



Customer Service, Operations and Security Committee

Information Item IV-A

October 13, 2016

Youth Activities and Impacts

Washington Metropolitan Area Transit Authority

Board Action/Information Summary

☐ Action ☒ Information

MEAD Number:
201785

Resolution:
☐ Yes ☒ No

TITLE:

2016 Metro Youth Rider Outreach Efforts

PRESENTATION SUMMARY:

Brief the Board on joint efforts between MTPD and CSCM/ MKTG to improve positive youth rider communications and interactions throughout the Metro.

PURPOSE:

MTPD and CSCM/MKTG have launched new efforts to educate and engage youth riders throughout the service jurisdictions. This presentation will update the Board regarding Metro's efforts.

DESCRIPTION:

Throughout 2016, MTPD has worked to develop strong communication channels with Metro youth rider communities from the D.C., Maryland and Virginia region that result in strategies for improving youth behavior in the transit system . This exchange of ideas will help guide decision making and community engagement activities.

Key Highlights:

- On May 21, 2016, from 8:30am- 2:00pm, at Metro headquarters, the 2016 Metro Youth Empowerment Summit (#metroYES) was held and approximately 80 high school students participated from all jurisdictions (DC, Montgomery & Prince Georges Counties) and Northern VA (Fairfax, Arlington, Alexandria).
- The summit yielded 13 recommendations, many of which MTPD & MKTG have implemented including the distribution of new 2016 Student Resource cards; developing updated Metro DC-One Card brochure, website and educational materials; renewing Metro Student Rider Advisory Council meeting; launching an annual Metro Student Welcome Message on Aug 22, 2016 with back to school station announcements and promotional giveaways for students.
- MTPD hosted 13 Outreach Events, including National Night Out events with appearances by McGruff the Crime Dog and where safe riding literature and give-aways were distributed.
- MTPD and various Metro departments visited 35 Elementary, Middle and High Schools where more than 10,500+ students participated.

- MKTG continued the “Respect Your Ride” Initiative through customer communications on transit advertising posters and paid media on Radio One.
- MKTG collaborated with bus and rail to share training materials related to positive customer interactions and conflict resolution.

Background and History:

Over the past few years, Metro has performed school outreach throughout the various service jurisdictions, sharing transit safety and service information. While there was certainly awareness about our system policies and expectations related to youth riders, the efforts yielded modest success and issues persist related to fare evasion and violence.

In the wake of several high profile incidents at the Deanwood Metrorail Station and bus operator assaults, MTPD and MKTG partnered in Spring 2016 to develop a robust strategy for decreasing negative incidents involving youth who use the metro system, many of which Metro implemented, as previously mentioned.

Discussion:

Building on the actions taken this year, additional efforts are planned to educate employees and the community on youth ridership issues and to further develop solutions, build positive relationships and engage local youth, including:

- Youth interaction training- continued employee training and collaboration with bus and rail
- Develop Metro Student Greeter program
- Monthly youth advisory meetings (Sept 29, 2016 first meeting)
- Metro PSAs – under development projected completion Sept 2016
- Parent Ride-the-rail with you children campaign- TBD
- Metro Youth Ambassadors Program- TBD
- MTPD Youth Community Events/ School outreach activities
- Partnerships with local non-profits and high profile outreach efforts led by violence interruption organizations
- Continued collaboration with District of Columbia Public Schools and Metropolitan Police Department

FUNDING IMPACT:

No impact on funding	
Project Manager:	Lynn Bowersox
Project Department/Office:	Customer Service, Communications and Marketing

TIMELINE:

Previous Actions	
Anticipated actions after presentation	Fall & Winter 2016

RECOMMENDATION:

This is an information item, no Board actions are recommended at this time.



Washington Metropolitan Area Transit Authority

Youth Safety Outreach

Customer Service, Operations and Security Committee
October 13, 2016



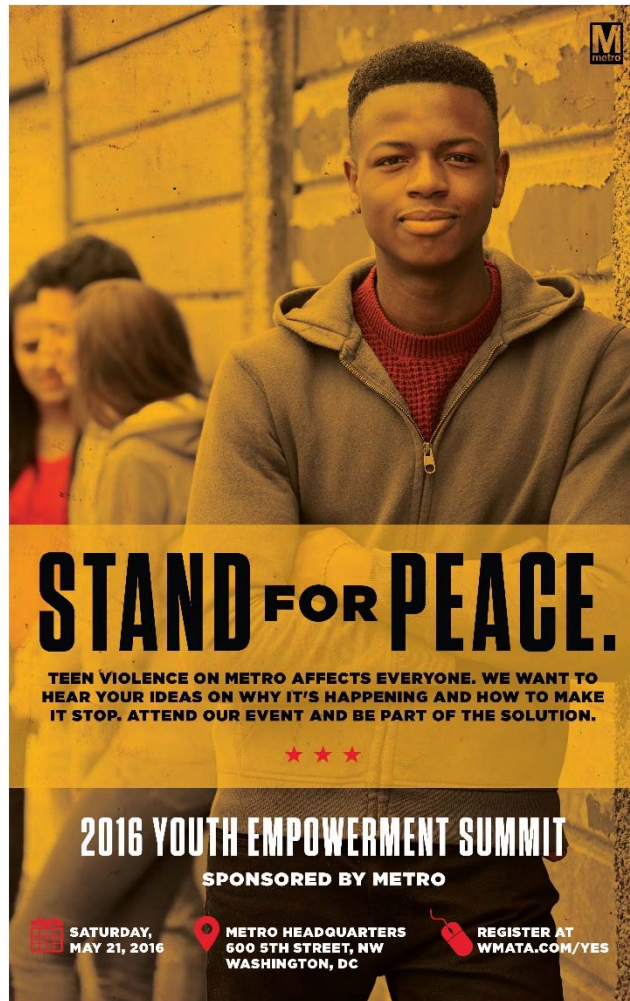
Purpose

- Improve youth behavior throughout the Metro system
- Promote safety among young riders:
 - Encourage positive peer conduct education
 - Support youth information campaign/ DC Once card usage
 - Strengthen relationship with schools to reduce youth disorder and crime





Youth Empowerment Summit (YES) Stand For Peace 2016



Summit Objectives:

- Develop strong communication channels with Metro youth riders
- Receive input on strategies for improving youth behavior



Youth Empowerment Summit (YES) Stand For Peace 2016

- Roughly 80 high school student participants
- Event highlights:
 - Presentation by Dr. Richardson
University of Maryland/Prince George's Hospital
 - Che Bullock, Invisible Wounds Project
 - Strategic Partners "Stand for Peace"





MTPD & MKTG Youth Outreach Strategies

- Enact Summit recommendations
- Distribution of 2016 student resource guide
- Metro Student Rider Advisory Council
- “Respect Your Ride” Initiative
- School visits
- Collaboration with Bus and Rail to improve positive youth interactions and conflict resolution





Next Steps

- Youth interaction training
- Partnering with community groups
- Public Service Announcements
- Continued collaboration with District of Columbia Public Schools and Metropolitan Police Department

