

9/2/2021 Rider Experience and Operations
Committee Meeting Written Public
Comment Submissions

Submissions

Malcolm Kenton, Elerts Corporation 2

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The substance of this comment are included in a letter attached to the bottom of this document.

To whom it may concern:

Please find attached comments from ELERTS Corporation to be considered at the Sept. 2 Board meeting, regarding rider experience and public safety concerns, in response to Sound Transit's request for comments issued Aug. 27. I am submitting this document on behalf of my boss, Ed English.

Thank you for the opportunity to comment. Please let me know if you have any questions.

Sincerely,

Malcolm Kenton

Marketing & Communications Specialist

ELERTS Corporation

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By enabling riders to report directly to the transit agency:

Riders feel safer knowing they have a discreet lifeline to report problems using their mobile phone.

Fewer complaints end up on social media for all to see.

Riders and employees can send photos and videos to show what the issue is.

Safety risks can be mitigated sooner before they escalate in cost and severity.

Agencies can see data analytics and trend analysis over time.



Customers of over 30 US public transportation agencies use the ELERTS platform to report, among many other things, incidents of hate and harassment, as well as such issues as unattended bags, slipping/tripping hazards, and various hazardous conditions at bus stops and train stations.

Thank you for your attention to our comments and suggestions. If you would like further information, feel free to contact us any time by calling (877) 256-1971 or emailing info@elerts.com.

Sincerely,

Ed English, CEO
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