

Thursday, September 1, 2022

Transit Ambassador Pilot Program Overview

SCAG Transportation Committee Meeting



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Metro's Public Safety Eco-System



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Metro's Public Safety Vision Initiatives

Metro Transit Ambassadors

Respect the ride

Law enforcement riding teams

SSLE requesting board approval for additional transit security staffing

LA Metro Mobile Crisis Outreach Teams

HOME: Homeless Outreach Mgmt. and Engagement

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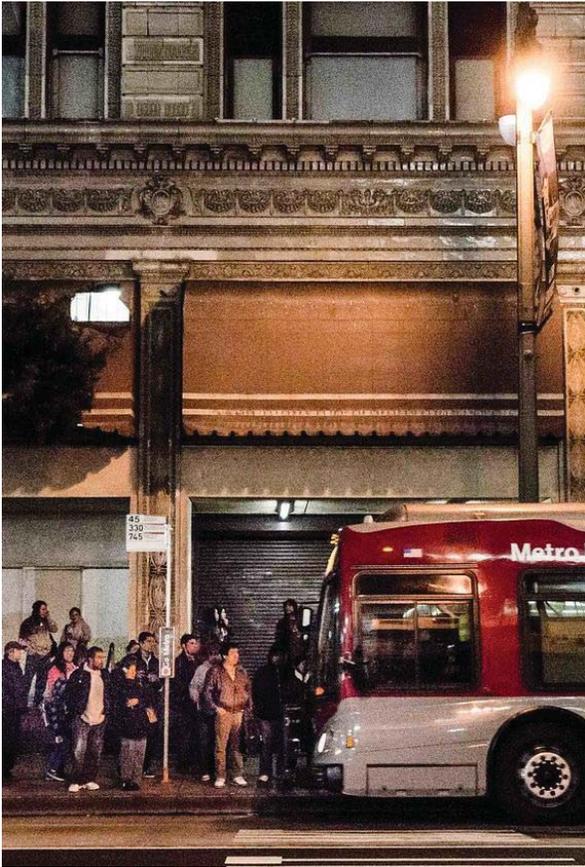
Support, Connect, and Report

The Transit Ambassador Pilot Program will provide a more visible presence that customers can rely on.

Our ambassadors will **support** riders and safety, **connect** riders to resources and **report** incidents to transit security and law enforcement.

They will be additional eyes and ears on Metro's transit system





About Metro's Transit Ambassador Program

- We are currently working with two vendors, Strive Well Being, Inc. and RMI International Inc., to manage and operate a pilot Transit Ambassador program that will deploy trained contract personnel on Metro's buses, bus stops, trains, and stations.
- They will be able to directly connect to Metro's public safety system to call for the appropriate level of response from maintenance, transit security, law enforcement and/or unhoused person outreach.
- Ambassadors are not security officers and will not replace any security or law enforcement presence, they will be an added workforce that can quickly communicate on behalf of customers and Metro.
- This pilot program builds on industry best practices to ensure its success

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Additional Program Enhancements

Pairing Transit Ambassadors with Crisis Intervention Specialist teams is a successful industry best-practice and reduces response time.

These crisis intervention teams are comprised of community-based mental health and peer advisors who will be able to respond and provide on-site mental and physical health evaluations to riders on the system.

These partnerships will utilize support from community-based organizations to provide staffing and resources to enhance the Transit Ambassador Program.

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Pilot Program Evaluation



Regular rider and employee surveys (pre- and post-)



Bus vs. rail rider engagement analysis



Program metrics



Comprehensive data analysis



Pilot program ensures maximum flexibility to strategically deploy an effective program to address critical rider and employee concerns

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Program Information

Our Transit Ambassadors will provide service to riders 7 days a week.

- **Monday – Friday**
- 6:00 am – 9:00 pm
- **Saturday – Sunday**
- 8:00 am – 8:00 pm
- *and holidays/special events

- **Locations:** On rail cars/buses, stops, stations, and elevators

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Questions?

Contact us at
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