

Summer is Here Station K



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.



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Violations may be removed and fined.
Download the LA Metro Watch app.
For Code of Conduct information,
scan the QR code.

LAOTRAADM/NO/0002/04/2024

Unless you actually were raised by wolves.

Please, no littering on Metro.

No tirar basura.



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LAOTRAADM/NO/0002/04/2024

No weapons.

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

No cargar armas.



M

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LAOTRAADM/NO/0002/04/2024

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

Monrovia Duarct/City of Hope Irwindale Azusa Downtown Apollinaris College Glendora San Dimas La Verne/Fairplex Pomona North

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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 @metrolaalarerts · Nov 2

Go Metro to the Dodgers Parade on Monday 11/3 in DTLA! How to ride:

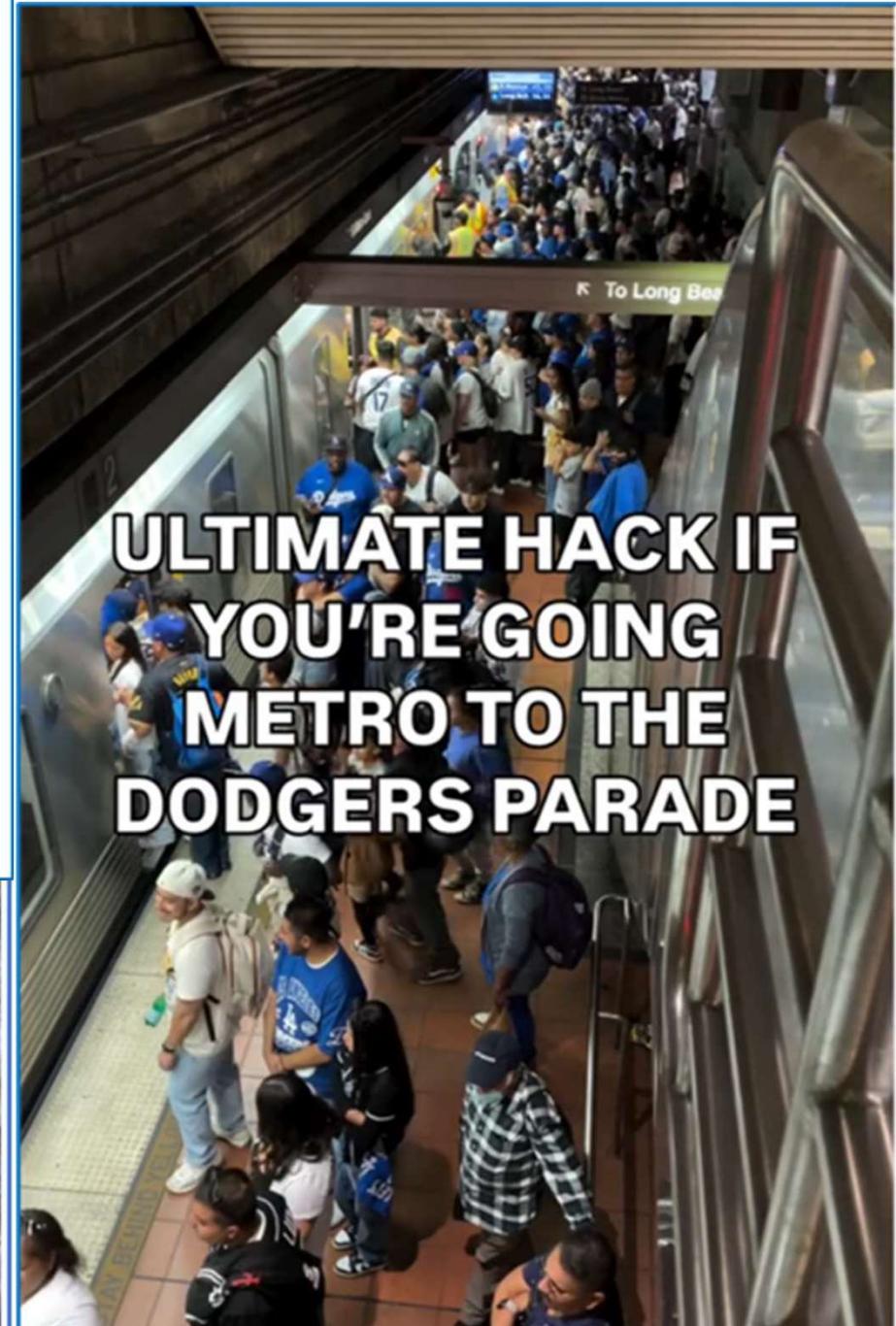
wp.me/pfeql1-BQn

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

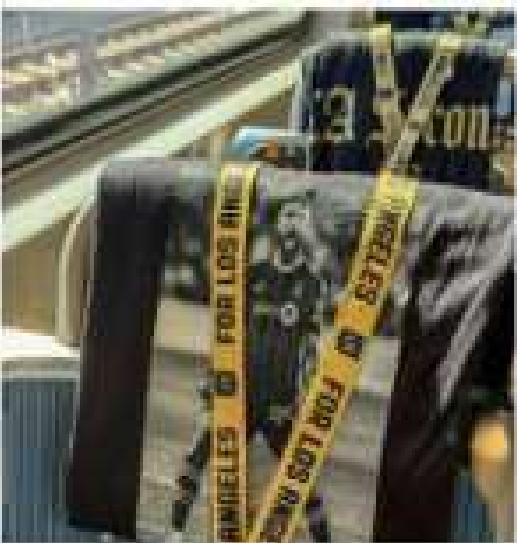


2025 Dodgers World Series Celebration

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.



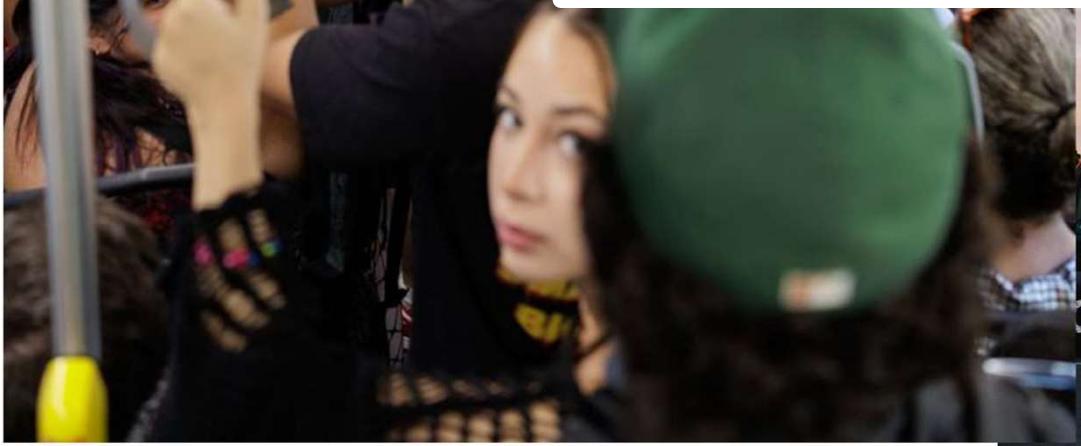
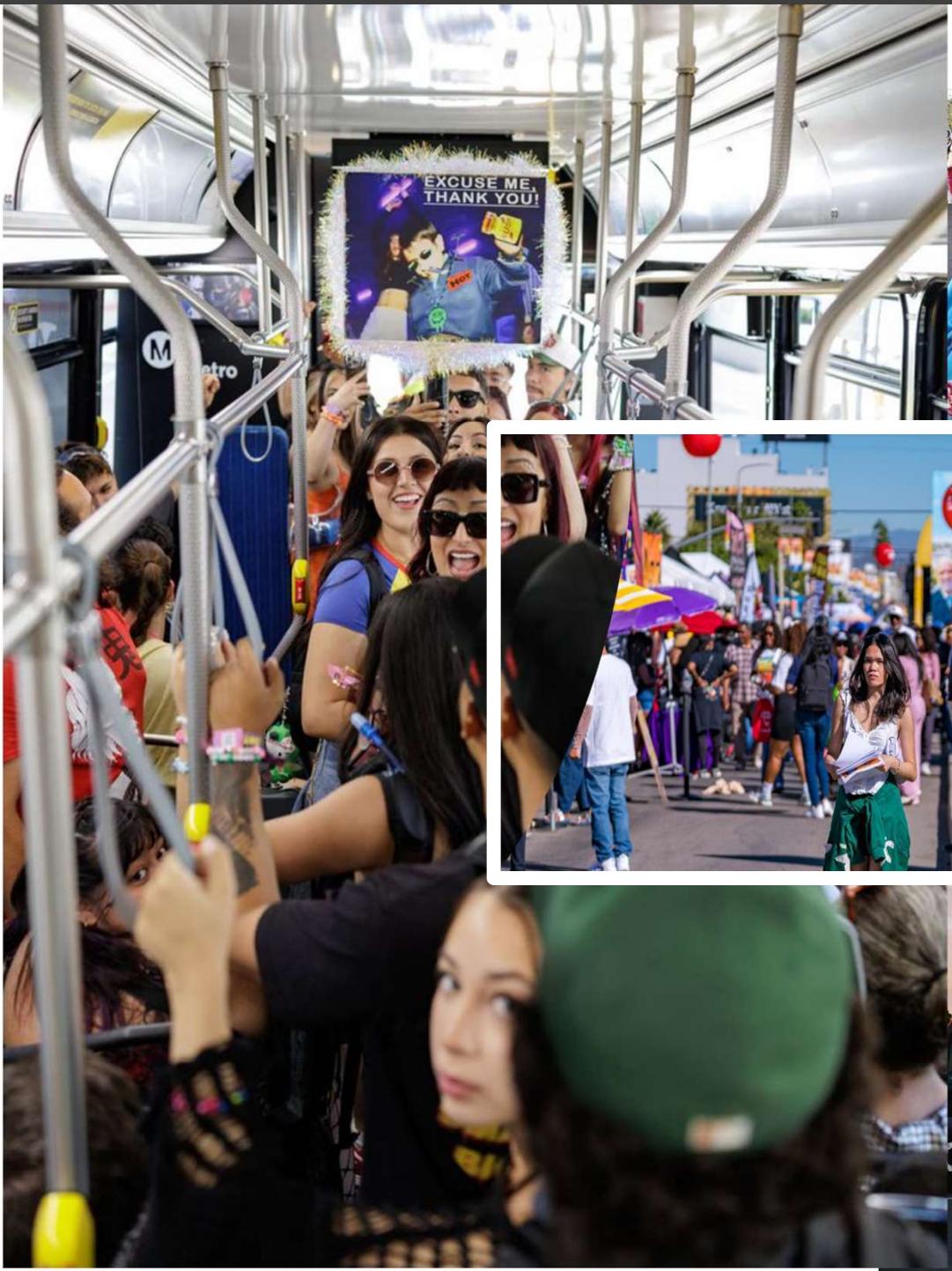
LAFC Integrated Ticketing Partnership

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

VenHub



CATHAY PACIFIC



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