

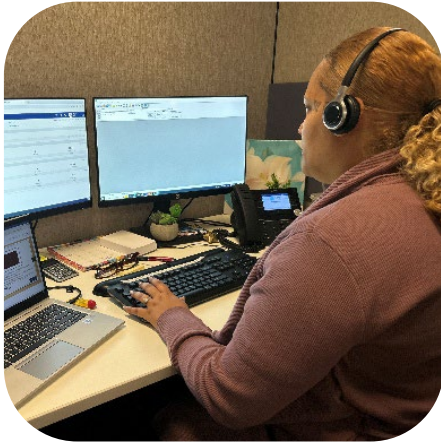


## **Metro Transit Customer Support, Text for Safety, & Outreach Technology Modernization, Contract 25P148**

Business Item 2026-20

Kelly Morrell | Senior Project Administrator, Customer Experience

# Modernization Effort Overview and Objectives

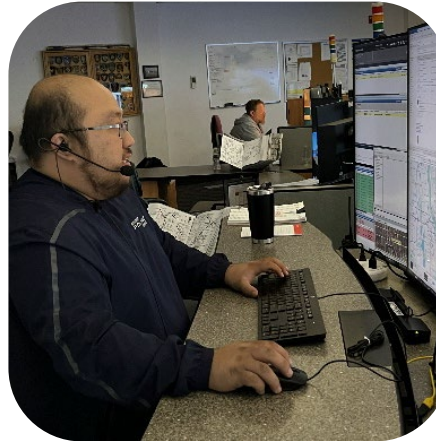


## Customer Relations & Transit Information Center

**Purpose:** Broad service support like trip planning, fare assistance, and issue resolution.

### Channels Team Support:

📞 Phone, 💬 Text, 💬 Chat, 📧 Email/Web, 👤 In-Person



## Text for Safety

**Purpose:** Real time public safety via text (24x7)

### Channel Team Supports:

💬 Text



## Metro Transit Outreach

**Purpose:** Community engagement and relationship building

### Channels Team Support:

📞 Phone, 📧 Email, 👤 In-Person

2024 numbers across Customer Support Channels\*



Phone  
>440,000



Text  
>100,000



Chat  
~9,000



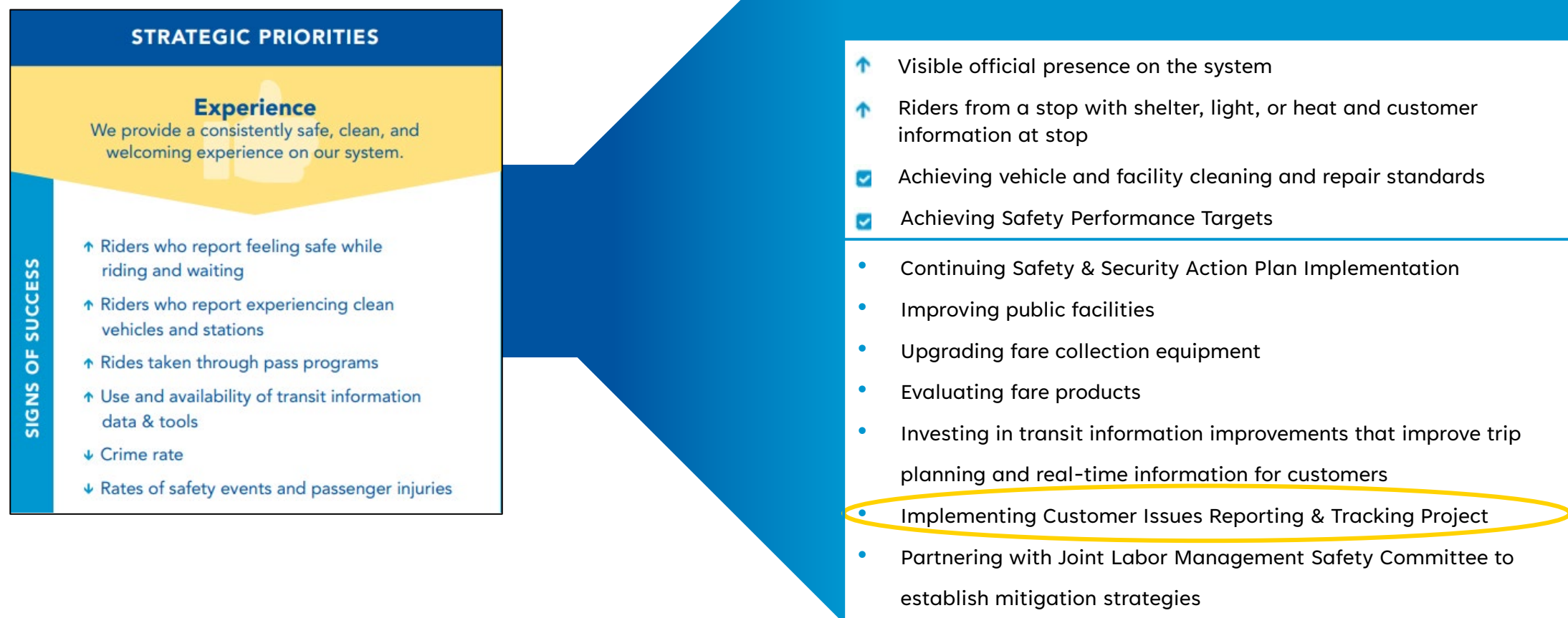
Email/Web  
~7,000

# The Challenge: Current Tools Don't Meet the Moment

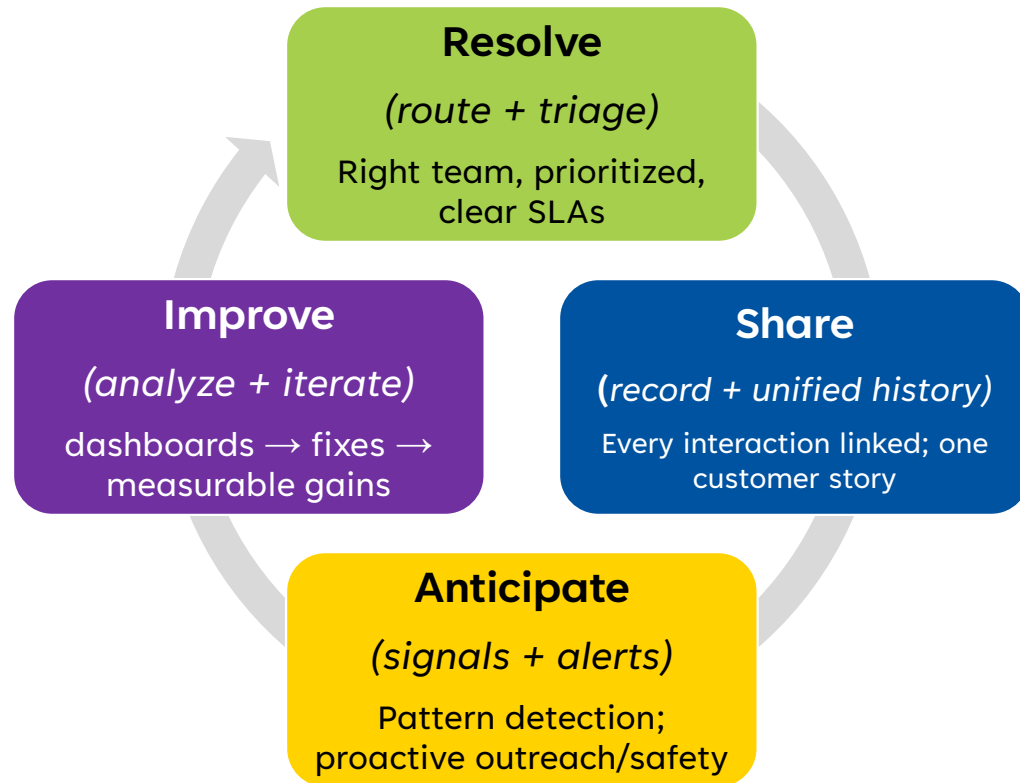
Our teams provide strong customer experience today, but outdated technologies and disjointed workflows limit how far we can go.

- ❗ No unified customer view
- ❗ Constrained insights
- ❗ Fragmented workflows
- ❗ Manual reporting processes
- ❗ Limited cross-team coordination
- ❗ Data quality gaps
- ❗ Legacy technology
- ❗ Inconsistent metrics

# Alignment with Metro Transit Forward



# Customer Benefits



**Resolve** – **Faster, first-time-right.** Less repeating; fewer transfers; clearer follow-ups.

**Share** – **One story, not five.** Next helper picks up where it left off.

**Anticipate** – **Fewer surprises.** Early warnings at stops; targeted detour/disruption messages; quicker safety escalation when signals cluster.

**Improve** – **Service gets better over time.** Fix root causes; fewer repeat contacts on the same issue.

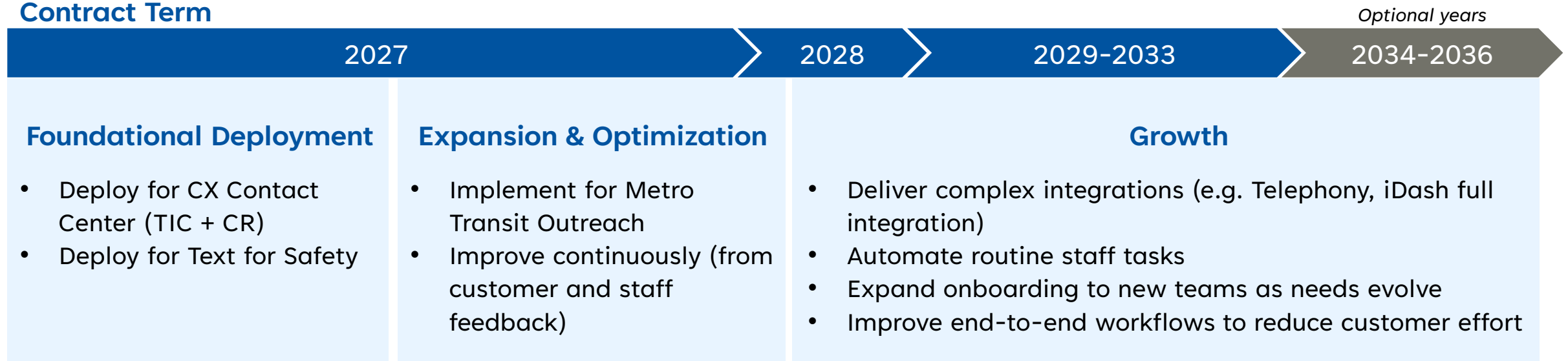
# Procurement and Implementation Timeline



# Timeline

**Vision:** Implement a unified solution that records, triages, routes, and reports every customer and stakeholder interaction—protecting rider safety while delivering transparent, coordinated, best-in-class service for both the public and our teams.

## Contract Term



## Proposed Action

That the Metropolitan Council authorize its Regional Administrator to negotiate and execute contract 25P148 with Catalyst Consulting Group Inc that will provide Customer Support, Text for Safety, and Outreach software and implementation services in an amount not to exceed \$19,646,725.



# Thank You!

**Kelly Morrell**

*[kelly.morrell@metrotransit.org](mailto:kelly.morrell@metrotransit.org)*

612-349-7563