



**Board Report**

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**EXECUTIVE MANAGEMENT COMMITTEE  
SEPTEMBER 15, 2022**

**SUBJECT: MARKETING UPDATE - RESTORING CONFIDENCE IN THE SYSTEM**

**ACTION: ORAL REPORT**

**RECOMMENDATION**

RECEIVE oral report on the safety marketing campaign focused on restoring confidence in the system through increased awareness and engagement about the public safety initiatives.

**EQUITY PLATFORM**

Equity is at the forefront of Metro's effort to reimagine public safety. Re-imagining public safety supports Metro's Equity Platform goals by engaging historically underserved communities, utilizing well defined metrics, and listening and responding to our customer's needs and concerns.

Prepared by: Jennifer Vides, Chief Customer Experience Officer, (213) 922-4060

Stephanie N. Wiggins  
Chief Executive Officer

The signature is a stylized, cursive script in black ink, written over a horizontal line. Below the signature, the name 'Stephanie N. Wiggins' and title 'Chief Executive Officer' are printed in a black, sans-serif font.