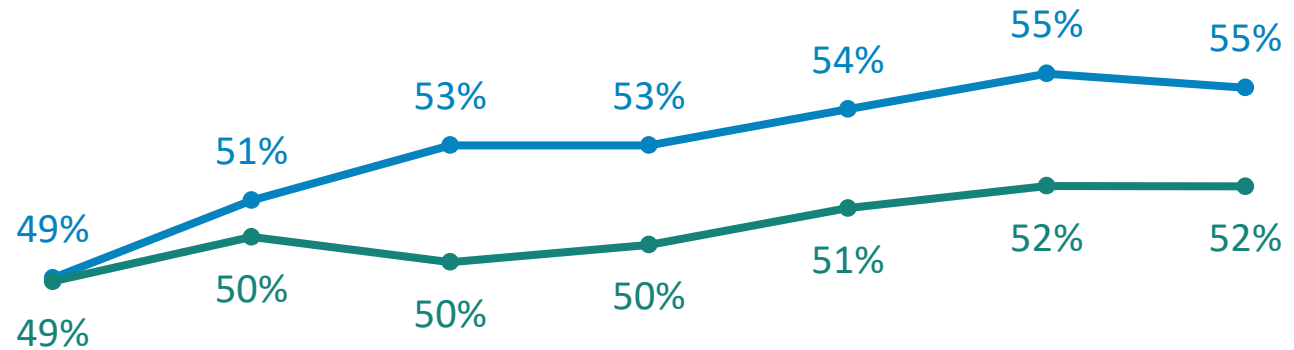
AVG  
**Apr 26**  
Jan 26  
Oct 25  
Jul 25

AVG  
**Jul 26**  
Apr 26  
Jul 25  
Mar 25

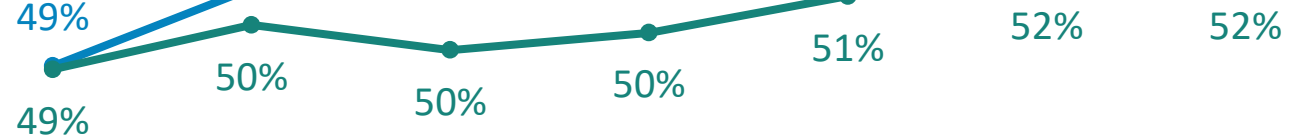
Safety from crime



Cleanliness of the bus stop



How well Metro addresses homelessness on buses



# Listening to our Customers

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

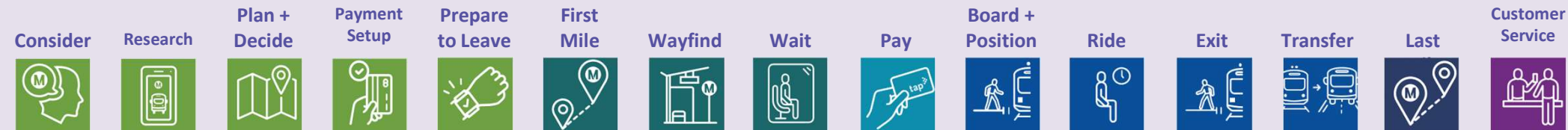
(Very Satisfied + Satisfied)



# Improving Every Aspect of the Customer Journey

## CX Customer Improvements – Q1 FY27

### The Metro Customer Journey



#### 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**
  - ✓ 7<sup>th</sup> 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

# 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



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

# 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



**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.

# 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.

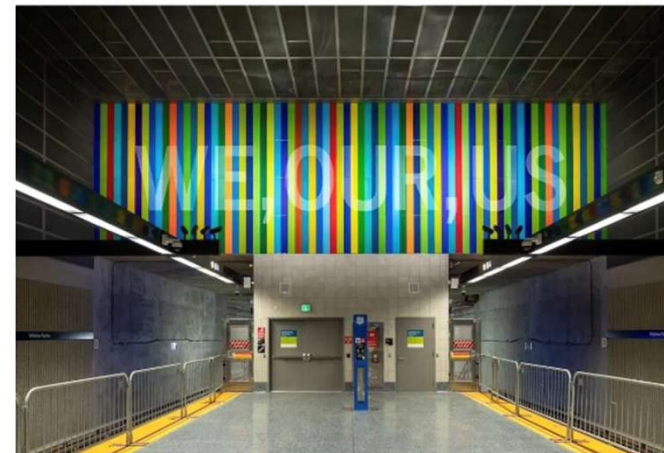


Artist Eamon Ore-Giron stands in front of his artwork at the Wilshire/La Brea Metro station on Friday, May 1, 2026, in Los Angeles. (Carlin Stiehl / For The Times)



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 Siltan, 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.