



Metro

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

Board Report

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EXECUTIVE MANAGEMENT COMMITTEE JUNE 20, 2024

SUBJECT: CUSTOMER EXPERIENCE MARKETING AND COMMUNICATIONS QUARTERLY UPDATE

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral report on marketing and public relations activities to tell the Metro story, with a focus on earned media, as well as social media and partnerships.

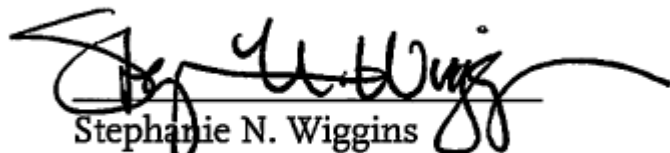
EQUITY PLATFORM

Metro is proud to serve a diverse region with a commitment to inclusion on our system and providing equitable mobility options. The activities shared in the report focus on generating awareness and favorability for Metro. Overall customer experience goals include growing and retaining diverse customers across Metro's portfolio of mobility options, generating awareness and excitement for Metro's transportation vision and projects, and engaging existing Metro customers in marginalized and underserved communities in shaping the future of Metro's network and service. Story placement and event news was covered by ethnic media outlets including Telemundo, La Opinion, Univision, Rafu Shimpō, and Korean Times.

With Metro's goal of providing more and better public transit and other transportation improvements, Metro's CX team recognizes the importance of including diverse riders in the process to plan and design these future products and services, to create an attractive transportation option with a good customer experience for all riders, regardless of background.

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