



Washington Metropolitan Area Transit Authority



Sexual Harassment Education Campaign



Background

- Collective Action for Safe Spaces testified before the DC City Council about harassment on Metro
- Metro task force assembled to create action plan
- Reached out to advocacy groups to begin work on campaign
- Contacted MBTA to license their PSA campaign



Three Phased Approach

- Phase One – Web Portal and Email Creation and Launch
- Phase Two – PSA Campaign in System
 - To be rolled out in phases throughout 2012
- Phase Three – Employee Training
 - Tri-folds, Training Programs, Videos



Phase One

- **Web Portal and Email Launch**
- Goals:
 - Create and raise awareness
 - Develop tools for riders that could be implemented immediately



Web Portal

Report Harassment



We encourage you to contact Metro Transit Police at [\(202\) 962-2121](tel:202-962-2121) to report any sexual harassment or sexual assault that you experience or witness on a train, station, bus or bus stop. This includes all unwanted sexual behavior, such as extended leering, sexual comments, indecent exposure, stalking, and groping.

Even if you think what happened to you may not be a crime, it's important to report it so that we can identify trends and prevent crimes from happening.

You can use the form below to report an incident to Metro Transit Police. The information you provide will be sent directly to Metro Transit Police for follow up action.

To report a crime in progress or other emergency, call Metro Transit Police at (202) 962-2121 or 911 immediately.

* indicates a **required** field.

When did the incident take place?

Date:
Time: :

Where did the incident occur?*

If the incident occurred aboard a train or bus, please tell us the vehicle number, if known:

If the incident happened at a Metrorail station, please tell us where:



Campaign Launch

- Take ones created in house for distribution at Gallery Place Metro
- Coincided with Sexual Assault Awareness Month
- Goal to let riders know about new reporting tools



**Rub
against me
and I'll
expose you.**

If someone rubs, touches or speaks to you inappropriately, speak up! Contact a Station Manager for assistance, and report it to the Metro Transit Police Department by calling 202-962-2121, emailing harassment@wmata.com, or by going online at wmata.com/harassment.



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Phase Two

PSA Campaign for Metro System

- Adapt MBTA campaign to fit Metro's needs
- Launch PSA campaign in Metro system to raise awareness and encourage reporting
- Three phase approach to ensure campaign stays fresh



MBTA Campaign Posters



Rub against me
and I'll
expose you.

If someone rubs or touches you inappropriately, speak up. Even better, use your camera phone to snap a picture. Then report it to an MBTA station official or call 617-222-1212.



Massachusetts Bay Transportation Authority
Driven by Customer Service

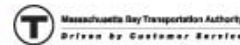


Transit Police



If you've been rubbed against or inappropriately touched by another passenger, you have nothing to be ashamed of. Report it to an MBTA station official, or call 617-222-1212 as soon as you can. Or if you see someone else being sexually harassed, report it. If you have a cell phone camera, take a picture. Sexual harassment is a crime, and offenders will be prosecuted.

**If someone gets too close for
comfort, it's not your fault.**



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Transit Police



barcc
BOSTON AREA RAIN COLORED COATERS

dedicated to healing,
advocating for change.

24-hour hotline
(800) 841-8371
www.barcc.org



MBTA Campaign Posters



If you rub against someone, or touch them in an inappropriate way, you'll be caught. And when you're caught, you will be prosecuted.

This is what happens to your hands when you can't keep them to yourself.

Sexual harassment is a crime. If you see it or experience it, report it to an MBTA station official, or call **(617) 222-1212**.



Security cameras, undercover transit police, passengers with cell phone cameras. These are just a few of the ways we catch a person touching someone inappropriately on the T.

Sexual Harassment is a crime. We get the picture. Do you?

When we catch you, we will prosecute you. Report sexual harassment to an MBTA station official, or call **(617) 222-1212**.





Phase Three

Employee Training

- Tri-fold in development to be distributed
- Working with HR to design training program for staff. Will include how to handle reports of harassment as well as expected conduct of Metro employees
- Training video “Riders Speak Out”