



Washington Metropolitan Area Transit Authority

Respect Your Ride

Riders' Advisory Council

November 6, 2013



Purpose

- Promote safe behavior among young riders
- Goals:
 - Inform students and parents of Metro laws and consequences
 - Provide interactive safety programs to students
 - Strengthen relationship with schools to reduce youth disorder and crime





Background

Problem Behaviors:

Fighting, running, stealing, bullying, cursing, talking loudly

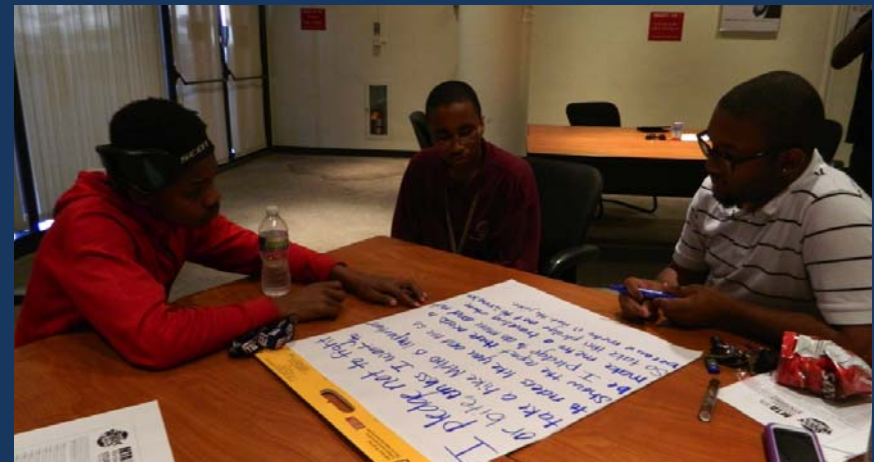
Youth Focus Group Findings

- Youth admitted to knowing right from wrong
- Metro viewed as a venue for youth independence (unsupervised time between school and home)
- Authority messages ineffective
- Need consequences for disorderly behavior



Youth Forum

- Engage young people from areas where incidents have been reported
- Harness youth's energy and creativity
- Demystify WMATA – not just buses and trains
- Action item:
 - Youth collaborated with Metro to create *Respect Your Ride*





Awareness

- Partnership with WKYS radio station
- Radio PSA
- Back to School safety letter
- Silver Line safety letter





Outreach Activities

- Mayor's Youth Town Hall
- Community events
- *Respect Your Ride* assemblies
- More than 3,000 students
- Positive interaction with police and bus operators





Pledge

I _____ pledge to help Metro's *Respect Your Ride* Program by practicing self-control, obeying the law, being responsible for my actions and making a positive difference among my friends. I will ride Metro responsibly and represent myself, my community and my values to the best of my ability. As a Metro *Respect Your Ride* partner, I ask that Metro provide me with safe, courteous and equal treatment as a customer.



Next Steps

- Community events
- School assemblies
- Silver Line outreach with a focus on rail familiarization
- Create youth rider guide
- Partnership with schools to create media content
- Continued collaboration with District of Columbia Public Schools and Metropolitan Police Department