



Text for Safety

Metro Transit Interactive Text Service for Public Safety

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Transportation Committee

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Text to TCC

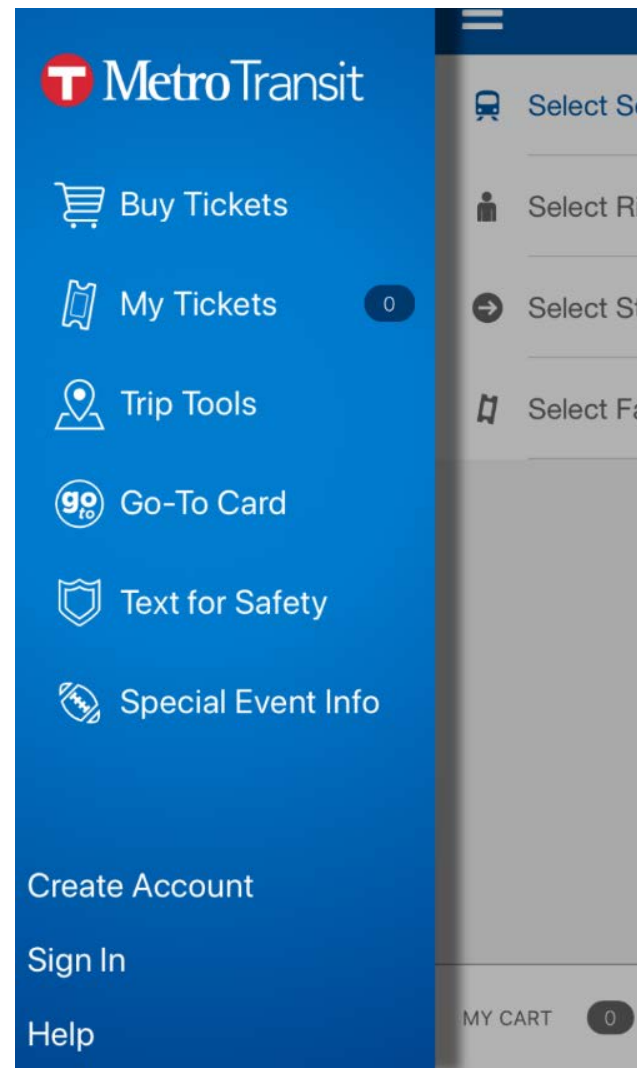
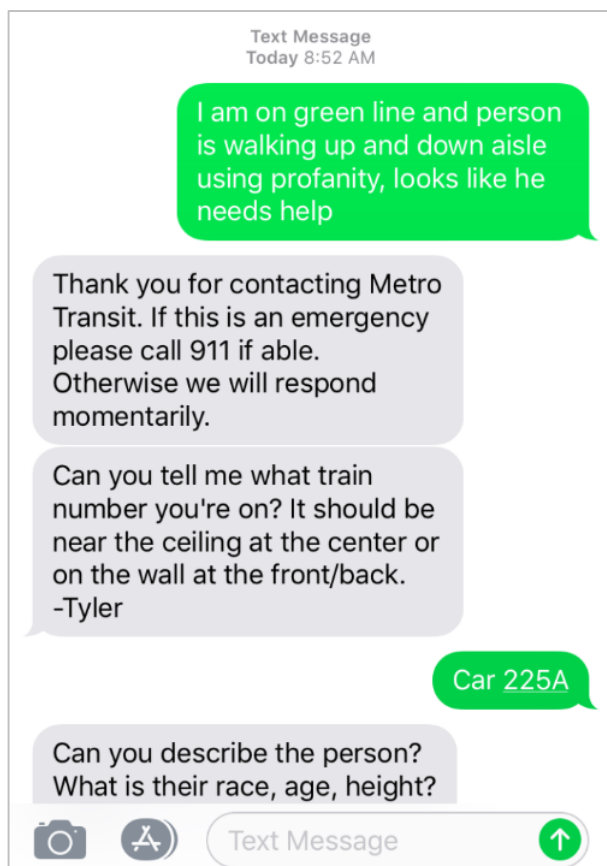
- Goals of Project
 - Safety
 - Increases ability for customers to report unsafe situations to Transit Police
 - Interactive two-way text messaging system allows passengers to communicate discreetly without fear of retaliation
 - Innovation
 - This project moves beyond the TCC's traditional means of 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





Customer Outreach

- News Release
- Metro Transit Website
- Onboard Vehicle Placards



Feel unsafe, see something
suspicious or inappropriate?

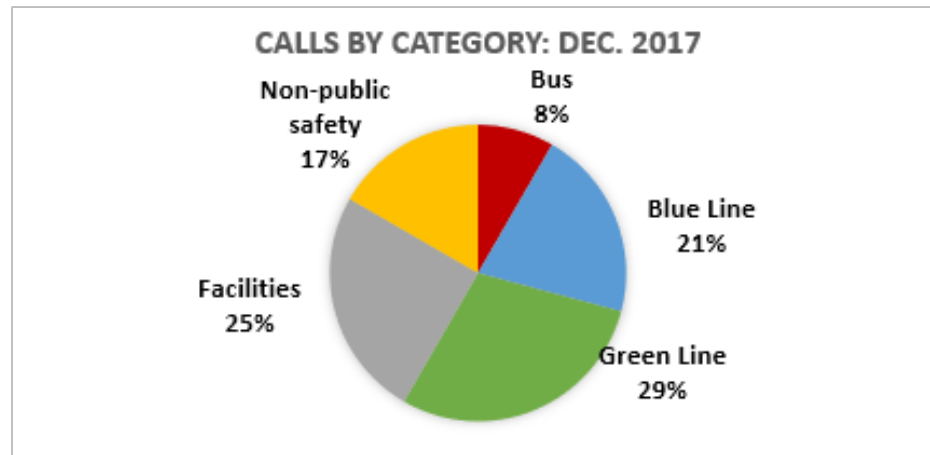
TEXT FOR SAFETY*
612-900-0411

For all Emergencies **CALL 9-1-1**

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

Initial Response

- Transit Control received 25 text messages calls from customers for the first 2 week period.



- 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

Questions, Comments?

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Transit Control Center
612-349-7311