



LA Metro Rebrand

Why?

While the LA Metro was providing upwards of **a million rides per day** before the pandemic, women and non-binary people cite common concerns about **the safety of the metro and bus system**. In 2019, the LA Metro performed a study analyzing how women and non-binary people use LA's public transportation system but **little has been done to implement their findings**. Allowing riders to use the LA Metro without fear is imperative to ensure that it serves its purpose to fulfil the needs of the entire city.

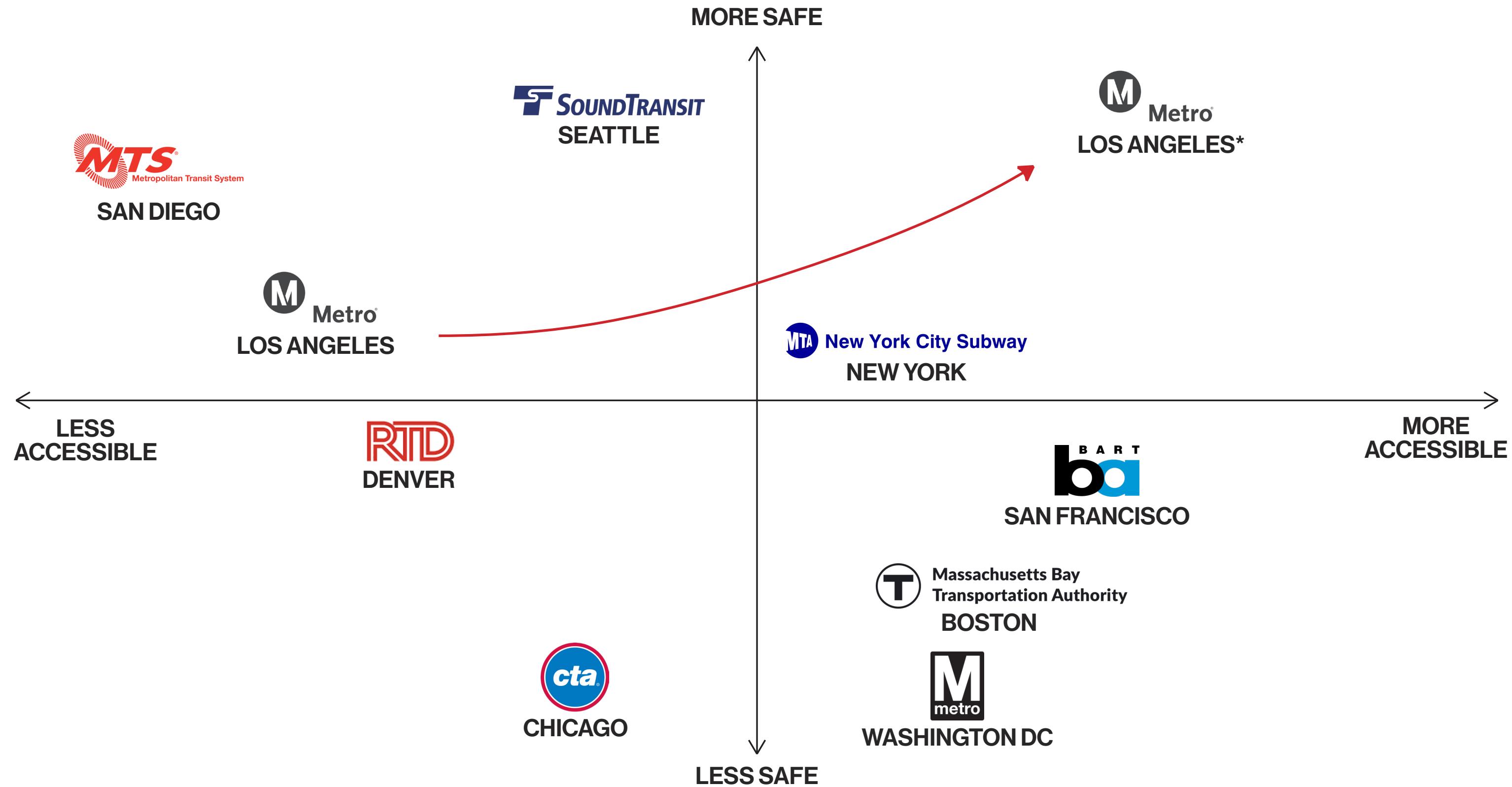
How?

LA Metro will **implement suggested policies and changes** included in the "How Women Travel Study," while also working to **best serve the public at large**. By using the **suggestions of women and non-binary people** to advise changes, we can best suit these groups needs.

What?

By updating ridership **schedules, fares, metro frequency and reliability**, those most disenfranchised by the metro will feel happier using the system. Additionally, providing better accessibility for **parents traveling with kids**, will make the metro more useful for many. Most importantly, the LA Metro should **mental health experts** on public transport to **de-escalate** dangerous situations both on transit and at stops as an alternative to increasing policing.

Brand Matrix



* With implemented changes and future Metro 2028 Plan

Customer Profiles



Citlalin Ramos

- + Age: 34 years old
- + Pronouns: She/Her
- + Relationship Status: Single
- + Residence: Koreatown, Los Angeles
- + Occupation: Self-employed
- + Likes: Spending time with her two children and fashion design

- + Metro Destination: Grocery store, retail shopping, and other errands
- + Metro Frequency: 2-3 times/week
- + Metro Pasttime: Talking with her children, reading a book when alone
- + Metro Frustrations: Not enough space to sit with her children, inconsistent schedules late at night



Christine Anderson

- + Age: 21 years old
- + Pronouns: She/Her
- + Relationship Status: Dating
- + Residence: USC Student Housing, Los Angeles
- + Occupation: Accounting Intern
- + Likes: Singing, working out, and live music

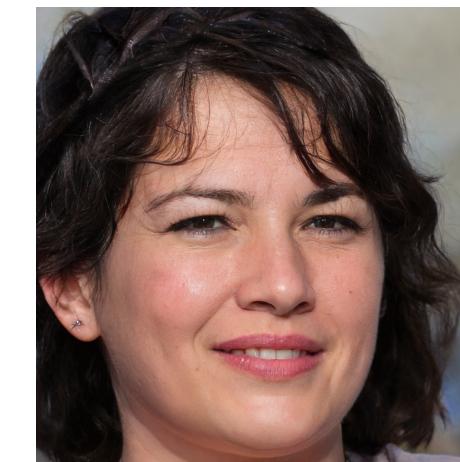
- + Metro Destination: Downtown LAOffice
- + Metro Frequency: Each weekday
- + Metro Pasttime: Listening to music on her phone
- + Metro Frustrations: Lack of social distancing and unwanted interactions with other passengers



Jackson DeVane

- + Age: 17 years old
- + Pronouns: They/Them
- + Relationship Status: Single
- + Residence: Studio City, Los Angeles
- + Occupation: High school student
- + Likes: Painting, 3D modeling, and music production

- + Metro Destination: High school located in Monterey Park
- + Metro Frequency: Each weekday
- + Metro Pasttime: Sleeping when comfortable, otherwise homework on their phone
- + Metro Frustrations: Lack of social distancing, unwanted interactions with other passengers



Tamara Harini

- + Age: 45 years old
- + Pronouns: She/Her
- + Relationship Status: Married
- + Residence: South Los Angeles
- + Occupation: Fashion supply store
- + Likes: Spending time with her husband, politics, and current events

- + Metro Destination: Downtown Fashion District
- + Metro Frequency: Daily
- + Metro Pasttime: Reading the news on her phone
- + Metro Frustrations: Lack of safety at night, lack of protection from bad actors



Cindy Laliwala

- + Age: 68 years old
- + Pronouns: She/Her
- + Relationship Status: Married
- + Residence: East Los Angeles
- + Occupation: Retired
- + Likes: Playing cards with her friends, gardening, and housecare

- + Metro Destination: Friends homes, and retail locations
- + Metro Frequency: Infrequently
- + Metro Pasttime: Generally looks out of the window or reads a book
- + Metro Frustrations: Lack of lighting at bus stops, often feels unsafe, and infrequent schedules



David Moini

- + Age: 29 years old
- + Pronouns: He/Him
- + Relationship Status: Single
- + Residence: West Hollywood, Los Angeles
- + Occupation: Financial Technology
- + Likes: Programming, video games, and the stock market

- + Metro Destination: Previously used to get to work
- + Metro Frequency: Daily when used
- + Metro Pasttime: Listening to podcasts and read the newspaper
- + Metro Frustrations: Lack of efficiency, felt unable to express himself without harassment

Brand Metaphors

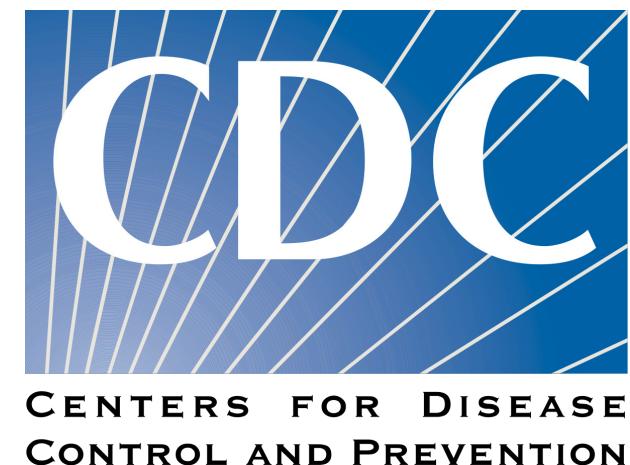
Safety

The largest focus of the LA Metro re-brand is to emphasize the increase safety of the light rail and bus system. While many brands do not market safety as their main selling point, we've come to associate many of them with products or services that make us safer. Some of these brands include:

1. Centers for Disease Control
2. King County (Seattle) Metro
3. Johnson & Johnson
4. Los Angeles Fire Department
5. Red Cross
6. Whole Foods



THE LOS ANGELES FIRE DEPARTMENT



Johnson & Johnson



Brand Metaphors

Reliability

While the main re-brand of LA Metro focuses on safety, a large part in reducing unsafe situations on the metro system includes increasing the reliability of the system itself. Customers and businesses alike place their trust in the reliability of the following brands and services on the daily, something we hope to achieve with this re-branding:

1. Amazon
2. Google
3. Hydro Flask
4. New York City Subway
5. Toyota
6. USPS

TOYOTA

amazon

Google



New York City Subway



**UNITED STATES
POSTAL SERVICE**



Hydro Flask

Brand Metaphors

Efficiency

Outside of the safety, one of the biggest concerns about the LA Metro system is the lack of efficiency in the system, causing many more customers to avoid public transportation altogether. Similar to how increasing the reliability of a system will increase its safety, by reducing the amount of time a person spends on the metro, you reduce the chance of encountering a dangerous situation. Listed here are some brands that are known for their efficiency:

1. Chipotle
2. Ikea
3. London Underground
4. Southwest Airlines
5. Tesla
6. Zara



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Go Metro, because we put safety first.

Introducing a re-designed metro where passenger safety and service reliability is our #1 priority.

To better serve the community of Los Angeles, Metro will be making many changes to the light rail and bus system, including updated schedules and fares, increased accessibilities for families, and mental health experts stationed on all rides. To learn more, please visit safety-first.metro.net.

Metro

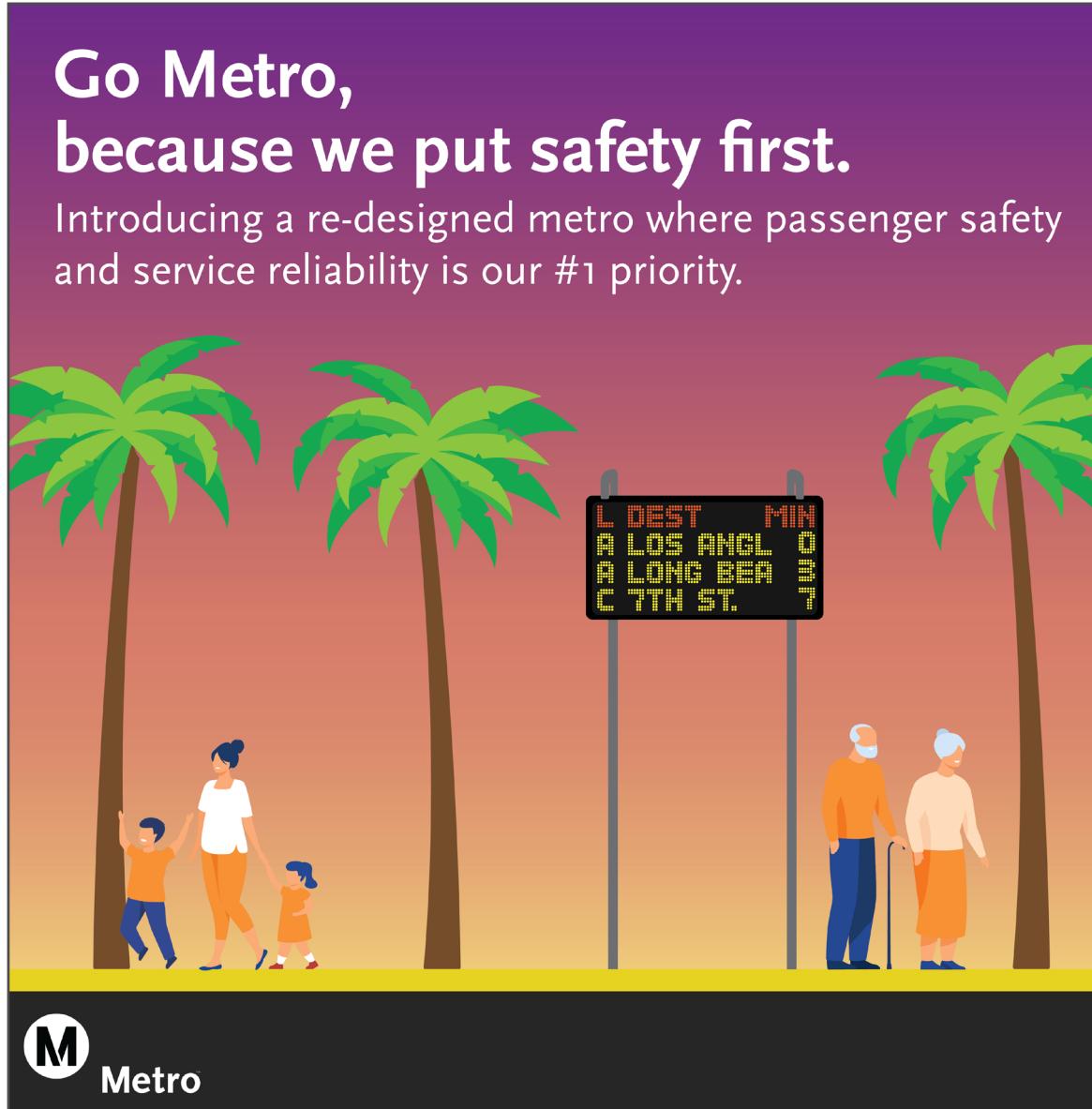
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Billboard Advertisement



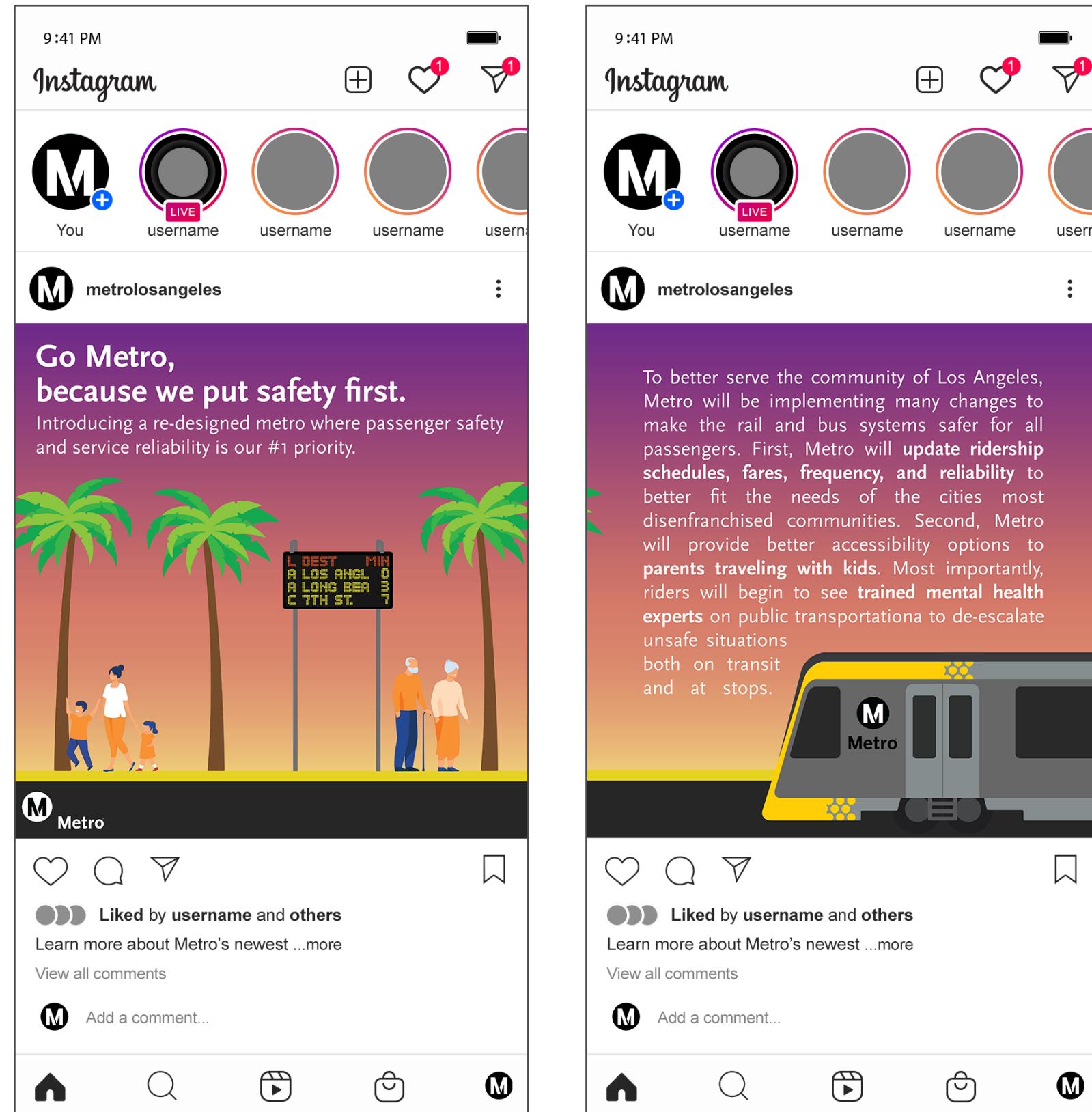
Instagram Advertisement



To better serve the community of Los Angeles, Metro will be implementing many changes to make the rail and bus systems safer for all passengers. First, Metro will **update ridership schedules, fares, frequency, and reliability** to better fit the needs of the city's most disenfranchised communities. Second, Metro will provide better accessibility options to **parents traveling with kids**. Most importantly, riders will begin to see **trained mental health experts** on public transportation to de-escalate unsafe situations both on transit and at stops.



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