



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

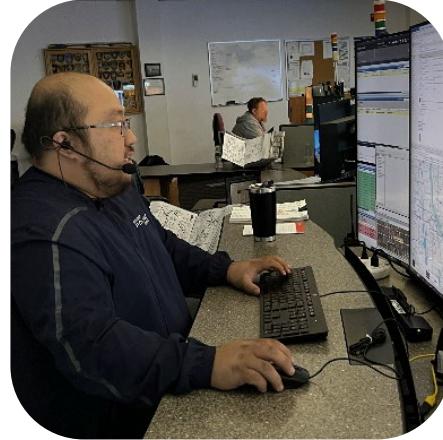


Customer Relations & Transit Information Center

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



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Our teams provide strong customer experience today, but outdated technologies and disjointed workflows limit how far we can go.

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

Alignment with Metro Transit Forward

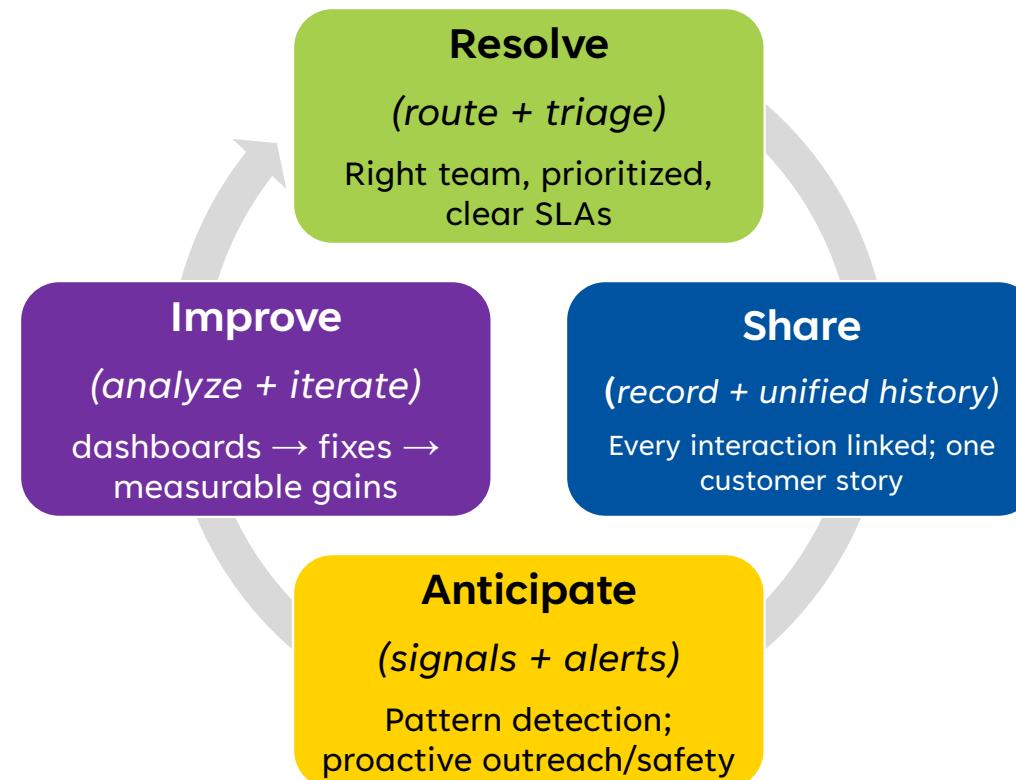


EXPERIENCE

We provide a consistently safe, clean and welcoming experience on our system.

- ▲ Visible official presence on the system
- ▲ Riders from a stop with shelter, light, or heat and customer information at stop
- ✓ Achieving vehicle and facility cleaning and repair standards
- ✓ Achieving Safety Performance Targets
- Continuing Safety & Security Action Plan Implementation
- Improving public facilities
- Upgrading fare collection equipment
- Evaluating fare products
- Investing in transit information improvements that improve trip planning and real-time information for customers
- **Implementing Customer Issues Reporting & Tracking Project**
- Partnering with Joint Labor Management Safety Committee to establish mitigation strategies

Customer Benefits



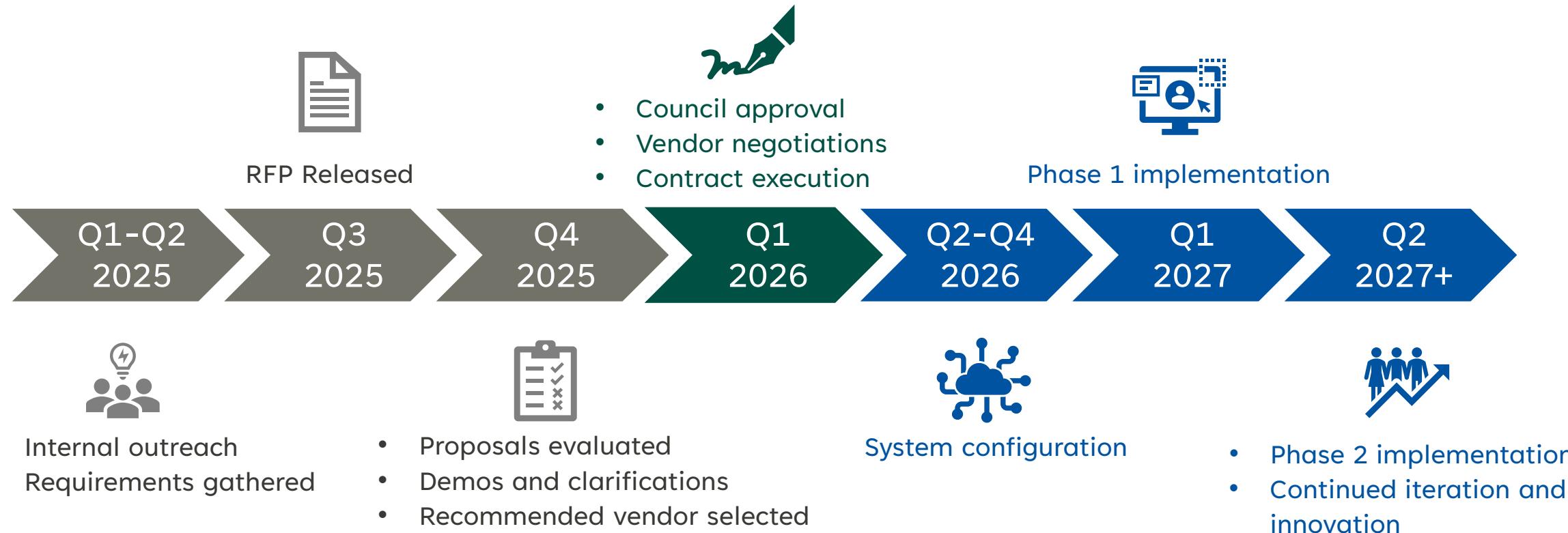
Resolve – **Faster, first-time-right.** Less repeating; fewer transfers; clearer follow-ups.

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.

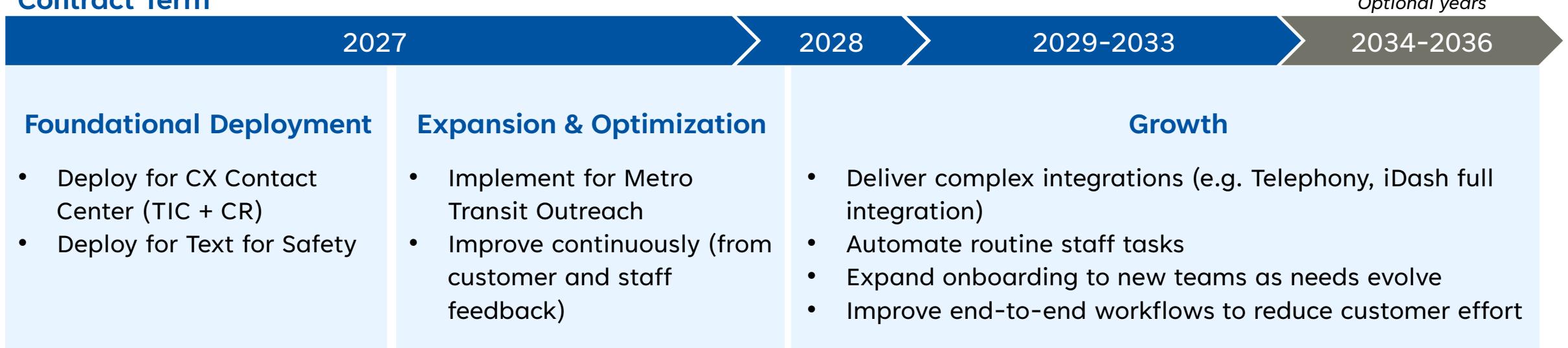
Procurement and Implementation Timeline



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

612-349-7563