

Text for Safety

Metro Transit Interactive Text Service for Public Safety

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Transportation Accessibility Advisory Committee Meeting

May 2, 2018

Text to TCC

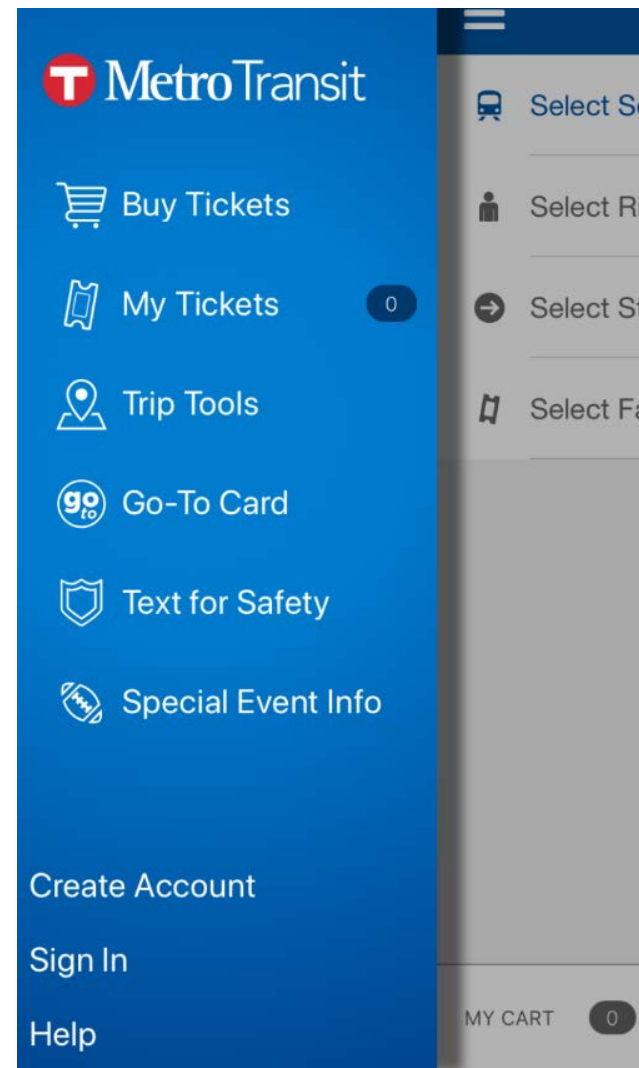
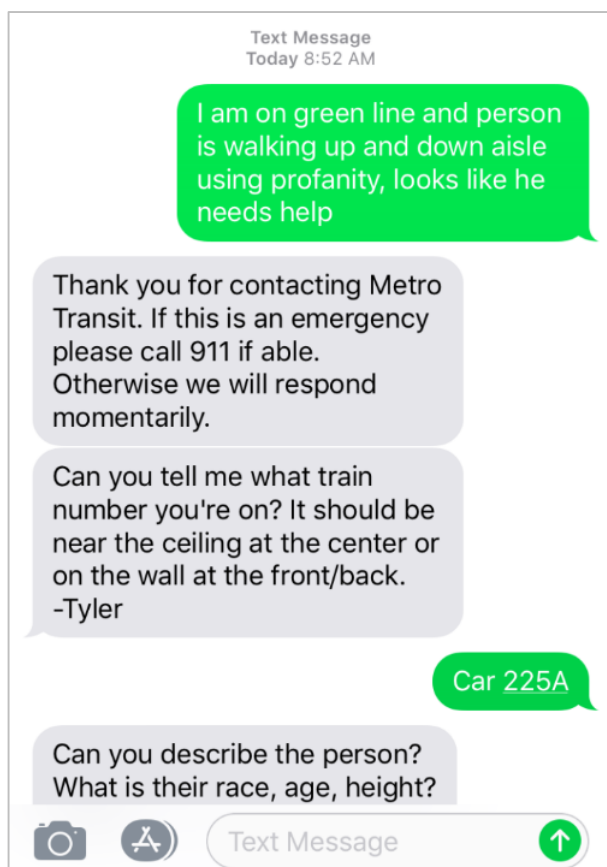
- Goals of Project
 - Safety
 - Increases ability for customers to report unsafe situations to Transit Police
 - Interactive two-way text messaging system allows passengers to communicate discreetly without fear of retaliation
 - Innovation
 - This project moves beyond the TCC's traditional means of receiving messages via telephone and bus operator report
 - Equity
 - Using SMS ensures those without resources to purchase a smart phone are able to communicate

Timeline

- 2017 Q2:
 - Completed request for information to determine what is available on the market
 - Created RFP requirements and Proposal
- 2017 Q3:
 - Recommendation committee selected vendor and notice to proceed
- 2017 Q4:
 - Implementation of two-way interactive texting via 10-digit phone number and Metro Transit app
 - Launch date: December 18, 2017

Contacting Metro Transit via Text

- SMS Text 612.900.0411
- Use Metro Transit app



- Onboard Placards and Signs
- News Release, Metro Transit Website

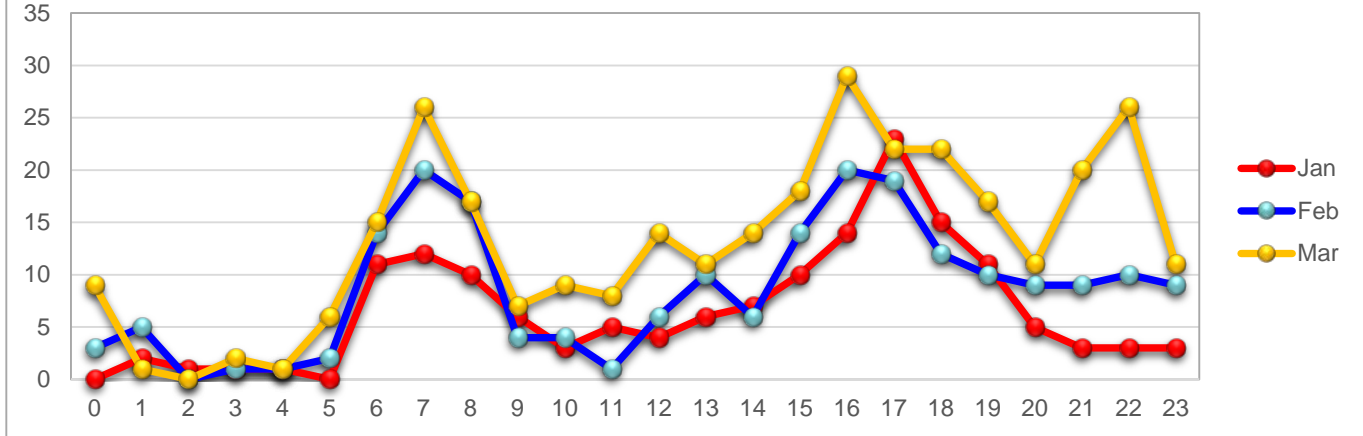
For all emergencies, call 911.

If you feel unsafe or see
suspicious/threatening behavior

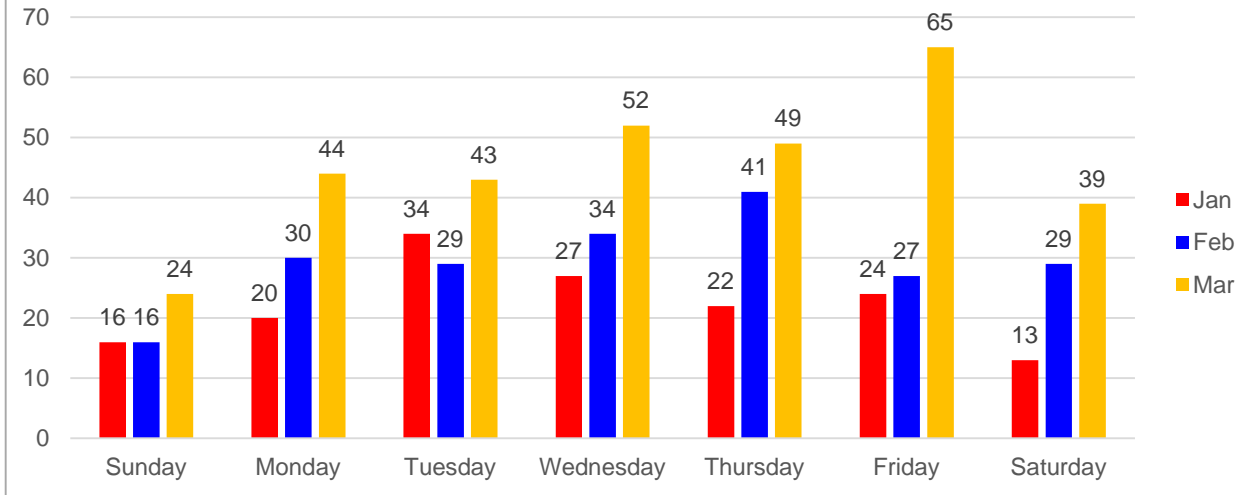
TEXT 612-900-0411

Messaging and data rates may apply; refer to your wireless plan for more details.

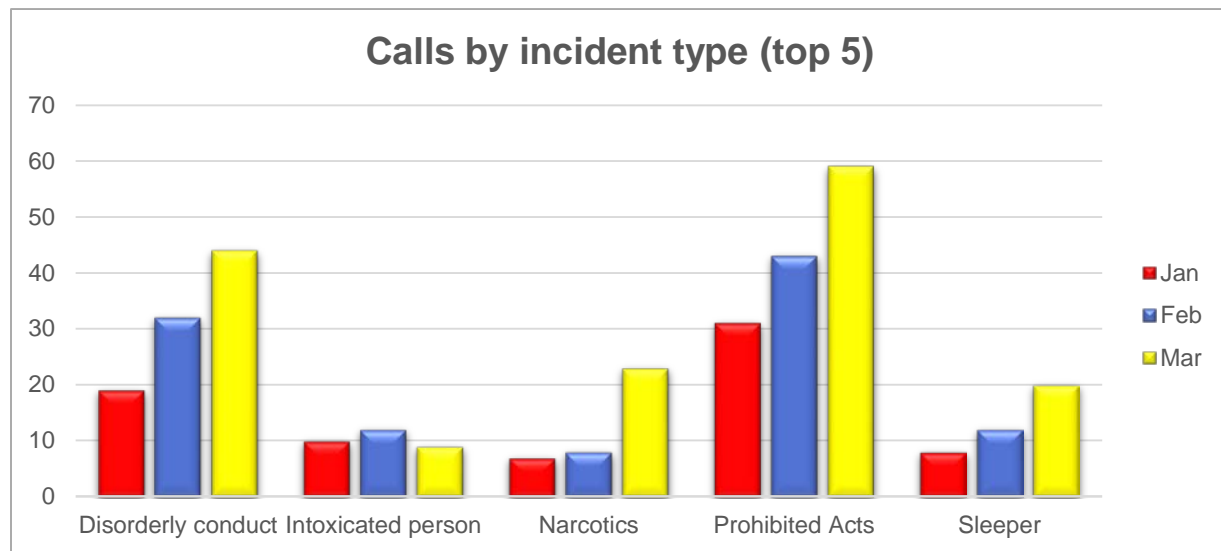
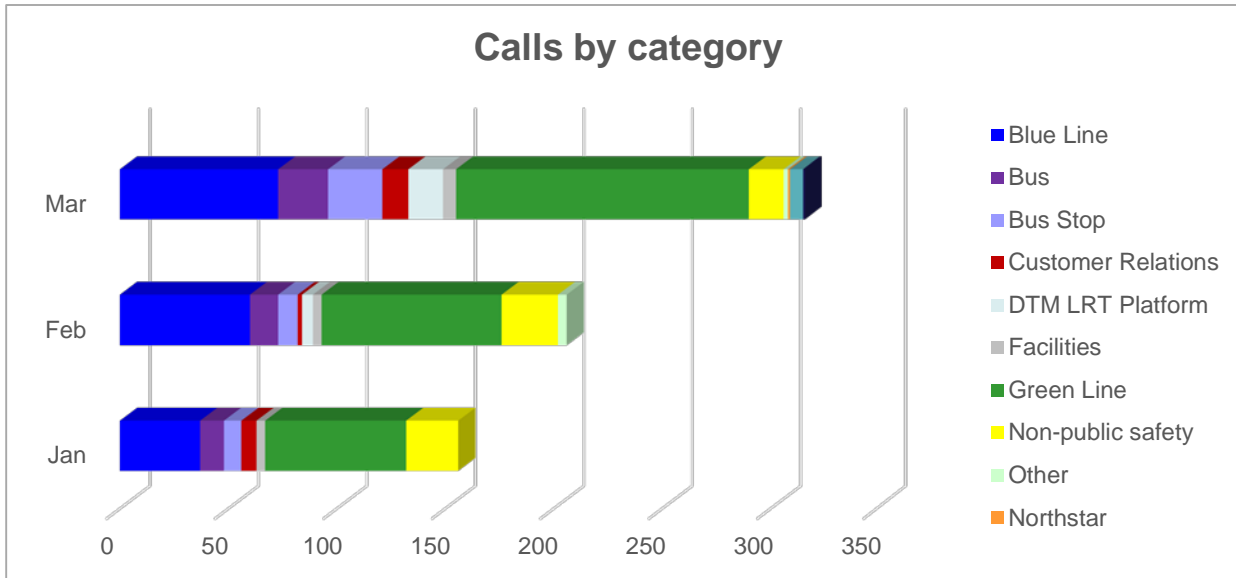
Call volume by hour



Calls by day of the week



Where and Why are people texting?



Example 1 – Smoking on the Green Line



- **Guest:** There is someone smoking on the eastbound green line train currently just past prospect park, car 226B 2/22/2018 5:49pm | Green Line
- **Cain B:** Thank you for contacting Metro Transit. If this is an emergency please call 911 if able. Otherwise we will respond momentarily. 2/22/2018 5:49pm | Green Line
- **Cain B:** Can you describe the person? What is their race, age, height? -Cain 2/22/2018 5:50pm | Green Line
- **Guest:** 2 people, African American, 30s 2/22/2018 5:50pm | Green Line
- **Cain B:** Are they male or female? -Cain 2/22/2018 5:51pm | Green Line
- **Guest:** 1 male 1 female, in the very front of the car with heavy coats and groceries 2/22/2018 5:51pm | Green Line
- **Cain B:** What color are the coats? -Cain 2/22/2018 5:52pm | Green Line
- **Guest:** One dark blue, one medium brown 2/22/2018 5:52pm | Green Line
- **Cain B:** which is the male wearing? -Cain 2/22/2018 5:53pm | Green Line
- **Guest:** Male is in dark blue, woman in brown 2/22/2018 5:53pm | Green Line
- **Cain B:** Is there anything else that will help identify them? Hats? Pants? Bags of any sort? -Cain 2/22/2018 5:55pm | Green Line
- **Guest:** They have a couple bags of groceries on the seat in front of them, I can't see anything else from where I'm seated 2/22/2018 5:56pm | Green Line
- **Cain B:** Thanks, you've been very helpful. Can I have your name in case officers need more info? -Cain 2/22/2018 5:56pm | Green Line
- **Guest:** My name is XXXXX XXXXXXXX, I appreciate the quick response 2/22/2018 5:57pm | Green Line
- **Note from Cain B:** MC180222-009647 Prohibited Acts 2/22/2018 5:58pm | Green Line
- **Cain B:** Thanks Libby. If you have another issue or the situation changes, text us again. -Cain 2/22/2018 5:58pm | Green Line

Example 2 – Person with a Gun



- **Guest:** Guy on Train with Gun/Dope, 2/20/2018 12:48pm | Green Line
- **Tyler S:** Thank you for contacting Metro Transit. If this is an emergency please call 911 if able. Otherwise we will respond momentarily. 2/20/2018 12:49pm | Green Line
- **Tyler S:** Can you tell me what train number you're on? It should be near the ceiling at the center or on the wall at the front/back. -Tyler 2/20/2018 12:49pm | Green Line
- **Guest:** 208A 2/20/2018 12:49pm | Green Line
- **Tyler S:** And where is your train now? -Tyler 2/20/2018 12:50pm | Green Line
- **Guest:** Boo Leather Jacket,blk good,heading to Central Station 2/20/2018 12:51pm | Green Line
- **Tyler S:** Is he threatening anyone with the gun? Or is it holstered? -Tyler 2/20/2018 12:52pm | Green Line
- **Guest:** Blk leather jacket,hooded 2/20/2018 12:52pm | Green Line
- **Guest:** Central Station 2/20/2018 12:52pm | Green Line
- **Tyler S:** Can you describe the person? What is their race, age, height? -Tyler 2/20/2018 12:52pm | Green Line
- **Tyler S:** Please answer these questions as soon as you can. If you're able, please call 911. - Tyler 2/20/2018 12:54pm | Green Line
- **Guest:** I'm off train, 2/20/2018 12:54pm | Green Line
- **Guest:** To late 2/20/2018 12:54pm | Green Line
- **Note from Tyler S:** RP called by #54 2/20/2018 12:57pm | Green Line
- **Note from Tyler S:** MC180220-009196 Weapons Call | Green Line

Customer Feedback

- *“I really appreciate being able to connect with support and metro transit police without having to call and jeopardize my physical safety.” - 12/21/17 @ 8:55am*
Green Line customer reporting male smoking onboard train
- *I appreciate the quick response 2/22/2018 5:57pm | Green Line*
Customer reporting smoking onboard Green line
- *Thank you. I'm glad to know that there's a way to get help without having to call 911 3/15/2018 9:48pm*
Customer reporting 3 people drunk and yelling on Green line

Questions, Comments?

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