

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

Submissions

**Malcolm Kenton, Elerts Corporation** ..... 2

## *Malcolm Kenton, Elerts Corporation*

**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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## ELERTS Corporation

**Response to Request for Public Comment on Rider Experience and Public Safety Concerns Issued by Sound Transit on Aug. 27, 2021 for the Sept. 2, 2021 Meeting of the Board of Directors**

**Submitted Sep 1, 2021**

Kent Keel, Chair  
Board of Directors  
Sound Transit  
3715 Bridgeport Way W  
University Place, WA 98466

Dear Chairman Keel, Vice Chairs and Directors:

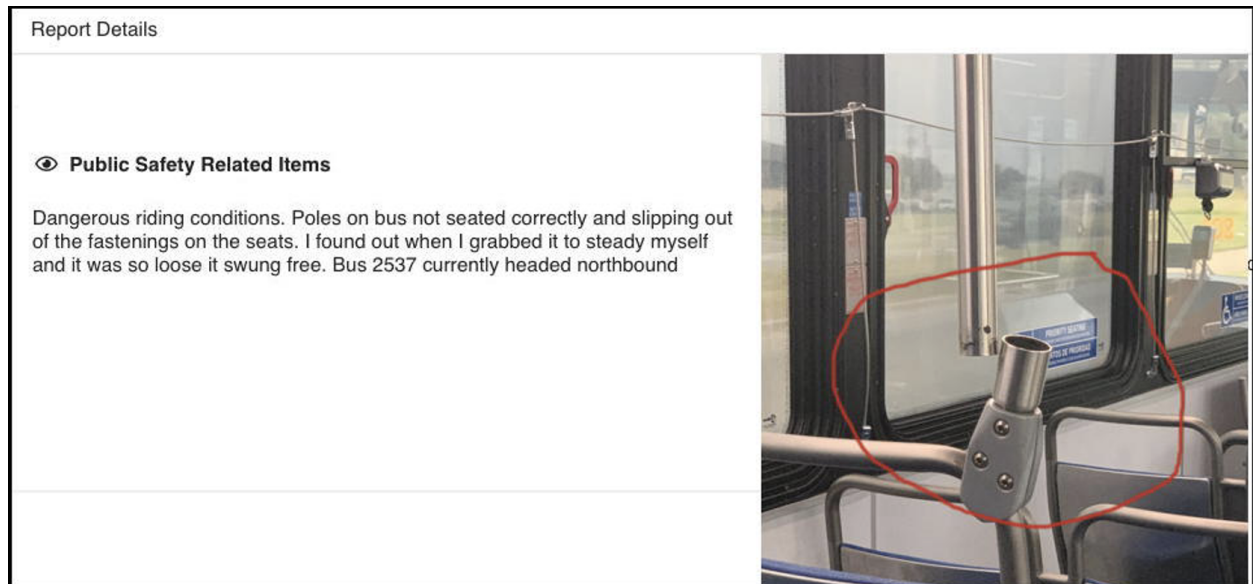
ELERTS is pleased to respond to Sound Transit's call for public comment on matters related to rider experience and public safety. We thank you for actively seeking feedback on ways that Sound Transit can better serve its riders and foster a safe environment on an ongoing basis.

We are happy to share the insight we've gained over the past 10 years of providing technology to public transportation agencies that allows them to better listen to customers' and employees' safety concerns. We believe that the broader use of tools such as the ones we provide to transit agencies would deliver a more complete understanding of the type, amount, frequency and geographical and temporal distribution of the safety issues and concerns occurring throughout US transit systems.

Public safety can be one of the most expensive cost centers for a public transit agency, and it greatly impacts rider confidence. A portion of agencies' public safety efforts needs to be civilianized to take advantage of the eyes and ears of thousands of riders and to keep costs down.

ELERTS helps over 30 transit agencies listen to their riders through mobile reporting of rider experience and operational problems or concerns. ELERTS' products and services are designed around the premise that **transit agencies can only address problems they know about**. When passengers and employees have an easy-to-use reporting system based on mobile phones, a steady flow of information submitted to the agency reveals problems people

encounter in real time -- problems that, in many cases, agency supervisors and managers would otherwise be unaware of.



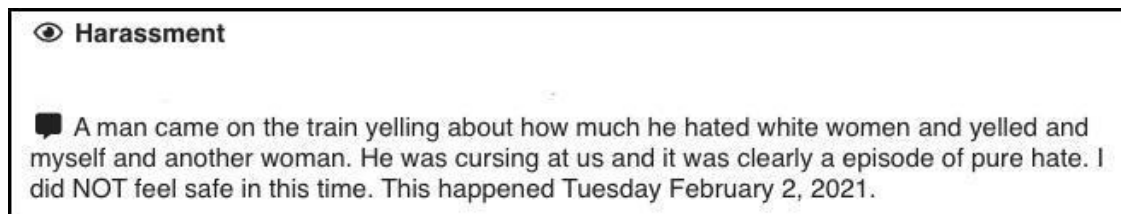
Easily accessible and simple-to-use reporting platforms like those ELERTS offers to transit agencies, however, put the end user in control by letting them speak up whenever they want and say whatever they want, including at times when they feel treated unfairly or feel unsafe. End users can quickly and discreetly share their concerns with the transit agency in a hassle-free manner, using the mobile phone they already carry with them practically everywhere.

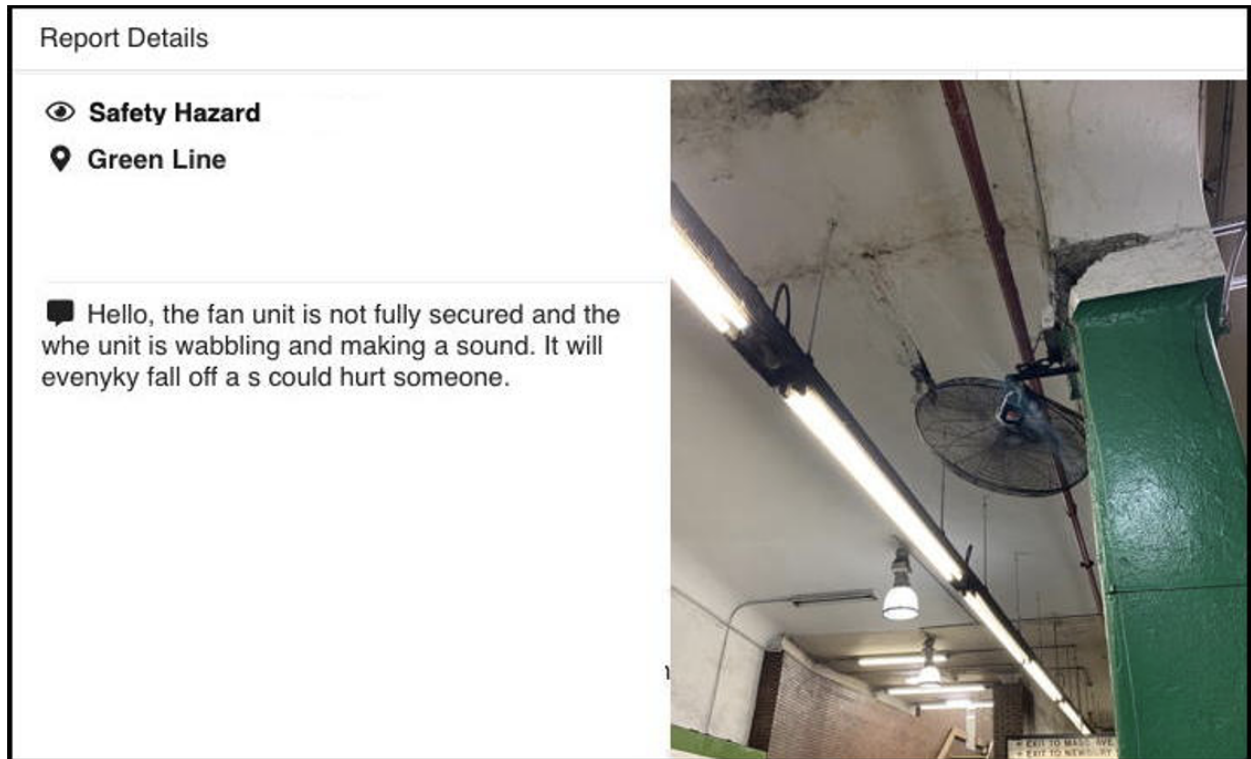
Mobile, text message, QR scanning, and web reporting tools let the agency collect, analyze, share and export end user reports in a number of ways. This gives the agency an abundance of data that is gathered on a daily basis and is easily searchable, and from which trend reports over any given period of time can be generated with just a few clicks.



Using the communication tools that ELERTS provides to report problems -- a mobile app, texting, QR code scanning, or a webform -- riders can make sure the transit agency immediately knows about:

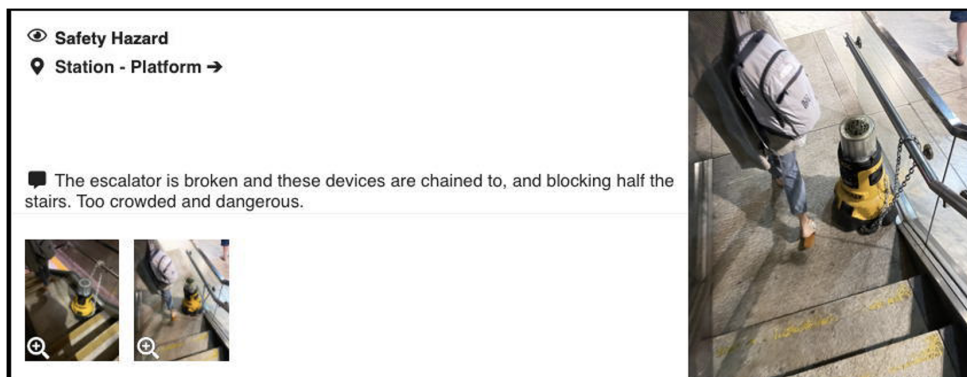
- Harassment of any type: racial, religious, sexual or other
- Sexual assault
- Threatening activity or other crimes
- Code of Conduct violations
- ADA-related concerns
- General cleanliness issues or sanitary concerns, COVID-19, etc.
- Comments or complaints
- Maintenance issues
- Ticket machine issues
- Suspicious activity
- Unattended bags
- Unruly behavior
- Vandalism or graffiti
- Trespassers on rails
- Human trafficking





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](mailto:info@elerts.com).

Sincerely,

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