



Metro

Los Angeles County
Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

213.922.2000 Tel
metro.net

October 5, 2017

To: Board of Directors

Through: Phillip A. Washington *PAW*
Chief Executive Officer

From: Pauletta Tonilas *P.T.*
Chief Communications Officer

Subject: "Metro Manners" Etiquette Campaign

Issue

As part of our ongoing effort at enhancing the customer experience, the Communications Team has developed an inventive transit etiquette campaign to encourage good behavior while riding Metro. With the expansion of the system this past year, Metro continues to gain new riders, which means more people are sharing a ride on Metro. To ensure that all riders are reminded of appropriate behavior while riding transit, this new campaign, called "Metro Manners", reminds riders that they play a crucial role in creating a safe and pleasant riding experience. Metro will launch the Metro Manners campaign to educate and empower our riders to take pride in their ride.

Discussion

The Metro Manners campaign will focus on three of the most common etiquette problems: seat hogging, blocking the aisles and eating. The objective is to remind Metro riders about basic etiquette while riding Metro. Our goal is to increase awareness in a fun and imaginative way that captures riders' attention, and encourages good behavior by bringing these issues to the forefront. The campaign is developed in the popular Japanese animation style known as "anime", and features Super Kind, a pop star super hero who battles a monster named Rude Dude who blatantly violates etiquette rules on Metro's system. Super Kind saves the day by calling on her super powers to teach Rude Dude a lesson in transit courtesy.

The initiative includes three videos and an accompanying print campaign on all Metro buses and trains. Staff will also feature the characters, Super Kind and Rude Dude, at several pop-up events over the course of the campaign, which will run from early October through December.

Next Steps

Metro will launch the Metro Manners campaign the week of October 9 and track its impact. Based on campaign effectiveness and research, additional videos may be created for future promotion of Metro etiquette education.

Sample Ads

