



ITEM ID: 2024-162-0

TRANSMITTAL DATE: March 1, 2024

MEETING DATE: March 8, 2024

TO: Executive Committee

FROM: Lisa Bahr, Chief Customer Experience Officer

SUBJECT: Brand Awareness Study - Wave 4

Issue

Twice per year, Metrolink conducts a brand awareness survey of the general population. This report summarizes the key findings from the latest survey from November 2023.

Recommendation

Receive and file.

Strategic Commitment

This report aligns with the Strategic Business Plan commitment of:

- **Customers Are Our Business:** We respect and value our customers, putting them at the heart of all we do, and work hard to attract and retain new customers by understanding their needs and finding new and innovative ways to delight them. Tracking the public's awareness and perception of the Metrolink brand and services ensures that the brand remains relevant and resonates with our customers.

Background

At its June 28, 2019 meeting, the Board authorized funding for a Rebrand Exploration project to address concerns of brand confusion as a barrier to attracting riders. The project included a brand audit and the development of a compelling and differentiating brand platform.

At its May 2021 meeting, the Board received the new Brand Platform and Brand Identity

recommendations for the brand refresh, including new brand colors and logo for rollout to the public in 2022. At that time, the Authority also retained a market research consultant to conduct a biannual public opinion survey to monitor progress in Metrolink's brand refresh. This online survey is conducted in July and November of each year. Each survey consists of 1,300 responses from throughout the Metrolink service area and includes both riders and non-riders.

Discussion

The most recent survey (wave 4) was conducted between November 20 and December 4, 2023 and includes information about the Student Adventure Pass and the Mobility-4-All fare discount programs.

A total of 1,302 responses were received:

Los Angeles: N=300
San Bernardino: N=300
Riverside: N=274
Orange: N=302
Ventura: N=100
Oceanside: N=25

The latest survey findings reveal Metrolink awareness remains high with 68% of respondents indicating they "know a little" or "know a lot" about Metrolink. But only half of the respondents demonstrated a true understanding of the Metrolink brand or services provided. Confusion with Metro remains a challenge for most who have not taken Metrolink.

Awareness of the new logo has reached 16% in the general population, that is up from 11% a year earlier, but down from 21% in July. Fifty-eight percent of current riders are aware of the new logo.

Fifteen percent of respondents were aware of Mobility-4-All, Metrolink's fare discount program for low-income individuals. This is mostly unchanged from July, and up from 11% in November 2022, one month after the program was launched. Metrolink's Student Adventure Pass Program launched in October 2023, and awareness reached 22% in November 2023.

Next Steps

The findings of the study inform Metrolink's ongoing marketing initiatives. Continued development of Brand Strategy incorporating potential rider survey results with a focus on:

- Security and safety, Connections, How to Ride
- Safety campaign strategy in alignment with brand strategy
- Brand Ambassador program
- Implementation of Brand Campaign

Prepared by: Henning Eichler, Senior Manager, Market Insights and Analytics
Sabrina Davis, Director, Marketing & Partnerships

Approved by: Lisa Bahr, Chief Customer Experience Officer

Attachment(s)

[Presentation - Metrolink Brand Tracker Wave 4](#)