Public Safety Advisory Committee

April 2023
Public Safety Ambassadors – Hiring and General Program Update

Brian Robinson, Public Safety Supervisor
Public Safety Ambassadors

On October 18, 2021, we launched our first team with 8 Ambassadors.
Current Staffing Levels

• Two shifts of eight ambassadors
• A third shift by summer 2023
• Final Staffing
  • 1 Manager
  • 3 Supervisors
  • 24 Ambassadors
Ambassador - Calls For Service

Ambassadors respond on our system and call other Public Safety resources as needed.

1. Check Welfare
2. Lost Child
3. Criminal Trespass
4. Loitering
5. Vandalism
6. Community Intervention Referrals
7. Suspicious Activity
8. Suspicious Package
October 2021-October 2022

Checking Area - Park & Ride - 1,640
Checking Area - Rail Station - 1,010
Checking Area Transit Center - 2,593
Customer Contacts - 39,738
Employee Contacts - 19,744
Calls for Service - 476
Community Intervention referrals - 9
Transit Police Update

Jeremy Benoit, Captain
Police Updates

• Dispatch relocation from CapMetro OCC to CTECC
  • Exp. Completion 2023 late summer-early fall.
• Facilities Projects
• Transit Police Visits
• Body Camera Wear Testing
• Staffing-Key Positions
• Future Hirings
Police Updates

• CapMetro website update on Police Department
  • Update to Cap Metro’s web site to provide more details about the Police Department, i.e., more user-friendly.

• Policies and Procedures Discussions
  • Completion of policy manual prior to hiring personnel
  • Field-training officer program
  • PSAC – Input
  • Accreditation – PD will be seeking accreditation.

• MOU’s/ILA’s -Memorandums of Understandings or Interlocal Agreements
  • Best practices/industry standards
Police Updates

• Transit Police Messaging Research
  • Outside Consultant: (Sherry Matthews Group)
    • Will perform research and media analysis as well as conduct individual interviews, two focus groups (internal and external – PSAC will be included in this group)
    • They Will consider – Police Best Practices, Stakeholder Insights, conduct workshops as mentioned above with the internal and external focus groups, media analysis- social media included, and later provide a report that shall be used as a strategy for messaging to our community about CapMetro Transit policing. Expected completion of research project late summer 2023.
Transit Police Messaging Research

Yvonne Wilson, Account Executive (Marketing & Communications)
Messaging as a Foundation

Why messaging?
- We are offering a unique approach
- Make clear the benefit to all including customers, employees and larger community
- Create a strong foundation on how we communicate about our new Transit Police based on internal employee input as well as external stakeholders. Will help guide the look and feel in our materials, web page, branding elements and what will attract our future recruits.

How we want to talk about CapMetro’s Transit Police and Public Safety Program?
- Words
- Images and graphics
- Tone
- Branding elements
Messaging Research

**Best Practices:** Research other Transit Police agencies, including insights on websites, positioning, language (mission, vision, values), images, and other.

**Stakeholder insights:** Includes Internal leadership (individual interviews), internal employees (focus group), and external community members (focus group).

**Workshop:** Bring key stakeholders together (leadership, internal employees) to create a mission/positioning statement, creative tone, messaging strategy.

**Media Analysis & Plan:** Insights from social media and review of other digital media platforms to be used in a later hiring phase.
Best Practices Research

Research Transit Police in benchmark agencies and transit agencies of comparable size to CapMetro, including:

- Houston
- Dallas
- Atlanta
- New Jersey
- San Antonio
- San Francisco
- Austin area
Focus Group (external PSAC)

Scheduling week of May 22 or 30
Transit Police Support Meetings

Nina Loehr, Program Manager, Executive Staff
Jeremy Benoit, Captain
Discussion Process

• Policies are in draft form.
• Meetings held every other month. May, July, September etc.
• Online meeting, main points of the policy discussed.
• Topics selected by PSAC committee.
• 2–3 Topics per meeting.
• PSAC committee provide recommendations to Chair and Co-Chair, Chair and Co-Chair send to CapMetro.
• Questions
# Policies

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# Public Safety Advisory Committee Recruitment Update

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<td>• Sent on April 10, recommended community members apply by April 28</td>
<td>• Rack cards sit alongside route maps on the bus</td>
<td>• Posted on Facebook and Twitter</td>
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<td>• Sent to 250+ Community Based Organizations in English and Spanish</td>
<td>• Recruitment material also included in recently printed system maps</td>
<td>• Two rounds of posts</td>
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Public Safety Advisory Committee Recruitment Update

#CapMetro is growing its Public Safety program. Our new focused approach will better serve customers, staff and the community, and position the agency to serve the Central Texas of today and the transit system of tomorrow.

Join the advisory committee: CapMetro.org/psac
Public Safety Advisory Committee Recruitment Update

So far:
• 6 applications
• Thousands of people notified of the openings

Future action:
• Emails to Board members
• Additional social media posts

Working hard for more applications!
June Meeting Updates

Officer Elections
• Will start off the June meeting
• Follows Robert's Rules
  (nominations and then voting)
• Option to adjust terms & election months

June Meeting Date
• Current date falls on the 4th of July weekend
• Ability to push back to the week before.
Thank you!