

ETS launches zero-tolerance for sexual harassment campaign

Edmonton Transit System (ETS) is launching a series of public safety campaigns under the theme of Safe Ride starting with a zero-tolerance for sexual harassment campaign. The campaign was developed after extensive consultation with Edmontonians.



The zero-tolerance campaign includes:

- A public awareness advertising campaign identifying examples of inappropriate behaviour and how to report it
- Training of frontline employees on how to identify and respond to inappropriate behaviour
- Replacing passenger assistance decals on all 94 LRT cars to ensure consistent branding and language
- Conducting a survey that asks people why they choose to ride or not ride ETS

"Everyone should feel safe every time they board a bus or train," says Dorian Wandzura Transportation Services General Manager. "This campaign is about empowering people so they feel comfortable calling for help, whether they are directly affected or witness an event. We created a campaign that addresses the kind of behaviour that is not acceptable on Edmonton Transit and how to report it."

ETS consulted with riders and non-riders, including students, seniors, and Edmontonians from cultural and gender groups, as well as sexual minorities.

The zero-tolerance for sexual harassment campaign is the first in a series of public education efforts under the theme of Safe Ride, which will also include reintroducing existing safety programs such as Transit Watch, Safe Stranger, and Stop Request.

For more information:

takeETS.com/SafeRide

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