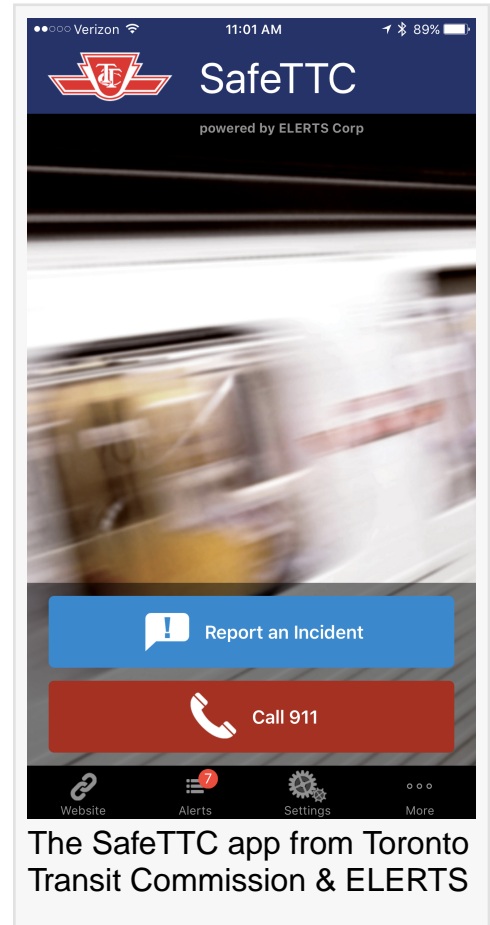


# ELERTS Develops SafeTTC Mobile Reporting App for Toronto Transit Commission

*Leading See Something Say Something app is central to TTC's new anti-harassment campaign*

WEYMOUTH, MA, UNITED STATES, September 8, 2017 /EINPresswire.com/ -- [ELERTS](#) Corp, the leading provider of See Something Say Something mobile apps for transit agencies, announced that it is powering Toronto Transit Commission's (TTC) '[SafeTTC](#),' a mobile app launched today that enables TTC customers to safely report harassment and assault in less than 20 seconds. The app is an important part of TTC's new anti-harassment campaign, #ThisIsWhere.

TTC is the third largest transit system in North America, with 1.8 million trips daily. Recently named 'Transit System of the Year' by APTA, the American Public Transportation Association, the TTC constantly develops improvements around customer experience and safety, and is one of the safest transit systems in the world. Its anti-harassment campaign is a key initiative to fight against sexual assault and harassment, in addition to other security concerns. The SafeTTC app is core to the campaign, enabling passengers to report all types of concerning behavior. Riders can quickly and discreetly submit reports, providing real-time visibility to activities. Photos and GPS location sent from riders provide police with even greater context to an incident or suspicious activity, so they can act quickly to resolve any issue.



"At the TTC, safety for our customers is our number one priority and our system is already equipped with designated waiting areas, the yellow emergency bar, and the request stop program," said TTC Chair Josh Colle. "The SafeTTC app will be an additional tool for the TTC and fits perfectly into our ongoing safety initiatives."

“

We've seen the value that crowdsourcing brings to transits, and we are committed to making it easy for riders to provide information on what they are seeing, while remaining safe in doing so."

*Ed English, CEO, ELERTS*

ELERTS allows SafeTTC users to convey real-time, two-way communication with TTC Transit Enforcement in a discreet and effective way. The SafeTTC app is available as a free download on both the Apple and Android stores. To learn how to access the app and read more information, visit [ttc.ca](#). The app's features include:

- Incident reporting - including photo/video, a description of what is being observed, and the GPS location of the problem.
- Discretion - riders may choose to send reports anonymously - a rider's smartphone flash automatically defaults to "off" when taking a photo.

- Two-way communication – TTC may ask questions or provide instructions to the rider.

“We’ve seen time and again the value that crowdsourcing brings to transits, and we are committed to making it easy for riders to provide information on what they are seeing, while remaining safe in doing so,” said Ed English, CEO, ELERTS. “Likewise, TTC is always working to improve its transit’s safety for riders, and we’re glad we could provide the most reliable mobile emergency alert technology to support their anti-harassment campaign, allowing them to take the next step in rider safety and security.”



#### About TTC

For more information, please visit [ttc.ca](http://ttc.ca).

#### About ELERTS

ELERTS develops best-in-class emergency communication software, empowered by community-sourced reporting of safety and security concerns. The company is the leading provider to transit agencies for See Something Say Something apps. ELERTS cloud-based approach leverages smartphone technologies to provide robust, bidirectional communication between multiple parties. ELERTS mobile technology integrates with video surveillance, access control and mass-notification systems to provide actionable information for first responders.

With headquarters in Weymouth, Mass., ELERTS can be reached by 877-256-1971 or connect with us on the web at:

- [ELERTS.com](http://ELERTS.com)
- [ELERTS blog](#)
- Twitter: [@ELERTSCorp](#)

#### MEDIA CONTACTS:

##### ELERTS

Christine Perkett  
617.504.8687  
[cperkett@elerts.com](mailto:cperkett@elerts.com)

Christine Perkett  
ELERTS  
6175048687  
[email us here](#)

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.