



Board Report

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**EXECUTIVE MANAGEMENT COMMITTEE
OCTOBER 21, 2021**

SUBJECT: CUSTOMER EXPERIENCE UPDATE ORAL REPORT

ACTION: ORAL REPORT

RECOMMENDATION

RECEIVE oral report on Customer Experience (CX) Update.

EQUITY PLATFORM

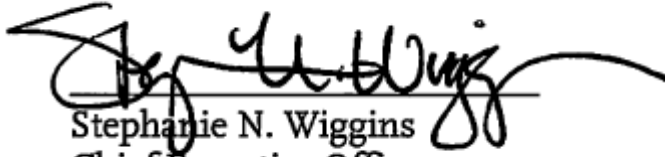
The Customer Experience Unit analyzes whether the investment addresses specific inequities for marginalized customers. Examples of bringing an equity focus to CX initiatives include funding of:

- Targeted marketing of the TransitWatch app and phone number/SMS text option on bus benches at bus stops that fall in EFCs, to reach riders without smartphones
- Testing better lighting at bus stops to improve personal security for women, girls, transgender and nonbinary people, as called for in *Understanding How Women Travel*
- Midday, layover cleaning at a high-volume terminal that directly benefits riders in EFCs on higher-ridership lines such as Line 70, 76, 92, 94, and 102.

Diverse riders have diverse needs, and the upcoming CX Plan will highlight the needs of various racial/ethnic groups, women, girls, people who are nonbinary and transgender, riders with a range of disabilities, and other categories.

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