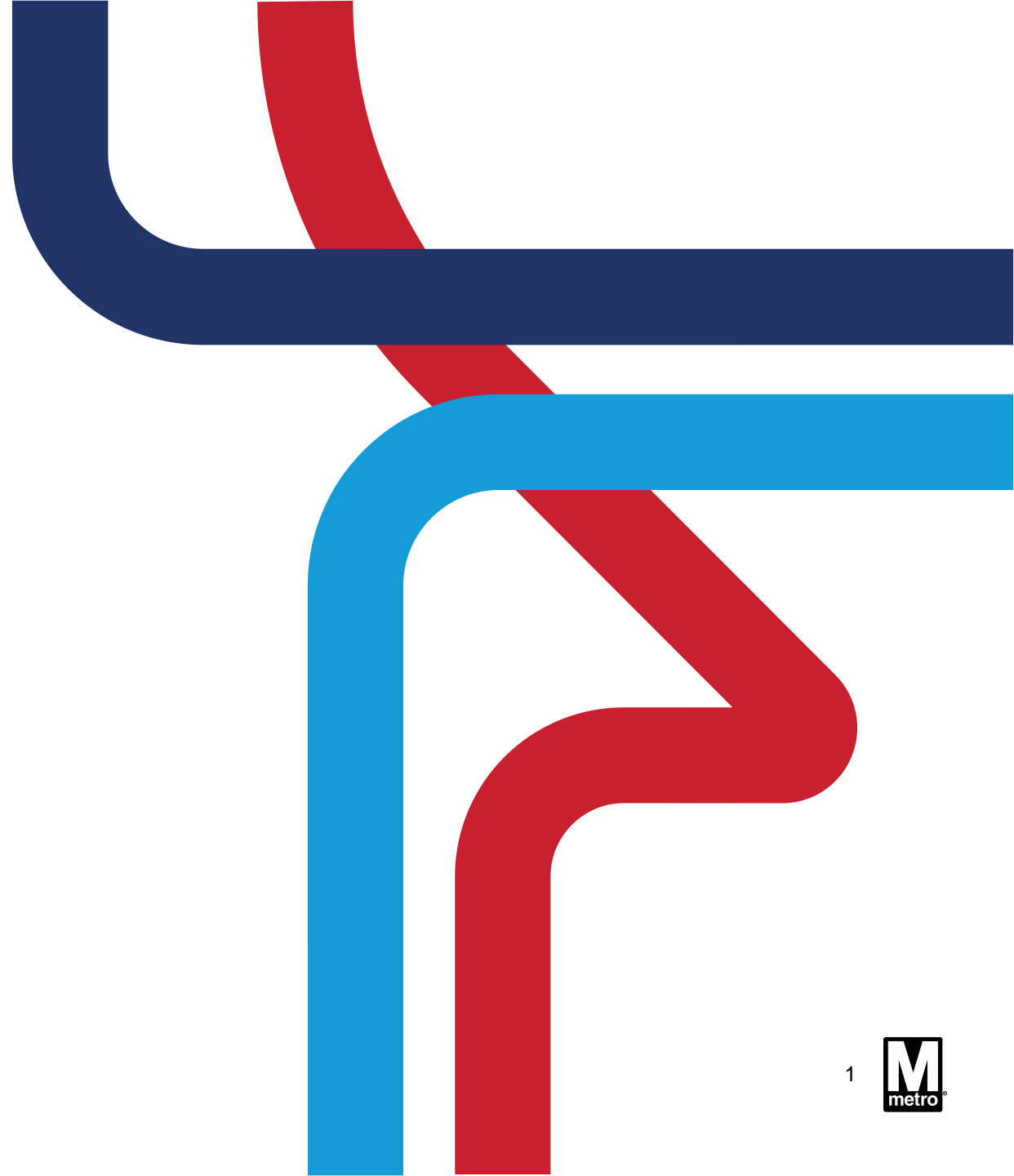


Implementing Equitable Community Engagement



Office of Community Relations & Outreach (former CASC)

Erica Cunningham joined Metro, February 2024 as VP of Community Relations & Outreach.

Challenges:

- *Most of Metro's engagement is project-based*
- *Metro lacks dedicated resources to effectively engage Equity-Focus Communities on a continuous basis*

Supporting Strategy: Implement a dedicated office/department with enough staff and dedicated funding to be the main engagement hub for the Authority, execute successful and robust continuous engagement efforts with Equity-Focus communities, and partners with other internal departments and jurisdictions to support their outreach efforts.

Office of Community Relations & Outreach



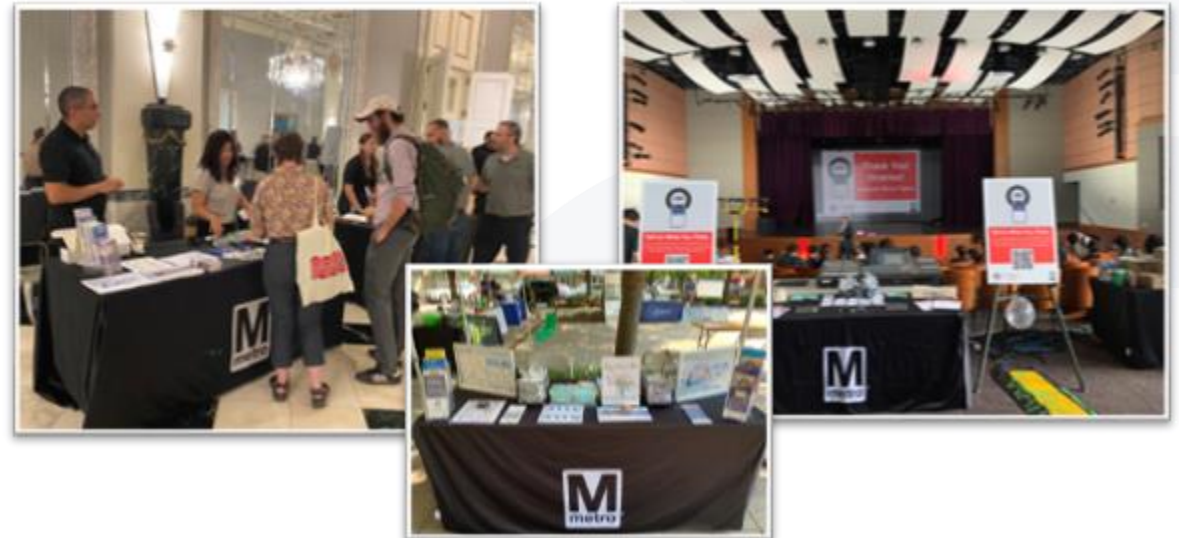
Actions Taken:

- Streamlined community engagement & outreach processes and coordination efforts across the Authority.
- Implemented the *Metro Message – A Community Conversation* with community stakeholders.
- Provides oversight & management for Authority-wide community engagement.
- Collaborates & partners with over eight offices throughout the Authority who conduct community outreach.
- Resource & Staff Management: Works with Metro employees from across the Authority for community event support.

Organizing & Managing Community Engagement



Development and implementation of
Community Engagement web page:
wmata.com/community

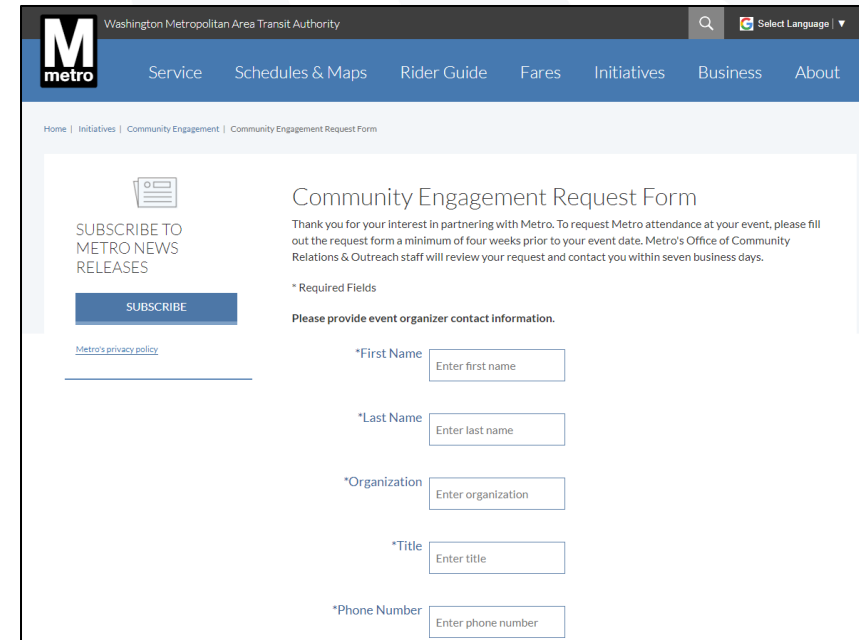


Organizing & Managing Community Engagement

Event Request Form

Types of Requests:

- Metro-hosted Community events
- Community Partner-Hosted events
- School/Education; hosted by the school or Metro
- MTPD Community Services Bureau (CSB) Outreach
- Persons with Disabilities Outreach



The screenshot shows the Metro website's Community Engagement Request Form. The header includes the Metro logo and navigation links: Service, Schedules & Maps, Rider Guide, Fares, Initiatives, Business, and About. The form title is "Community Engagement Request Form". Below the title, a paragraph states: "Thank you for your interest in partnering with Metro. To request Metro attendance at your event, please fill out the request form a minimum of four weeks prior to your event date. Metro's Office of Community Relations & Outreach staff will review your request and contact you within seven business days." A section titled "* Required Fields" follows, with the instruction "Please provide event organizer contact information." Below this are five input fields: *First Name, *Last Name, *Organization, *Title, and *Phone Number, each with a placeholder text "Enter [field name]". On the left side of the form, there is a "SUBSCRIBE TO METRO NEWS RELEASES" section with a "SUBSCRIBE" button and a link to "Metro's privacy policy".



Organizing & Managing Community Engagement

Collaboration Across the Authority:

Implemented a TEAMS workspace and weekly meetings to discuss community event requests, participation, and applicable resources.

Internal Partner Offices:

- Community Relations & Outreach
- Regional Fare Programs
- Human Capital/Talent Acquisition
- Diversity, Equity, and Inclusion
- Equal Employment Opportunity
- Eligibility Certification & Outreach
- ADA Policy & Planning
- Planning & Sustainability
- MTPD Community Services Bureau
- Metrobus Operations



Organizing & Managing Community Engagement

By the Numbers - Measuring Metro's Impact

Community Engagement Metrics (since March 2024)

- Attended **88** community-hosted events
- Metro hosted **43** community events
(Fleet of the Future Expo, Metro Fest, MTPD)
- Interacted with **over 48,000** people
- Enrolled **2,489** new Metro Lift customers
- Registered **1,770** Seniors for Senior SmarTrip® card
- Other Language Interactions: Spanish, French, ASL
- Generational Engagement: kids, youth, young adults, adults, seniors



Upcoming Community Engagement: Two-week Look Ahead

Metro Lift Enrollment & Senior SmarTrip® Registration Events

- Sept. 3, 4, 5, 6 & 9: Anacostia Library (Lift & Senior)
- Sept. 9: Alpha Kappa Alpha Sorority & DC Dept. of Aging and Community Living (DACL) Celebrate 101 years of Always Helping Seniors in the Community (Seniors)
- Sept. 12: Leisure World New Resident Orientation (Seniors)
- Sept. 14: DC Housing Authority (DCHA) Community Day Block Party (Seniors)

Metro Participation at Community-hosted Events

- Sept. 7: DC Bike Ride: Metro Mile Pit Stop & Finish Festival
- Sept. 7: Learn24's Afterschool In the City, Deanwood Community Center (Kids Ride Free)
- Sept. 10: Montgomery Foundation School (Persons with Disabilities Outreach)
- Sept. 12: DC Public Library & Housing Hiring Event

What's Next?

- Quarterly *Metro Message – A Community Conversation*: Thursday, Sept. 26, 2024, at 6:30 p.m. via TEAMS
- Youth Advisory Council Meeting - Thursday, Sept. 26, 2024, 5:00 pm – 6:30 pm L'Enfant Plaza Board Room
- Implementation of Metro Volunteer Program (MVP) for Metro employees to support community engagement efforts.
- Updated communications vehicles to improve two-way communication with external stakeholders.
- Advance the Community Engagement webpage through updates, translate content, and streamline the process for requests to conduct outreach activity on Metro property.