

Sexual Harassment Awareness Campaign

Development of Key Message

metro.net

IT'S OFF LIMITS.

SEXUAL HARASSMENT

is unwanted touching,
comments and gestures.

And it's off limits on Metro.

IF YOU EXPERIENCE IT OR SEE IT — REPORT IT.

Call 1.888.950.SAFE



Agency wide Coordination & Training

Metro Needs Your Help Sexual Harassment Awareness on the Metro System

Wednesday, April 8, 2015



Metro needs your help recognizing and addressing sexual harassment our patrons may experience while using our system, please use the following steps:

1. What happened and where?
2. Call Bus Operations Center/Rail Operations Center. If you do not have a radio, call law enforcement immediately (888-950-7233)
3. If possible, stay with the person until assistance arrives.

In April 2015, Metro will launch a Sexual Harassment awareness campaign to bring awareness to instances of unwanted sexual attention taking place on our system. You will see the messages above on bus car cards, rail posters, and messages on social media.

Thank you for keeping our patrons safe out there.

Bob Holland
Former Bus Operator 7853 and Interim Chief Operations Officer



LASD Sexual Misconduct Reports

- In 2014, Metro had approximately 450 million boardings and 99 sexual misconduct incidents were reported.
 - 62: Battery Reports
 - 31: Indecent Exposure Reports
 - 6: Other
- Out of 99 incidents, 32 arrests were made



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LASD Sexual Misconduct Reports

- Below is a comparison of sexual misconduct incidents reported.
 - 4/16/14-5/6/14

Crime	Incidents	Arrests
Other	1	1
Indecent Exposure	2	1
Sexual Battery	4	1
Total	7	3

- 4/16/15-5/6/15

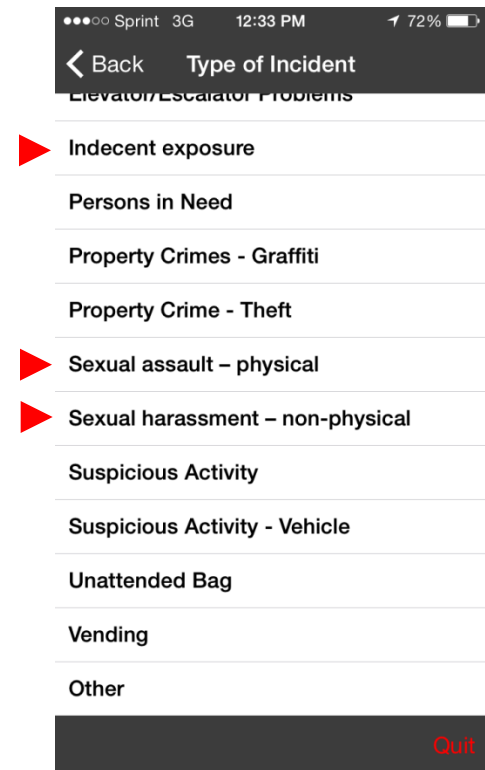
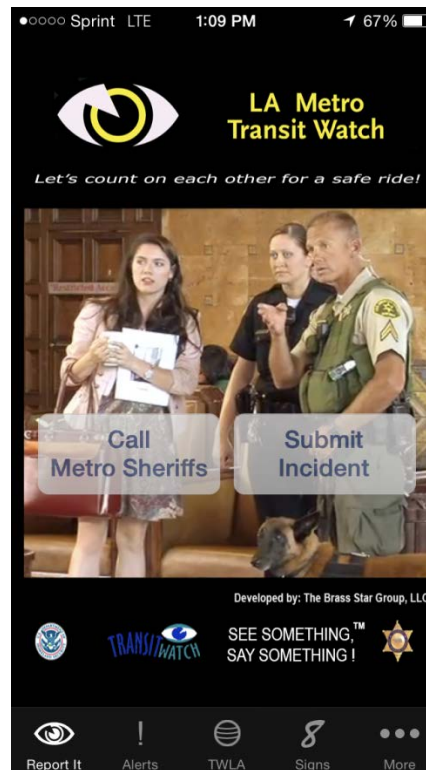
Crime	Incidents	Arrests
Other	2	0
Indecent Exposure	4	4
Sexual Battery	6	0
Total	12	4



LA Metro Transit Watch App

LA Metro Transit Watch app is updated

- Now includes new categories for reporting sexual harassment



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LA Metro Transit Watch App

- **Average monthly downloads for app:**
 - about 150
 - about 230 around terrorist activity events
- **App downloads since launch of Sexual Harassment Press Event on Apr. 16th:**
 - 364 for April 2015 (a 200+% increase)
- **Sexual Harassment Reports on app:**
 - Sexual Harassment Physical Assault: 3
 - Sexual Harassment Non-Physical: 8
 - Indecent Exposure: 1
 - 1 report taken by LASD



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Next Steps – Short Term

- **Continue Survey – Planning, new survey in the field week of May 4**
- **Continue training Metro staff – expect completion May 15 – Operations**
- **Update Customer Code of Conduct – Ethics**
- **Develop Outreach Phase II – Communications**



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Next Steps – Long Term

- **Best Practices – Other transit properties**
- **Community Roundtable - Communications**
- **Facilities design review – Planning**
- **Continue partnership with Peace Over Violence**
- **Continue producing quarterly updates for the Metro Board of Directors**



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