

Metro Ambassador Pilot Program

Ambassador Evaluation Survey

October 2023



Ambassador Evaluation Survey

Fielded: July 28 – August 7

Sample Definition

- Demographics & riding frequency match 2022 on board CX Survey
- Ratio of bus/rail riders based on 2023 boardings through August

Total Completes: 11,337, via

- Metro.net riding pages pop-up
- Transit App Push Notification
- TAP Rider Email

Completes in:

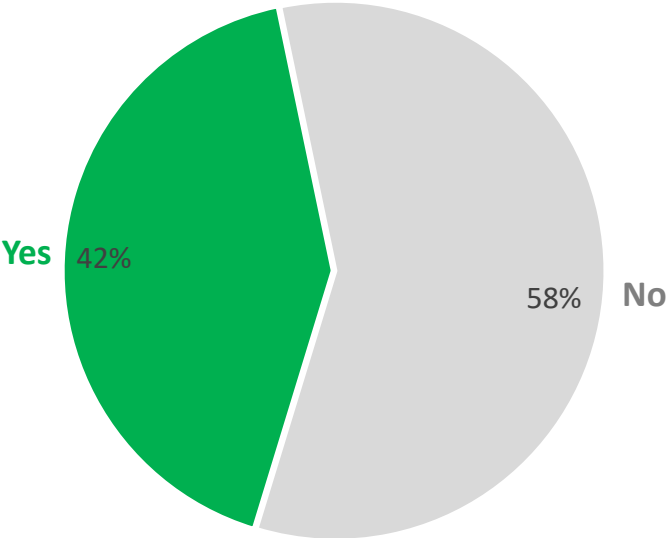
- English: n=9,292
- Spanish: n=2,045

| Weighted Survey Demographics | Bus Riders | Rail Riders |
|--|---------------|---------------|
| | 78% of sample | 22% of sample |
| Hispanic / Latino | 63% | 50% |
| Black/African-American | 16% | 16% |
| White | 11% | 20% |
| Asian, Native American, Other | 10% | 16% |
| Spanish Dominant <small>(Speaks Spanish at Home AND speaks English less than very well)</small> | 24% | 13% |
| Speak English Very Well or Well | 73% | 85% |
| English - Not well or not at all | 27% | 15% |
| Speak Spanish at Home | 58% | 44% |
| Under \$15,000 | 43% | 32% |
| \$15,000-\$24,999 | 25% | 19% |
| \$25-\$49,999 | 21% | 21% |
| \$50-\$99,000 | 8% | 17% |
| \$100,000+ | 3% | 12% |
| Under 18 | 8% | 5% |
| 18-24 | 18% | 19% |
| 25-44 | 35% | 42% |
| 45-64 | 31% | 28% |
| 65+ | 9% | 7% |
| Female | 49% | 44% |
| Male | 49% | 54% |
| Other (Non-Binary, Other) | 1% | 3% |
| Payment Use Most on Bus: Cash | 32% | NA |
| TAP card | 55% | NA |
| TAP app | 7% | NA |
| Apple PAY | 4% | NA |
| How often ride Metro | Bus | Rail |
| 5 or more days a week | 63% | 47% |
| 3-4 days a week | 20% | 21% |
| 1-2 days a week | 8% | 10% |
| 1-3 days a month | 5% | 11% |
| Less than once a month | 4% | 10% |
| Regular access to car - Yes | 22% | 38% |
| No | 78% | 63% |
| Have Smartphone w/ connection to apps - Yes | 79% | 80% |
| No | 21% | 20% |

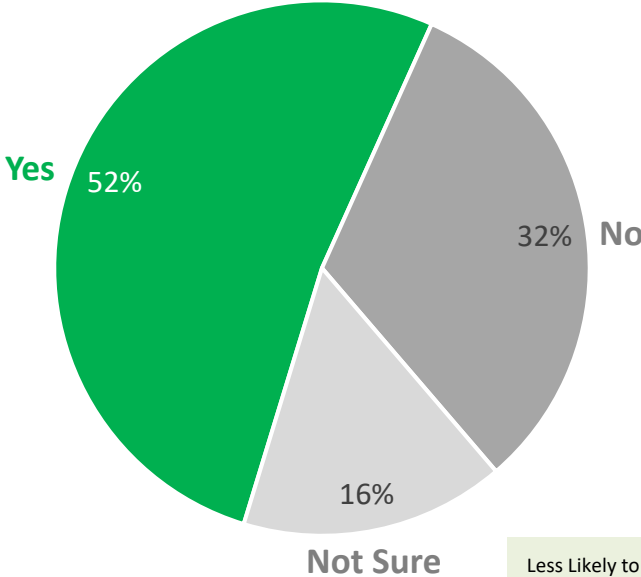
Ambassadors Interaction Overview

About half of riders have seen ambassadors on the system

% of Riders Who've Heard Metro is Adding Ambassadors



% of Riders Who've Seen Metro Ambassadors
(Shown Picture to Remind of Appearance)



Less Likely to Have Seen Ambassadors:

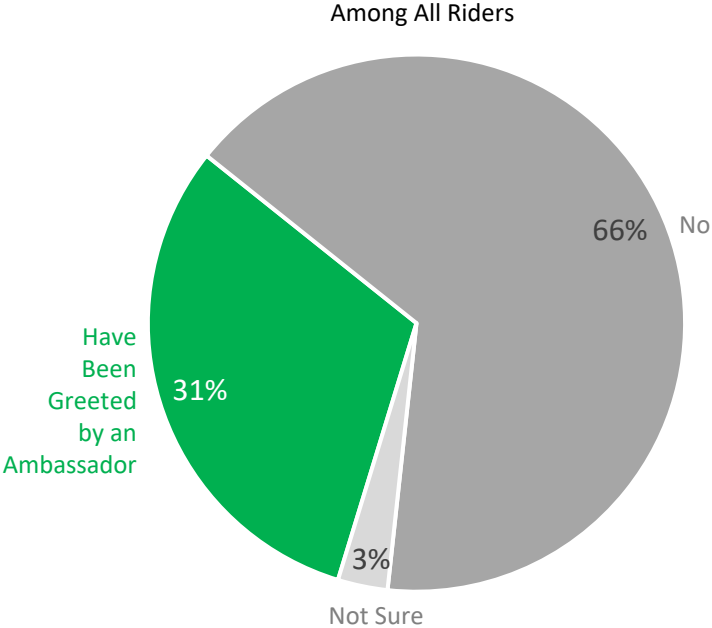
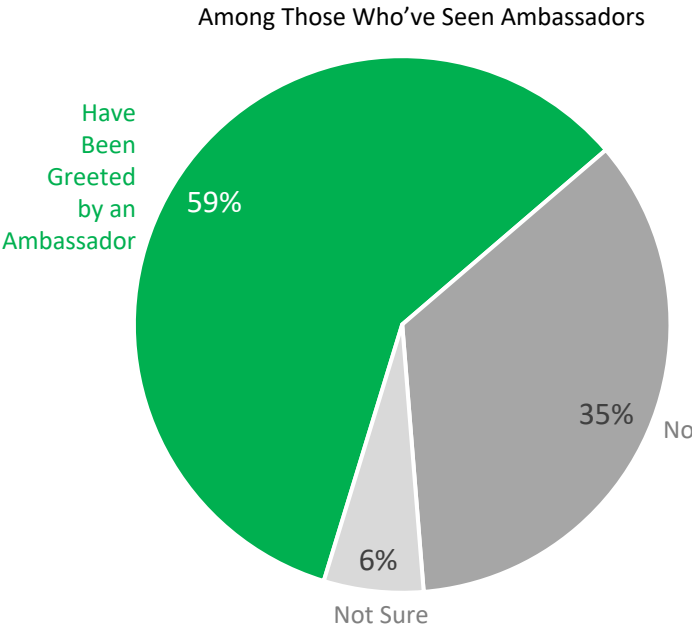
- Women (48%)
- Asian/Pacific Islanders (41%)
- Hispanics/Latinos (35%)



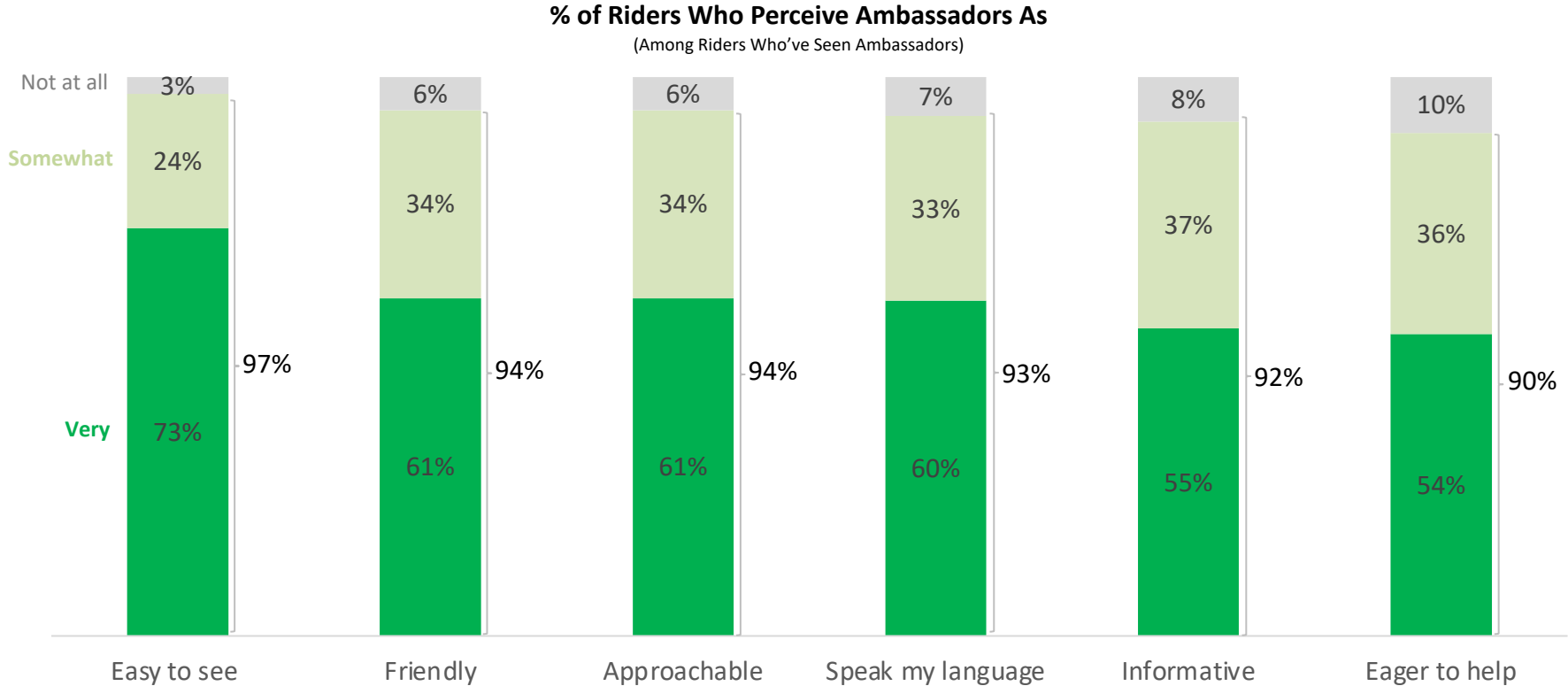
Source: Ambassador Program Survey, July-Aug 2023
Q: Before today, have you heard that Metro is adding Metro Ambassadors to select buses, trains, and in stations? n=11,337
Q: Have you seen Metro's Ambassadors on the Metro system, including on trains, buses, or in stations or at bus stops? They look like this. n=11,337

Most riders who have seen ambassadors have been greeted by them

% Who've Been Greeted by Ambassadors



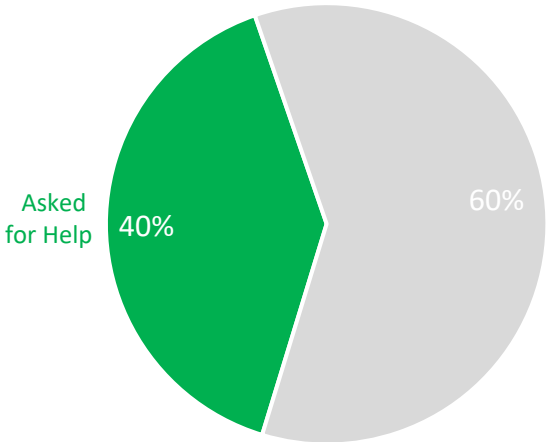
Ambassadors are perceived to be friendly, informative, and helpful



Riders who have asked Ambassadors for help have found them very helpful

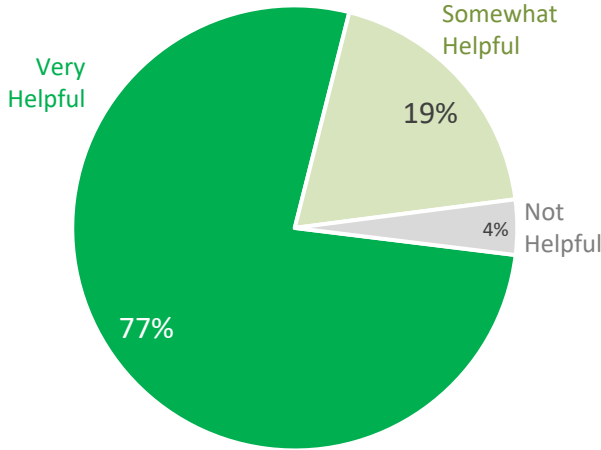
% Who Have Asked Ambassadors for Help

(Among Those Who've Seen an Ambassador)



% Who Found Ambassadors Helpful

(Among Those Who've Asked an Ambassador for Help)



Having ambassadors in the area are **helpful**. Any employees I have approached for info have been **courteous** and able to answer **questions**.

Rider, San Bernardino

They're very **helpful** whenever I have **any questions**.

Rider, South LA

I saw a lot of Metro ambassadors visible saying hello to passengers if they have **any questions**. They are **friendly**.

Rider, Pasadena

Source: Ambassador Program Survey, July-Aug 2023
Q: Have you asked a Metro Ambassador a question or for help? n=5,889
Q: When you have asked an Ambassador for help, what have you needed help with? n=5,889
Q: What has made your Metro riding experience better?

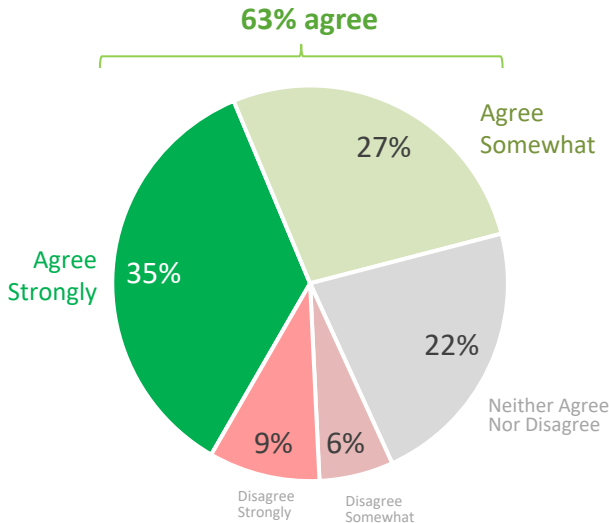


Ambassador Program Goal:

Improve Perceptions of Safety

Most riders agree that seeing Ambassadors on Metro makes them feel safer

% Who Agree
Seeing Ambassadors Makes Them Feel Safer
(Among Those Who Have Seen Ambassadors)



I think the presence of Metro ambassadors has helped discourage illegal activity on the train

Rider, Pasadena

The ambassadors have cleaned up the environment some.

Rider, Westlake

I think the new metro ambassadors at the stations has really helped the cleanliness and overall safety of the stations and trains

Rider, Glendale

I haven't been on the Metro in over 5 years and I remember hating it because it felt unsafe. Now I absolutely love it because I feel safe and welcomed with the Ambassadors and security you have staffed.

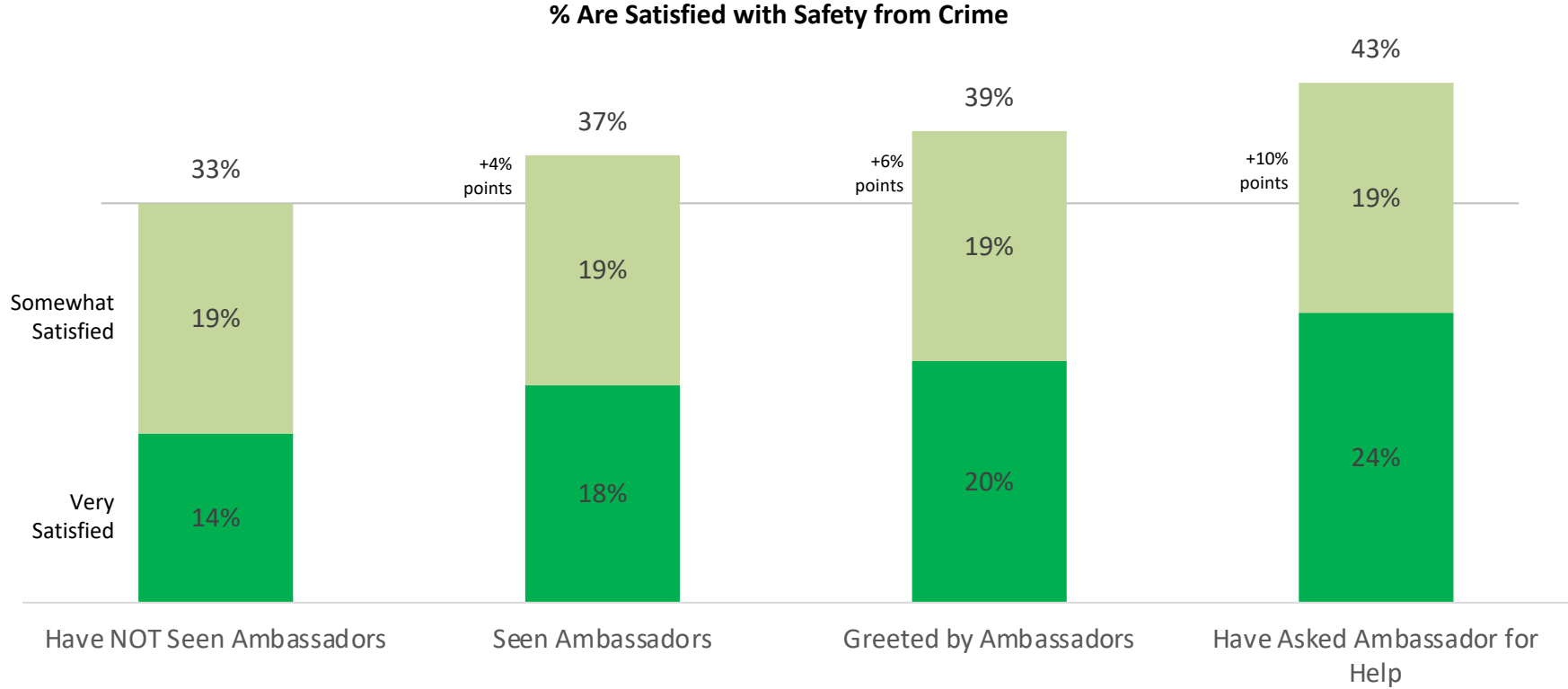
Rider, Rampart Village

More Likely to Agree Ambassadors Make Them Feel Safer:

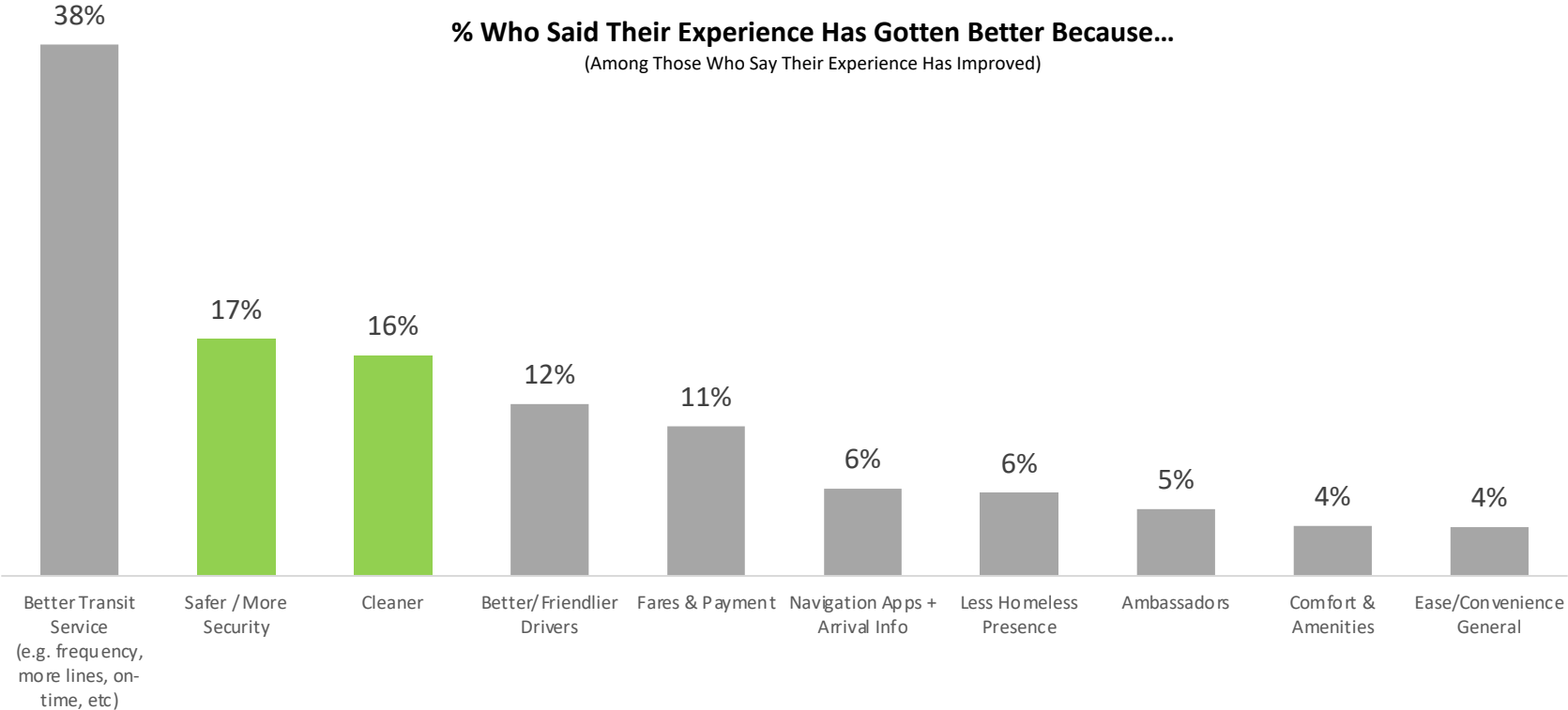
- Asian/Pacific Islanders (70%)
- Hispanics/Latinos (68%)
- Women (66%)
- Under \$25K HHI (66%)

Source: Ambassador Program Survey, July-Aug 2023
Q: How much do you agree or disagree with the following statements? n=5,889
Q: What has made your Metro riding experience better?

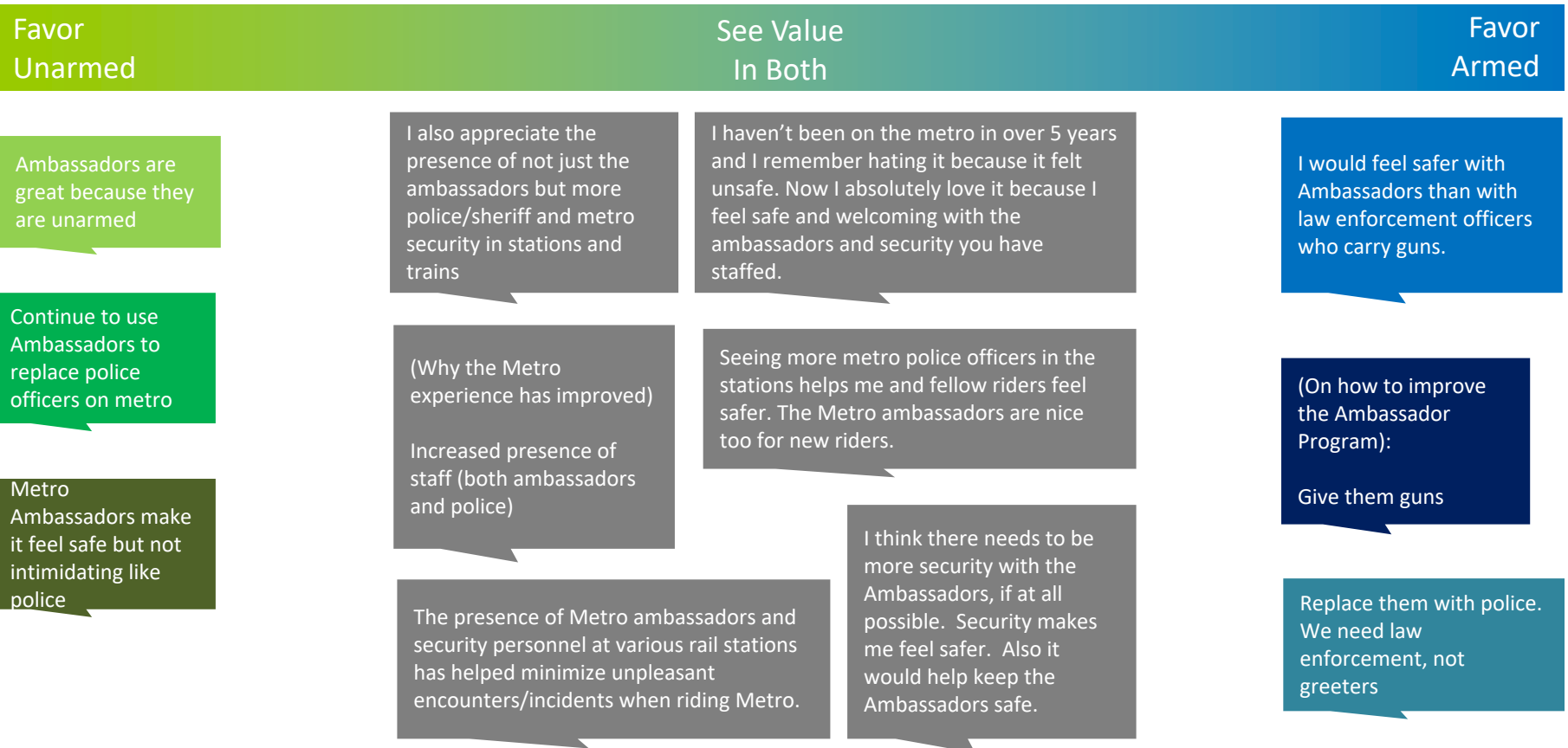
Those who have interacted with Ambassadors are more satisfied with safety from crime



When asked what has improved their overall Metro riding experience, 17% said it was safer and 16% said it was cleaner



While some riders prefer either armed or unarmed security/staff, many see the benefit of having both.

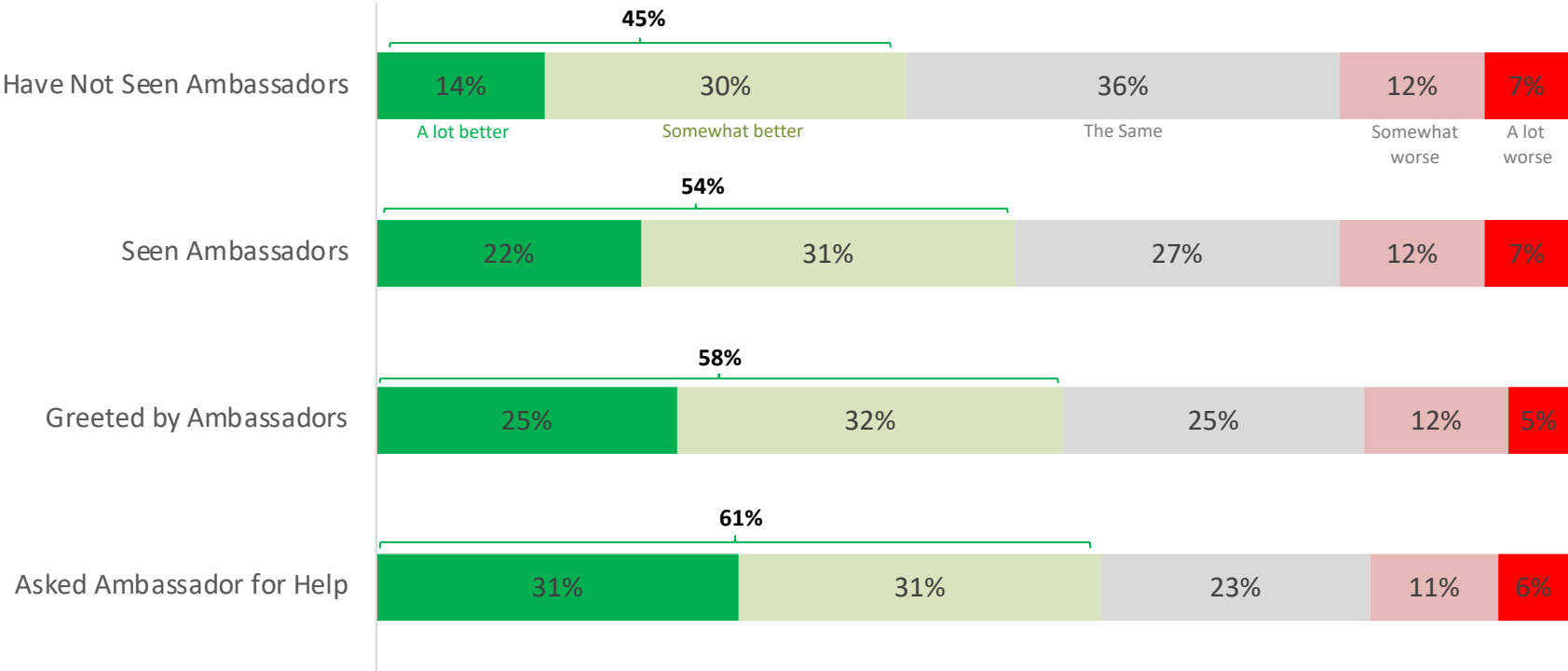


Ambassador Program Goal:

Improve Customer Experience

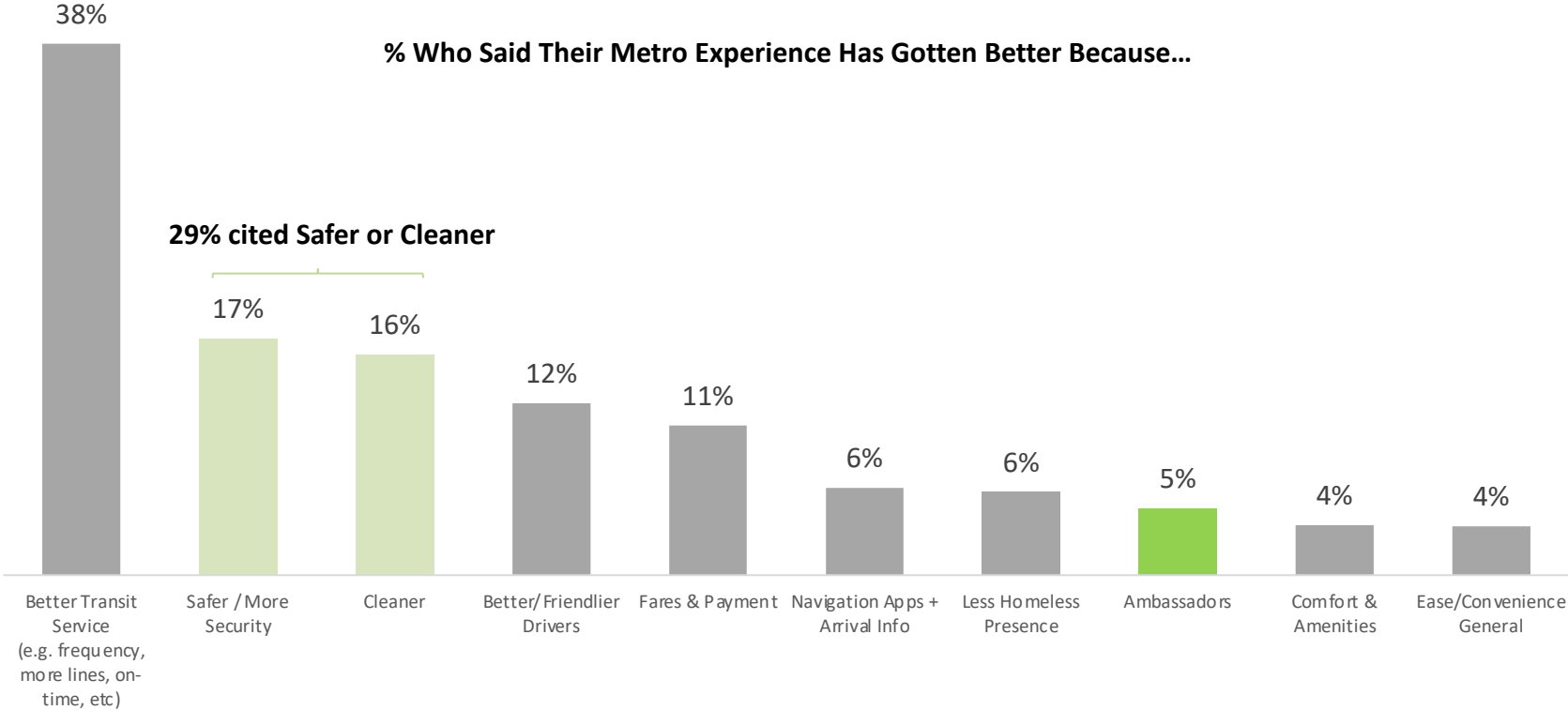
Riders who have seen or interacted with Ambassadors are more likely to feel their Metro riding experience has improved.

% of Riders Who Believe the Overall Metro Riding Experience Has Improved in Past Year



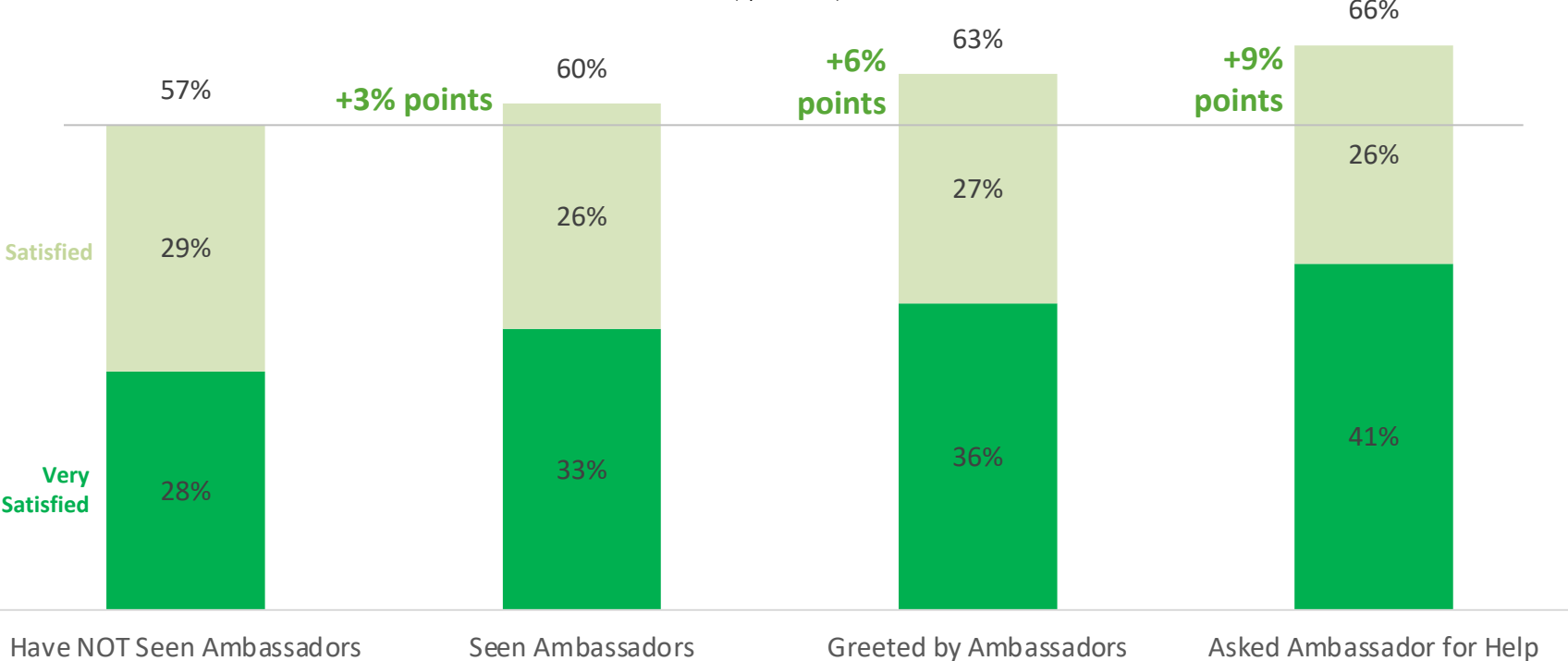
Unprompted, some cited Ambassadors as the reason for improved riding experience.

29% mentioned the system being cleaner or safer, to which Ambassadors have contributed.



Riders who have had more interaction with Ambassadors have higher satisfaction levels

% Are Satisfied with Metro Riding Experience
(Systemwide)



Source: Ambassador Program Survey, July-Aug 2023
Q: Thinking about your experiences during your entire journey door-to-door and all your interactions with Metro [INSERT "Bus" OR "Rail" BASED ON ASSIGNMENT AT HIDDEN_VARIABLE_MODE_ASSIGNMENT], how satisfied are you with Metro [Bus/Rail]? n=11,337

Areas for Potential Program Improvement

While Ambassadors are easy to distinguish visually, not everyone knows how Ambassadors can help them.

% Who Agree

Agree Strongly

Agree Somewhat

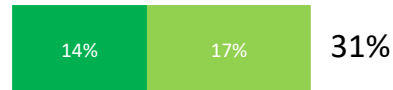
It is easy to tell Ambassadors apart from other Metro employees, security, and law enforcement



I don't know what Ambassadors do



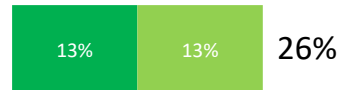
I don't know how Ambassadors can help me



Less Likely to Know How Ambassadors Can Help Them

- Hispanics/Latinos (38%)

Ambassadors don't do everything I want them to do



When asked how riders would like see the Ambassador program improved, some key themes emerged:

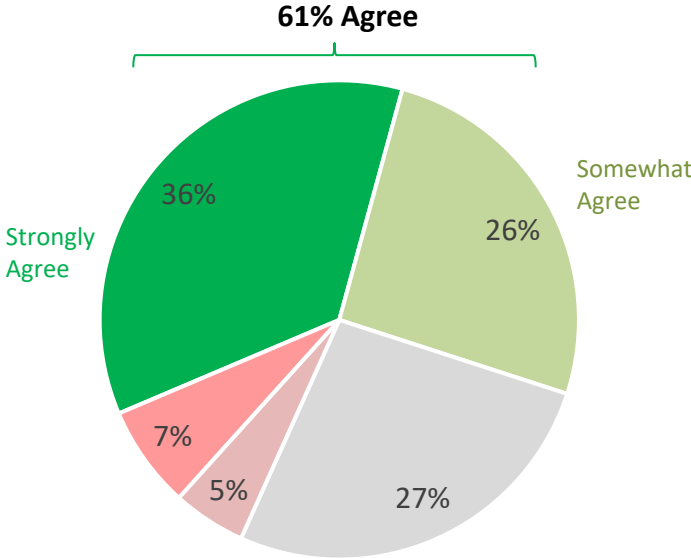
| Expand to Other Areas | Expand Hours at Night | Clarify What Ambassadors Do | Less standing around talking, on phone | More knowledge of routes & arrivals | Help with additional duties that are currently out of scope |
|---|--|--|---|---|--|
| <p><i>Hire more people. I have seen them at significant stations but I'd like to see them at more stations and stops."</i></p> <p><i>Rotate them thru a wider range of lines.</i></p> | <p><i>Put them on the subways after dark.</i></p> <p><i>Have them available at night would be helpful too.</i></p> | <p><i>More clarity for the average rider on how they can help us.</i></p> <p><i>Make it more clear what they do</i></p> <p><i>Inform the riders about what they do</i></p> | <p><i>Ambassadors could move around more. Often I see several standing and talking among themselves.</i></p> <p><i>Hire those who want to do the job rather than just standing around...</i></p> <p><i>Space them out more. I see clumps of Ambassadors</i></p> | <p><i>Mandatory training and hiring process to ensure that ambassadors are knowledgeable of the various metro lines and routes</i></p> <p><i>Give information about each metro line or bus line</i></p> <p><i>Them having access to real time information</i></p> | <p><i>Have them kick out rude/aggressive people.</i></p> <p><i>Deputizing them and helping get all the homeless off the buses and the trains</i></p> <p><i>Maybe help out a bit with the cleanliness of the train.</i></p> |

Looking Forward

Most riders want more Ambassadors on Metro

% Who Want to See More Ambassadors on Metro

(Among Those Who've Seen Ambassadors)



% Who Say Ambassadors Make Them Want to Ride Metro More

(Among Those Who've Seen Ambassadors)

