

# Metro Ambassador Pilot Program Evaluation

Operations, Safety & Customer Experience Committee  
October 19, 2023

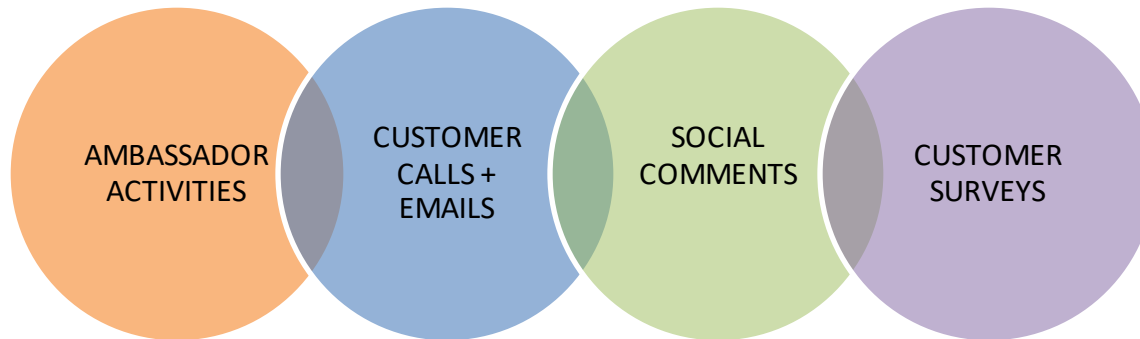


# AMBASSADOR PROGRAM OBJECTIVES AND EVALUATION

The program is designed with the following objectives:

- **Improve perceptions of safety** by providing a visible presence on the system to enhance riders' sense of personal safety and security. For issues that require special intervention, Ambassadors alert the elements of our public safety ecosystem:
  - Law enforcement regarding incidents of crime;
  - Metro transit security officers for code of conduct compliance;
  - Homeless outreach teams and crisis intervention teams who provide care-first support for vulnerable riders; and
  - Cleanliness and elevator/escalator maintenance issues that, if not promptly addressed, make stations, trains, and buses feel less safe.
- **Improve customer experience** by helping riders more confidently navigate the system, anticipate their needs, proactively engage and connect with customers, and connect vulnerable riders to resources.

## HERE'S WHAT WE LOOKED AT:



## Overall, Ambassadors have...

### Significantly increased Metro face-to-face customer service interactions

$$174,751 + 502,656 = 677,407$$

Customer Center Visits                      Ambassador Interactions with riders (beyond a greeting)

### Improved response times by reporting cleanliness and maintenance issues

$$9,404 + 2,809 + 2,671$$

Cleanliness/ maintenance issues                      Graffiti Sightings                      Escalator/Elevator Problems

### Alerted first responders and outreach teams

$$1,785 + 381$$

Safety-related submissions on Transit Watch App                      Phone calls to 911 or Metro's Security Operations Center

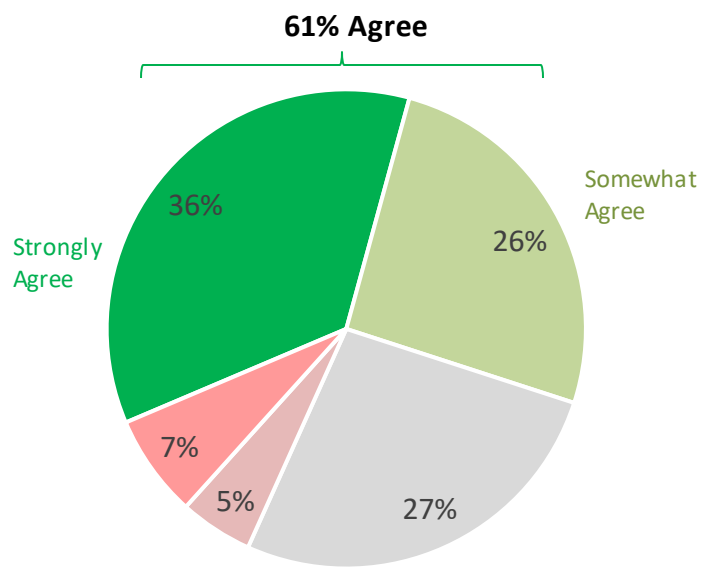
### Saved 72 Lives

$$52 + 20 = 72$$

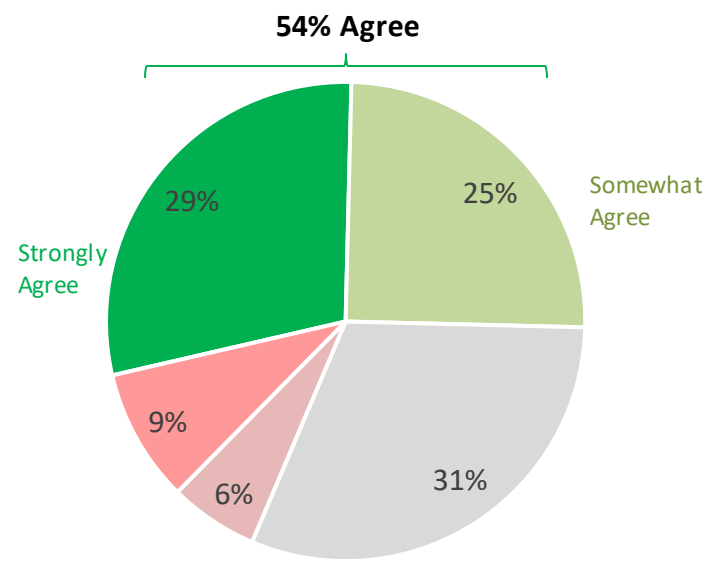
Lives saved using Narcan since April                      Lives saved using CPR, suicide intervention, etc.

## Most riders want more Ambassadors on Metro

**61% Want to See More Ambassadors on Metro**  
(Among Those Who've Seen Ambassadors)

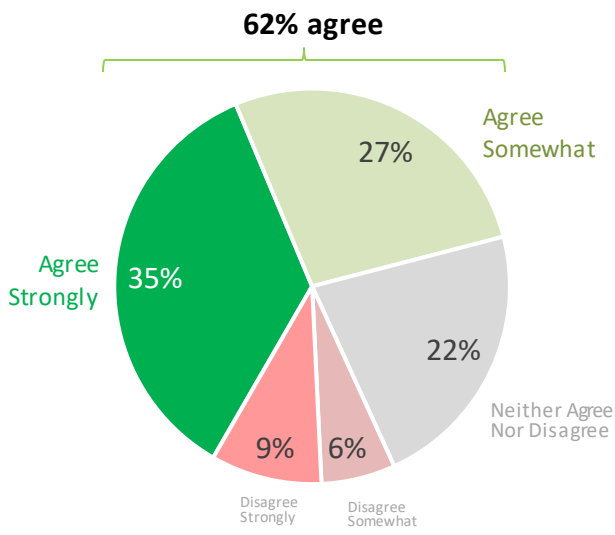


**54% Say Ambassadors Make Them Want to Ride Metro More**  
(Among Those Who've Seen Ambassadors)



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

**62% 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

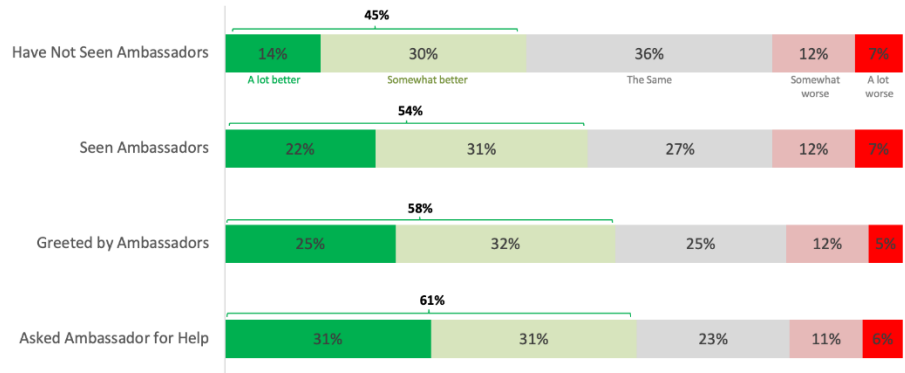
- More Likely to Agree Ambassadors Make Them Feel Safer:
- Asian/Pacific Islanders (70%)
  - Hispanics/Latinos (68\*)
  - Women (66%)
  - Under \$25K HHI (66%)

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?

# Ambassadors appear to Improve the Customer Experience

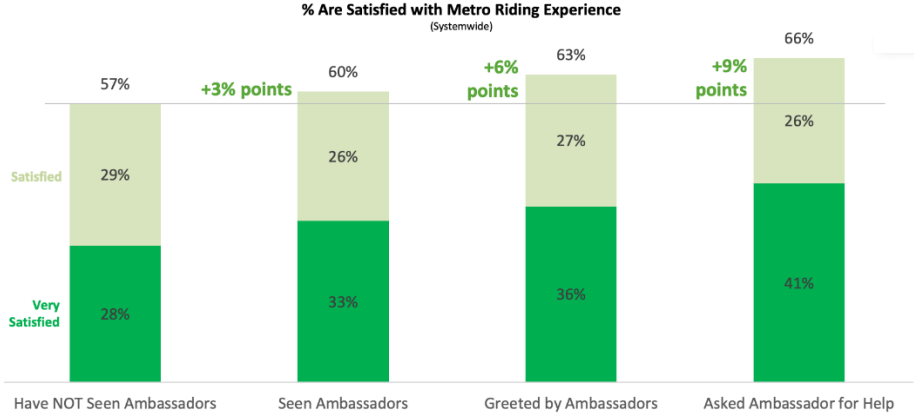
Riders who have seen or interacted with Ambassadors are **more likely** to feel their Metro riding experience has improved.

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



Source: Ambassador Program Survey, July-Aug 2023  
 Q: Is your overall Metro riding Experience, including both bus and rail, better than, worse than, or the same as it was a year ago? n=1,137

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



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=1,137



When we asked riders how they 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>

# Let's Hear From Some Customers and Ambassadors





### Benefits of bringing the Transit Ambassador Program In-House:

- **Retention:** As represented Metro employees, Ambassadors would have access to enhanced career opportunities such as promotion opportunities across the agency, improved health and retirement benefits, access to Metro's suite of training courses, and job security. The current retention rate of Ambassadors is 73% vs the current retention rate of represented Metro employees at 86%.
- **Streamline Administration:** With several vendors, managed by a small in-house team, the administration (e.g., ID badge issuance and replacement) can be cumbersome.
- **Improve Efficiency:** Opportunities for improved service through uniformity in issued technology, pre-employment background checks, training, SOPs, and policies that are currently slightly different depending on the vendor.
- **Improve Teaming:** Opportunities for closer collaboration with other Metro employees, particularly those who are a part of the multi-layer approach to safety.

# RECOMMENDATIONS

## CONSIDER:

- A. RECEIVE AND FILE the Evaluation of the Pilot Transit Ambassador Program (Ambassador Program); and
- A. Authorize the CEO to make the Transit Ambassador Program permanent and transition the program in-house over the next 12 months.

**Thank you**

## Transit Ambassador Contracts Language:

### TERMINATION FOR CONVENIENCE OF LACMTA

- The performance of the Services under the Contract may be terminated, with or without cause, at any time, in whole or in part, as determined by LACMTA in its sole discretion. Such termination will be accomplished by delivery of a Notice of Termination to the Contractor, specifying the extent to which performance of the Services under the Contract shall be terminated and the date upon which such termination shall become effective.
- If the termination is for the convenience of LACMTA, Contractor shall submit a final invoice within 60 days of termination and upon approval by LACMTA. Upon failure of the Contractor to submit its termination claim within the time specified, LACMTA will determine the amount due the Contractor, if any, on the basis of information available, and will pay the Contractor the amount so determined.
- Subject to the provisions of the above Subsection, the Contractor and LACMTA may agree upon the total or partial amount to be paid to the Contractor by reason of the total or partial termination of the Services pursuant to this Section. The Contract will be amended or revised accordingly, and the Contractor will be paid the agreed-upon amount.

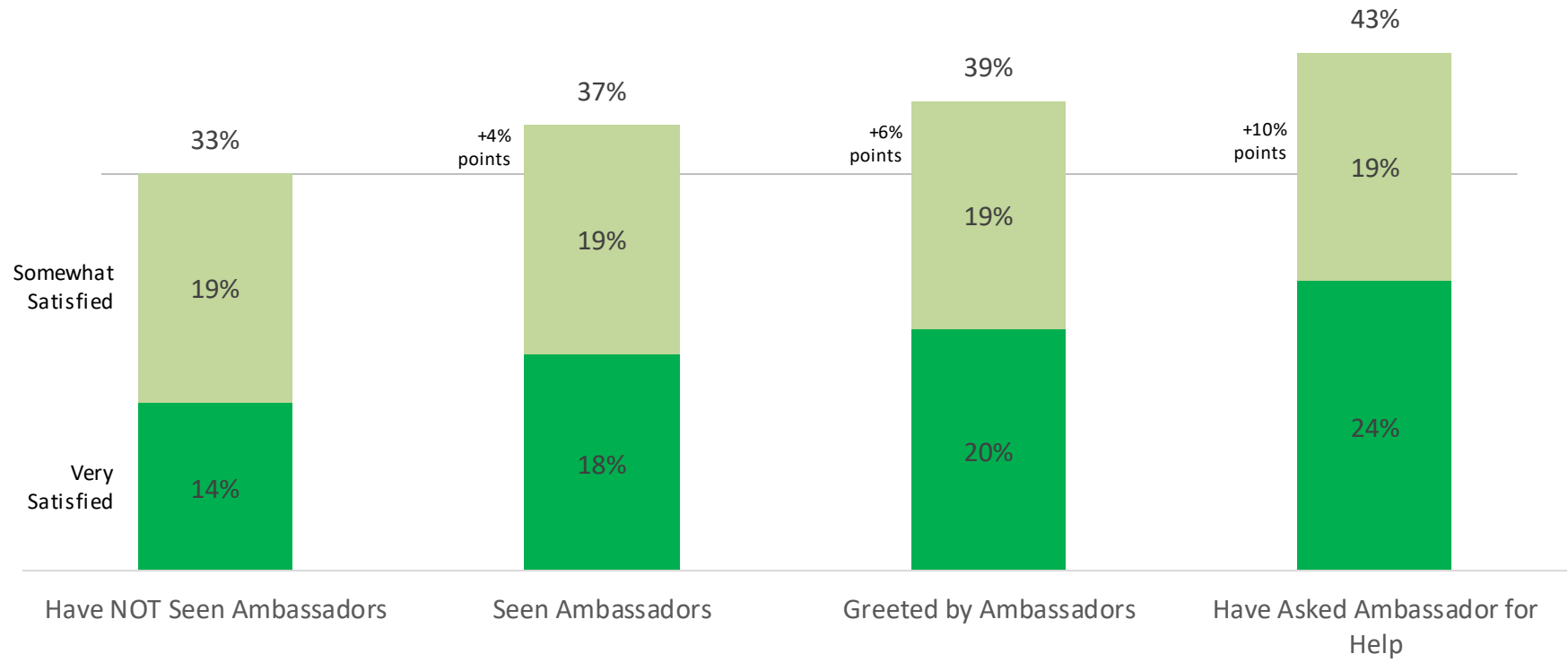
### Living Wage and Service Contract Worker Retention Policy

Metro's Board adopted Living Wage and Service Contract Worker Retention Policy (Attachment E) mandates that employers under Metro service contracts, meeting specific criteria concerning value and duration, must ensure the retention of workers by the successor contractor. Staff believe this policy should be applicable to Metro as well when the agency assumes the role of the successor employer.

Therefore, should the Board approve the permanency of the Transit Ambassador Program, staff will work with the two contractors currently providing ambassadors to facilitate the transition of these employees into Metro as permanent employees.

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

% Are Satisfied with Safety from Crime



## Metro Ambassador Deployment

Most Ambassadors are deployed as riding and roving teams to support customers where they feel most uneasy. Fixed-post deployment overlay to support big events, disruptions, and special security deployments including the following:

### Special events

- Taste of Soul
- USC Festival
- CicLaVia
- Taylor Swift Concert Series
- 2023 Train Festival
- NYE Grand Park Celebration
- LAUS Tree Lighting Event
- Rose Parade
- Academy Awards
- Rams and Chargers games
- USC and UCLA football games
- LAFC soccer games
- NCAA Championship Football Game

### Service Disruptions

- Regional Connector Pre-revenue Testing Support
- Metro Bus Shake-Ups
- Union Station Flooding
- Redondo Beach Transit Center Service Transition
- Bus Bridge Support

### Security Deployments

- Anti-Drug Campaign (B/D lines)
- Surge deployment (B, D lines)
- Enhanced multi-layer deployment

# AMBASSADOR RESPONSIBILITIES

- Engage with customers.
- Assist with wayfinding.
- Call system safety or law enforcement if they see a safety incident.
- Support riders with life-saving CPR, NARCAN.
- Alert Metro of cleanliness and maintenance incidents using the Transit Watch App.
- Support Operations, CX and SSLE in event and special security deployments.

