



Masks are a Must

Mask Enforcement Campaign Update

Transportation Committee
November 23, 2020

Chief Eddie Frizell
Metro Transit Police

Bruce Howard
Marketing & Transit Information



Background

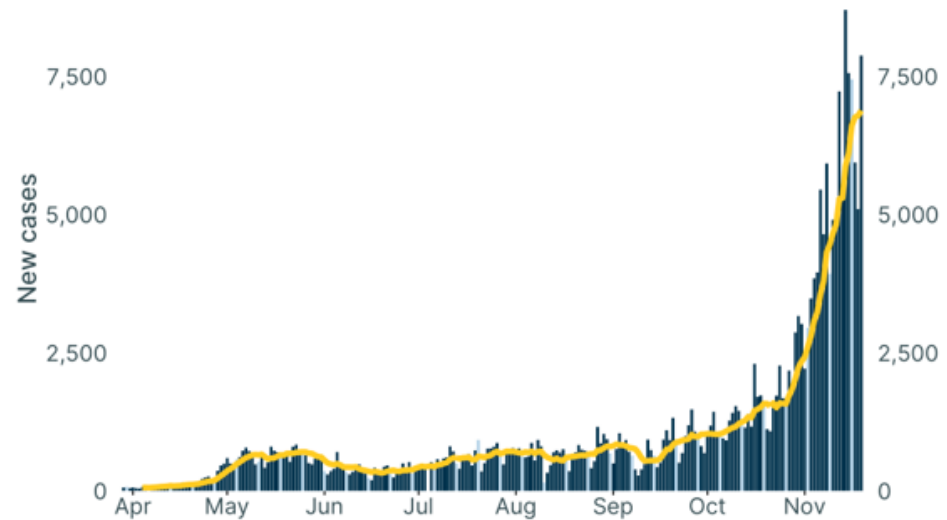
- May 15 – Metro Transit Requires Face Coverings for all Riders
- July 25 – State Mask Mandate Begins
- Extensive Education Campaign in Place
 - Destination Signs
 - Stickers on all buses and trains
 - metrotransit.org
 - Social media
 - MTPD and Staff outreach

Why Enhanced Mask Enforcement

- COVID Cases Rising
- Safety Fatigue
- Current Compliance Rates on Transit too Low
 - 83% on bus
 - 69% on LRT
- Goal = 95%

New COVID-19 cases in MN by date reported

Based solely on cases confirmed by the MN Department of Health. Line represents 7-day rolling average. Light blue bars are Mondays.



Source: Minnesota Department of Health. Graphic by David H. Montgomery | MPR News

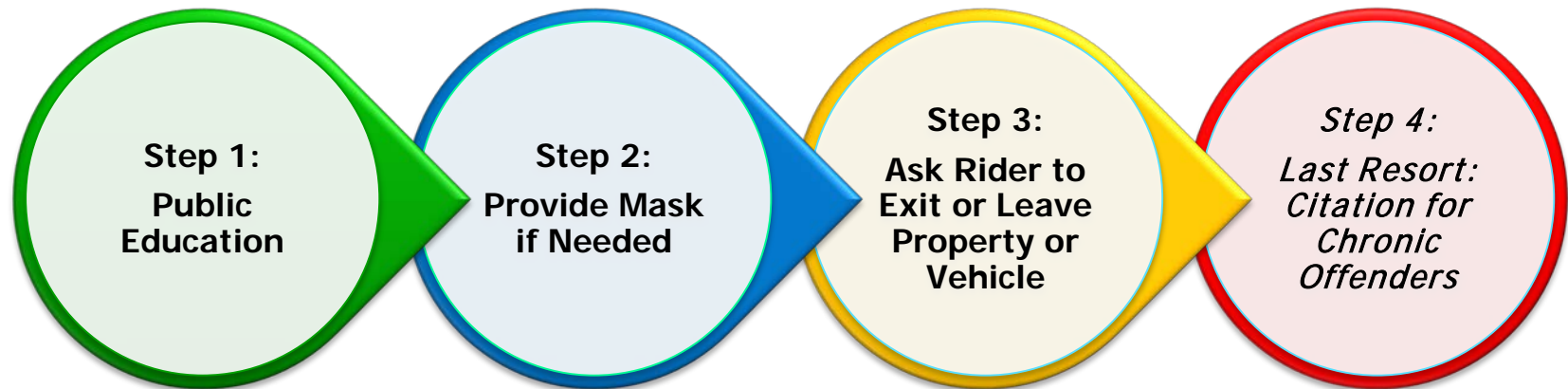
MPRnews

Staff Helps With Mask Distribution

- 80,000 Masks Distributed
- Transit Stations and Key Transfer Points
- Periodically as Supplies Allow



Four Step MTPD Enforcement Approach



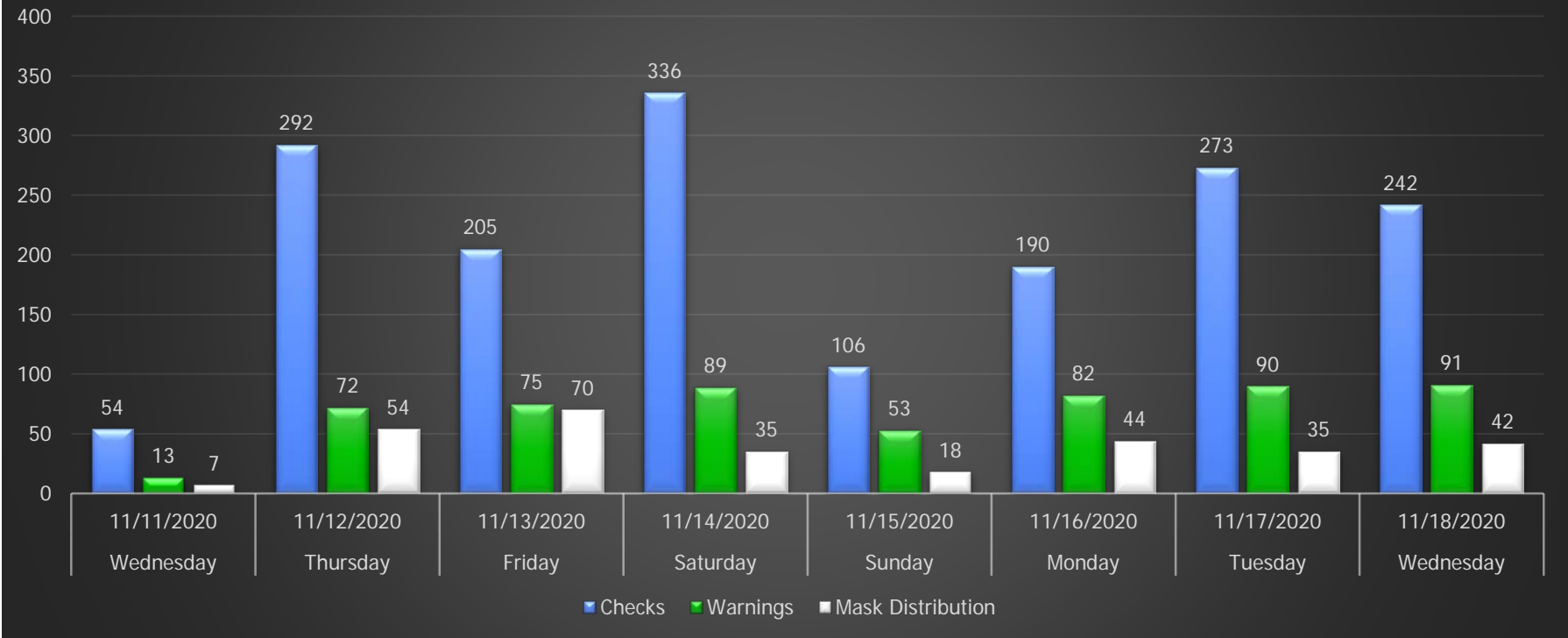
MTPD-Outreach and Observation

- Real Time Information Center (RTIC)
- Operator Check-ins
- Public Education
- Data Collection

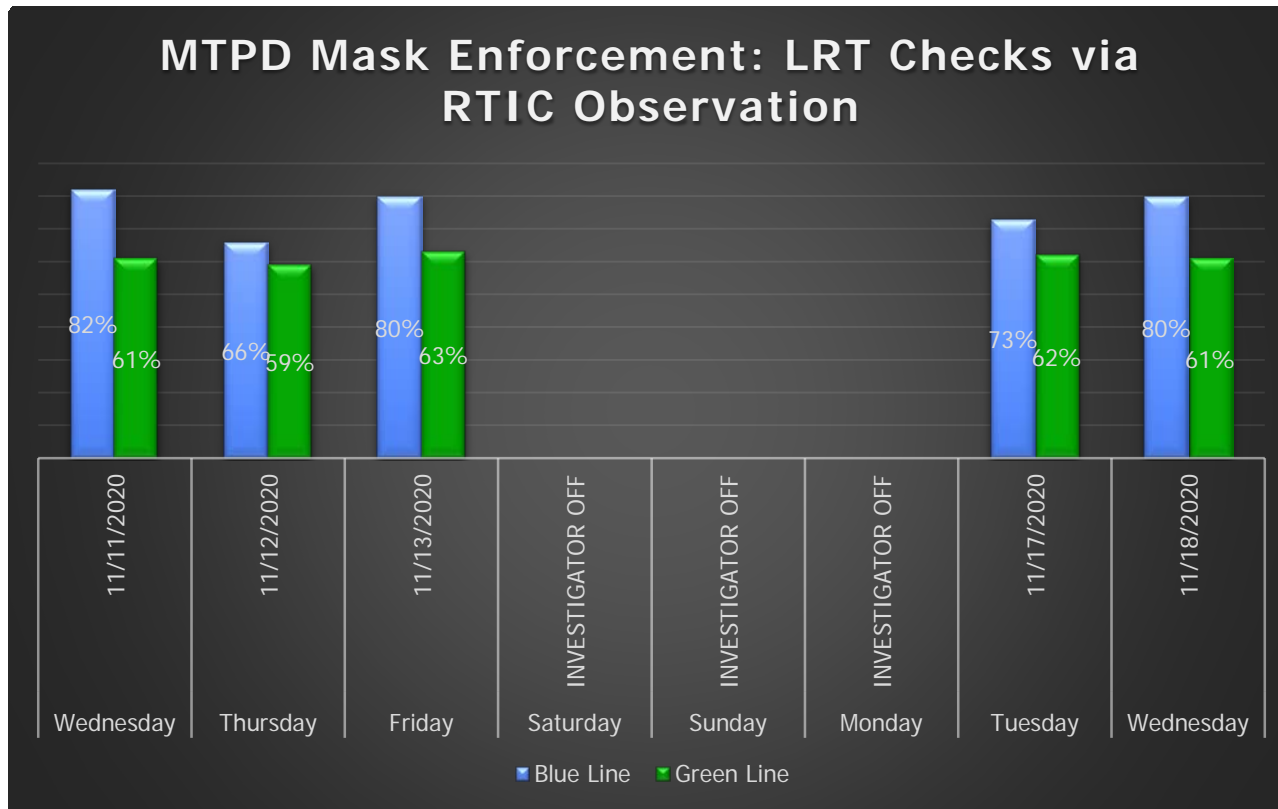


MTPD-Mask Enforcement Data: Patrol

MTPD Mask Enforcement: Week 1



MTPD – Mask Enforcement Data: RTIC



This information is a snapshot in time on each day, based on observation via the real-time camera system on the LRT system.

**there is no data for Saturday, Sunday, or Monday (11/14-11/16) because the officer responsible for data collection did not work those days this week.*

Marketing & Communications Refresh

- Rail Station Kiosk Poster
- Bus Shelter Poster
- On-board audio announcements
- On-board scrolling reader board
- Social media channels
- Targeted online ads along specific routes
 - English, Spanish, Hmong, Somali





**Masks are required
on buses and trains.**

metrotransit.org/health

 Metro Transit

Questions

