



DART Say Something App Launch March 7, 2018 Security Blitz

Project Overview:

- Executed Q2 Security Blitz, a grassroots outreach effort where DART employees went out to rail stations and transit centers to personally tell customers about the new DART Say Something security app.
- Designed to increase awareness and downloads for the DART Say Something app.
- Event volunteers held signs and wore large lanyards, while passing out wallet-sized cards promoting the new mobile app.
- DART Police Chief James Spiller and his deputy chiefs were available at West End Station for media interviews.
- Locations: 52 DART stations and facilities systemwide.

Highlights:

- Increased overall downloads by 24 percent, from 5,502 to 6,812.
- DART executive management team led the way recruiting and volunteering with their teams.
- Volunteers staffed 52 DART stations and facilities that were grouped in 20 different zones.
 - 26 front line staff, including concierges and travel ambassadors, served as captains.

By the Numbers:


- There were 1,310 Say Something app downloads in just one day – average was 140 downloads per week at time of launch.
- The one-day blitz generated more than 100 million positive earned media impressions.
- Nearly 200 DART employees volunteered for the March 7 Security Blitz.
- 1,317 units of signage included bus interiors, infotainment bus monitors, rail interiors, corner markers and windscreens.
 - 15.4 million impressions
 - Market value: \$451,744
- Eight Facebook posts reached 6,400 people and generated nearly 9,000 impressions.
- Nine tweets on Twitter produced 18,119 impressions.
- One Instagram post reached 612 people and garnered 715 impressions.
- Three DART Daily blog articles were viewed 116 times.
- One issue of the Insights security and safety newsletter shared highlights of the event with the DART Board.










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Images from the Security Blitz were shared on DART's digital and social channels including Facebook, Twitter, Instagram and the DART Daily blog.


 **Dallas Area Rapid Transit (Official DART page)** added 7 new photos. ...
Published by Krystal-Rose Agu [?] · March 7 · 🌐

Our security blitz continues. Join us throughout the system this morning until 9 a.m. as we talk with riders about the new #DARTsaysomething app.



 1,143 people reached Boost Post

 Like  Comment  Share 

 Germán H. Turriago Jiménez, Tina Hisick and 7 others Chronological ▾

1 Share



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DART worked with the communicators at its service-area cities to place stories in the cities' e-newsletters, like this one for the city of Rowlett, Texas.

A Weekly Update from City Hall

FRIDAY @ 5



Top Stories for Week Ending 03.02.18

Do you ride [DART Light Rail](#)? If so, you'll want to download the free app, which enables you to report incidents to [DART Police](#) more discreetly than making a phone call. DART employees will be at the Downtown Rowlett station on Wednesday, March 7, from 7-9 a.m. promoting the app. Those that have the app on their phones just might receive some fun giveaways!



"Many people are afraid to call the police during a situation, but no one pays attention if you are typing on your smartphone," DART Police Chief James Spiller said. "The DART Say Something app allows customers to send updates to dispatchers on what's happening without being noticed. Having instant, detailed information from witnesses on the scene will help us resolve incidents faster."

Non-smartphone users can call the system's text-a-tip service at 214-256-1819. Learn more about the DART Say Something app at <http://www.dart.org/riding/dartpolicealerts.asp>.



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A recap of the Security Blitz was the featured story in the March 2018 issue of the DART's new Insights newsletter, which is distributed to and by DART Board members with updates on the agency's security and safety initiatives.



DART Riders Learn About Say Something App During Security Blitz

Cynthia Sherman, Louise Powers, Martha Carr and Marvin Woodard have a couple of things in common. They all commute to work on DART and now they all have the DART Say Something app on their phones.



DART employees were out across the system the morning of March 7, educating riders about the new security app, the text-a-tip number, and how they both work. The grass-roots effort aimed to increase awareness of the new reporting tool, drive downloads, and promote goodwill through one-on-one conversations. By the end of the day, there were 1,310 new downloads of the app.

"I've been riding DART to my job at the airport for about five months now and I've never experienced a situation where I need to contact police," Sherman said. "But it's good to know that there is an app for that."

Woodard – who lives walking distance from the Irving Convention Center Station and commutes from Irving to his job in Uptown on DART and the M-Line Trolley – is a new DART rider. He figured he would call 911 if there was ever an emergency.



"Now that I know there is an app for contacting DART Police, I'll use it," Woodard said.

Louise Powers downloaded the app as a DART staffer highlighted its many features.

"I've never had a situation where I've had to contact DART Police, but I like the ability to report discreetly and knowing that it's going straight to police dispatch," Powers said.

Ramone Roberson, who was catching a train into downtown Dallas, said he appreciated DART sending staff out to let riders know about the app and would download it.

People who showed DART staff they already had the DART Say Something app on their phone, or who downloaded it then, received either a chance for a free 3-day GoPass or DART prizes.



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The DART Special Events team prepares backpacks of wallet cards, giveaways, and brochures for volunteers to distribute to riders.



DART Police Chief James Spiller talked about the DART Say Something app to news media prior to the early morning news, including this reporter from WFAA-TV Channel 8 ABC.



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DART employees went out into the field armed with signs, lanyards and collateral to tell DART riders about the new DART Say Something mobile app.

