



Los Angeles County
Metropolitan Transportation Authority

Metro

News

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FOR IMMEDIATE RELEASE

L.A. Metro Releases New Series of “Super Kind” Videos as Part of Its Popular “Metro Manners” Transit Etiquette Campaign



The Los Angeles County Metropolitan Transportation Authority (Metro) launched a new round of “Super Kind” Metro Manners videos, an online and print etiquette campaign to continue raising awareness about proper transit etiquette onboard Metro buses and trains.

First launched in October 2017, the wildly popular campaign features unique Japanese anime characters.

The new campaign videos take a light-hearted and humorous approach to educating riders about three new etiquette and Customer Code of Conduct issues on the Metro transit system: playing loud music, vending and allowing customers to exit the train before boarding.

“Amelia Earhart, who was arguably one of the great travelers of all time, said, ‘A single act of kindness throws out roots in all directions, and the roots spring up and make new trees.’ As an increasing number of transit riders take advantage of Metro, it becomes ever more important that we are courteous and kind to one another,” said Metro Board Chair and Los Angeles County Supervisor Sheila Kuehl. “This Metro Manners campaign reminds us all that kindness is a critical component to an enjoyable ride for everyone.”

Metro’s campaign features Super Kind, a pop star super hero who battles a monster named Rude Dude who blatantly violates etiquette rules on Metro’s transit system. Super Kind saves the day by calling on her super powers to teach Rude Dude lessons in transit courtesy. One of the videos also contains a special appearance from Danny Trejo, the well-known actor.

Metro’s Customer Code of Conduct includes courtesy and safety rules that apply to all transit riders. Playing loud music that disturbs other riders is prohibited. Riders seeking to listen to music should use headphones or earphones that make the sound inaudible to others. Patrons should not sell any goods, food or other services while onboard Metro buses and trains. Riders trying to board trains are also requested to wait on the platform until all departing customers have left the train to help ensure passengers can safely exit the train.

“Each one of our riders have a role in creating a better transit experience for themselves and others by honoring these simple etiquette rules,” said Metro CEO Phillip A. Washington. “We rely on you, our loyal customers, to help us provide a world-class transportation system for our county.”

Metro originally teamed with creative production studio Lord Danger and director Mike Diva to develop the campaign last year. The campaign’s colorful approach was developed by Diva, whose interpretations of pop culture and digital connectedness has resulted in tens of millions of views on social media. Metro Manners was the first integrated campaign for Diva and Lord Danger. The producers cast Anna Akana, who has more than 1.8 million subscribers on YouTube for her weekly series, as Super Kind, Metro’s official protector of the agency’s Customer Code of Conduct. Rude Dude was designed in conjunction with noted collaborator FONCO.

The first round of Metro Manners videos raised awareness about prohibited behaviors such as seat-hogging, blocking aisles and eating and drinking while riding. It was a viral sensation on social media, drawing tens of thousands of likes and shares for the campaign. Metro also received an American Public Transportation Association Marketing award for its campaign.

To view the campaign videos, visit www.metro.net/manners.

About Metro

The Los Angeles County Metropolitan Transportation Authority (Metro) is unique among the nation’s transportation agencies. Created in 1993, Metro is a multimodal transportation agency that transports about 1.3 million passengers daily on a fleet of 2,200 clean air buses and six rail lines. The agency also oversees bus, rail, highway and other mobility-related building projects and leads transportation planning and programming for Los Angeles County.

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