

# 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



metro.net

## IT'S OFF LIMITS.

**SPEAK UP** about unwanted  
touching, comments and gestures.

Sexual harassment is 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

- From Jan - Oct 2015, Metro had approximately 365 million boardings and 90 sexual misconduct incidents were reported.
  - 48: Battery Reports
  - 36: Indecent Exposure Reports
  - 6: Other
- Out of 90 incidents, 28 arrests were made

# LASD Sexual Misconduct Reports

- Below is a comparison of sexual misconduct incidents reported.
  - 4/16/14-10/31/14

Crime	Incidents	Arrests
Other	1	0
Indecent Exposure	18	6
Sexual Battery	40	7
<b>Total</b>	<b>59</b>	<b>13</b>

- 4/16/15-10/31/15

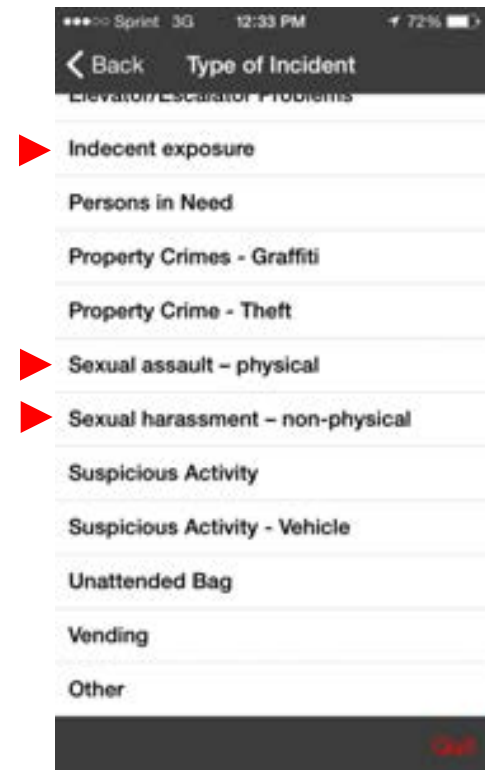
Crime	Incidents	Arrests
Other	4	2
Indecent Exposure	23	12
Sexual Battery	33	6
<b>Total</b>	<b>60</b>	<b>20</b>



# LA Metro Transit Watch App

## LA Metro Transit Watch app is updated

- Now includes new categories for reporting sexual harassment



# LA Metro Transit Watch App

- **Average monthly downloads for app:**
  - about 150
  - about 230 around terrorist activity events
- **Incidents received since launch of Sexual Harassment Press Event on Apr. 16, 2015:**
  - Total incidents received: 483
  - Total sexual harassment related received: 52
  - Percent sexual harassment related to total received: 10.7%
- **Sexual Harassment Reports on app:**
  - Sexual Harassment Physical Assault: 8
  - Sexual Harassment Non-Physical: 34
  - Indecent Exposure: 10



**Metro**



# Next Steps – Short Term

- **Continue Survey – Planning, new survey in the field week before the end of December 2015**
- **Update Customer Code of Conduct – Ethics**
- **Develop Outreach Phase II – Communications**



# 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**