

“Hit the Highlights” Webinar - Outtakes from the 2018 VTA Conference Roundtable Sessions

Hosted by the

Virginia Transit Association

Virginia Transit Association
1108 East Main Street, Suite 1108
Richmond, VA 23219
804.643.1166
www.vatransit.com

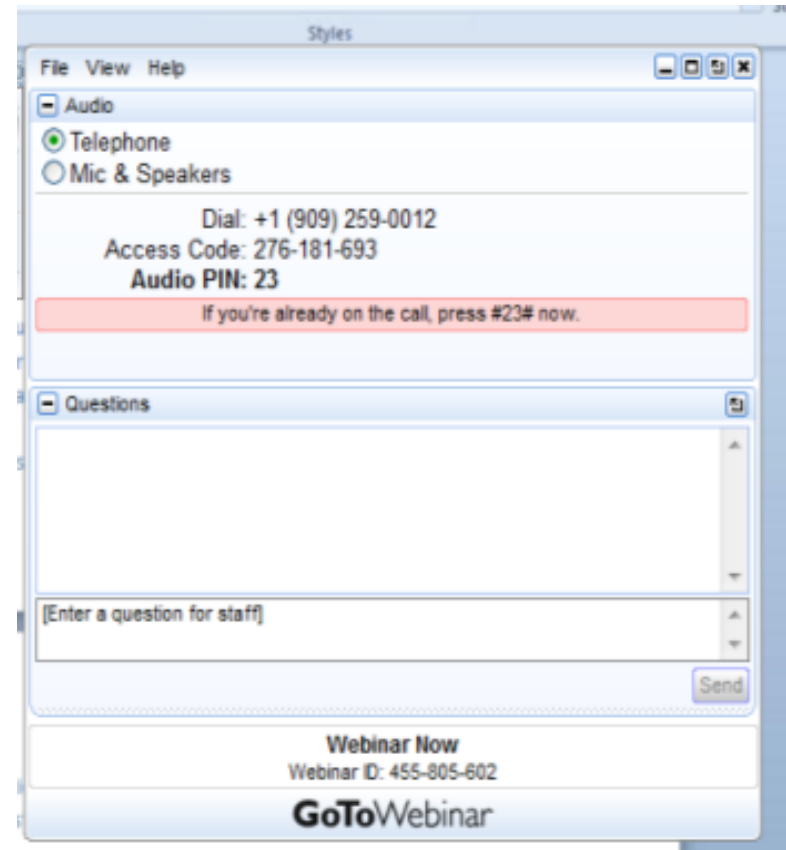


The Voice of Public Transportation in Virginia

“Hit the Highlights” Webinar - Outtakes from the 2018 VTA Conference Roundtable Sessions

- **Questions:**

Type questions into the box at bottom of webinar panel. Panelists will address all questions at end of webinar (include panelist name.)



“Hit the Highlights” Webinar - Outtakes from the 2018 VTA Conference Roundtable Sessions

- **Panelists**

- **David Harmer**, Virginia Transit Liability Pool
- **Tom Fox**, Blacksburg Transit
- **Jo Greene**, WMATA
- **Tim Barham**, GRTC
- **Bob Schneider**, PRTC OmniRide

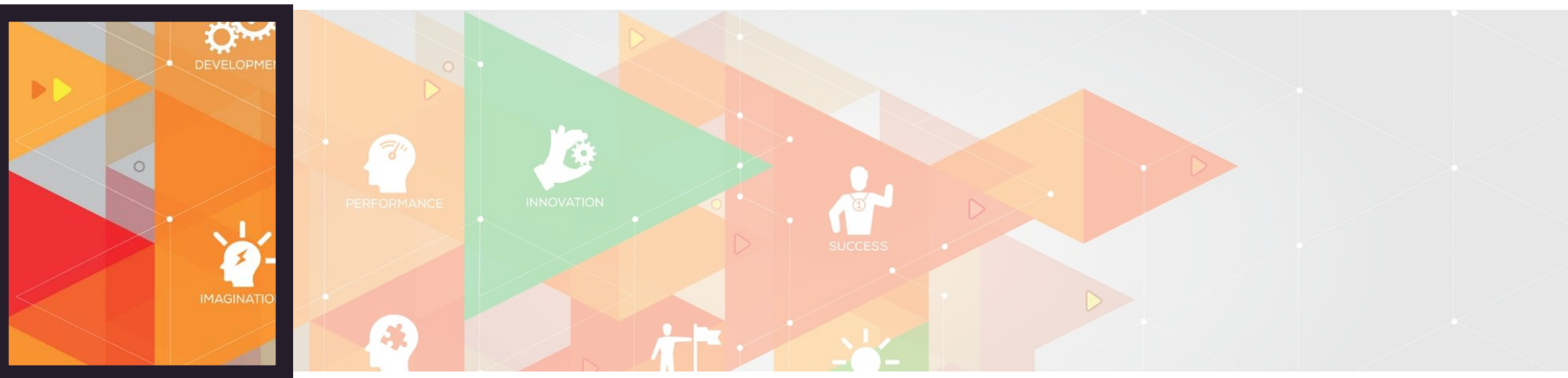


SAFETY CULTURE

The Foundation of a Successful Transit
Organization

May 22, 2018





Agenda

- ✓ Why is Safety Culture Important?
- ✓ Define Safety Culture
- ✓ Components of a Positive Safety Culture
- ✓ Assessing Your Safety Culture
- ✓ Steps to Improve Safety Culture
- ✓ Best Practices
- ✓ Maintaining Safety Culture over Time






A Culture of Safety – Why does it Matter?

- Picture a transit agency without a commitment to the Culture of Safety
- Safety is fundamental to the **Mission** of any public transit agency

What is a Culture of Safety?

- Culture 
 - A great devotion to a person, idea, movement , or work.
- The personality of an organization
- Chernobyl





What does a Safety Culture Look Like? (Potter Stewart)

- ✓ Mutual Trust
- ✓ Shared perception of importance of safety
- ✓ Confidence in the efficacy of measures



Who's in Charge Around Here?





Leadership

- “The CEO is clearly the leader of the organization for safety culture” (TCRP 35)
- Emphasis on safety and repetition of key values when interacting with
 - Employees
 - Boards of directors
 - Stakeholders
- Sends a clear message that safety is front and center and is a principle that drives the other performance factors of the organization

Safety!

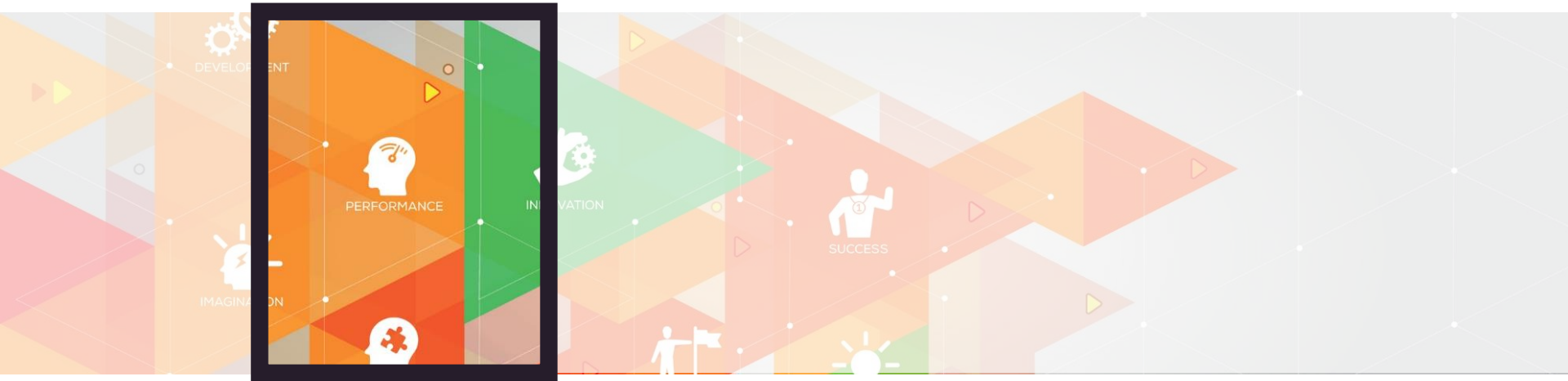


Components of a Positive Safety Culture

- Strong leadership, management, and organizational commitment to safety
- Employee/union shared ownership and participation
- Open, frequent, and effective communication on safety
- Proactive use of safety data, key indicators, and benchmarking
- Employee recognition and rewards
- High level of organizational trust

Informed Culture = Safety Culture





Informed Culture

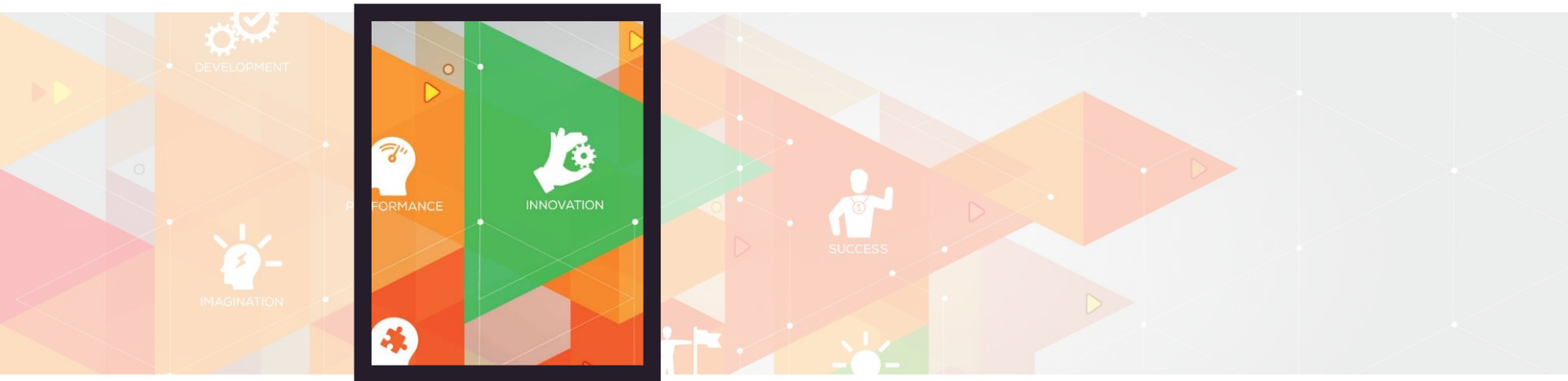
- ✓ Reporting Culture - Encourages employees to report safety issues without fear of punishment.
- ✓ Just Culture - Unintentional errors or unsafe acts are not punished.
- ✓ Flexible Culture - The organization and employees are able to adapt to changing needs and demands.
- ✓ Learning Culture - Use safety information to draw conclusions about necessary changes, and a willingness to implement major reform when change is required.





Methods for Assessing Safety Culture

- ✓ Direct observation
- ✓ Interviews
- ✓ Focus groups
- ✓ Surveys



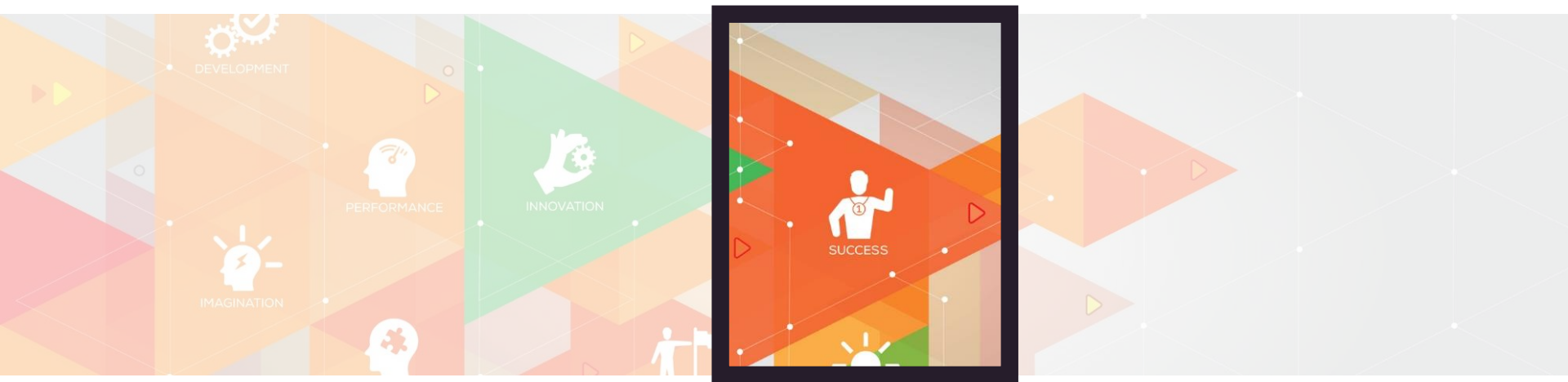
Recommended Method for Assessing Current Safety Culture

A combination of a standard survey followed by a series of interviews and focus groups to develop information on issues emerging from the survey. Repeat every 2-3 years.

Steps on the Path to Improved Safety Culture

1. CEO secure preliminary commitment from management and union leadership at the highest levels to improve Safety Culture
2. CEO identify, consult, and secure the preliminary commitment of all other key stakeholders to improve Safety Culture
3. CEO create joint task force to collectively determine the problems to be addressed (subject to regular revision as more information is received)
4. JTF or consultant conduct an assessment of the agency's current safety culture.
5. JTF create a road map for improving safety culture – a plan that prioritizes recommended measures along with resources required.
6. CEO/union leader meet with employee leaders (supervision and hourly) at all levels – explain the plan and secure their buy-in
7. CEO/union leader implement outreach to all appropriate employees to introduce the safety culture improvement program in a highly visible manner
8. Report back to employees on a regular basis and continuously obtain feedback





Real World Maintenance of Positive Safety Culture

- Management walks the talk and provides necessary resources
- Management is highly visible on vehicles, in maintenance shops, in safety meetings, in training sessions
- Management starts every leadership meeting with discussion of safety issues
- Managers/supervisors take responsibility for failure give frontline responsibility for success
- Management/supervisors constantly communicate safety related changes to frontline
- Supervisors catch employees doing something right - provide positive feedback



Thank you!





Bus Operator Recruitment & Retention at Blacksburg Transit

Virginia Transit Association
Annual Conference

May 22, 2018

Blacksburg Transit

- 15 routes/69 vehicles
- Major trip generator is Virginia Tech
- Service level tied to academic calendar
- 70% of employees are part-time



Operator Shortage

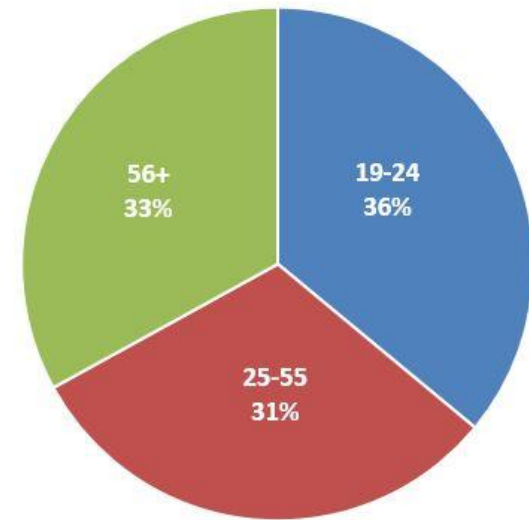
- Fall 2015 – 25% understaffed (31 operators)
- Initial Response
 - Increased wages 11%
 - Operator Driving Bonus Plan
 - Lifted overtime constraints
 - Cut service by 8%
- Ridership dropped



Comprehensive Strategy

- Pay/Incentives
- Advertising/Outreach
- Retention

BT Operator Age



Pay/Incentives

- Starting wage up 27%
- Parity between Part-time & Full Time wages
- Premiums for hard-to-fill shifts
- Bonuses

Advertising/Outreach

- **MESSAGING**
 - Creative
 - Targeted

DRIVE FOR  **BT**
CAMPAIGN

Creative



Target: Young Adults (19 – 24)



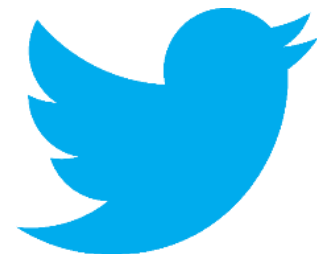
Target: Second-Jobbers (19 – 24)



Target: Retirees (56+)

Advertising/Outreach

- **DELIVERY**
 - Digital/Social Media
 - Print
 - Events
 - Out-of-Home
 - Landing Pages



Video clip sit profitably



Landing Pages



We Need Drivers

Already have a full-time job, but looking for some extra income? Want part-time work on the side that pays well but doesn't tie you down? **Drive a bus for BT!**

Starting at **\$13.22** an hour which includes paid training.



Benefits

You're in charge of your schedule, so pick the hours that work for you. Work anywhere from 9 to 30 hours a week. Most shifts are about 3 hours long and you can work one shift or multiple shifts on the days **you choose.**

Qualifications

No bus-driving experience necessary, but you do need to have a good driving record.

- Must be at least 19 years of age
- Have a valid driver's license
- Have a high school diploma or G.E.D.

How to Apply

Apply by 5 p.m. on Friday, June 29 by submitting an application to the Town of Blacksborg via email, fax or to 300 South Main St.

[Apply Now](#)

An EOE

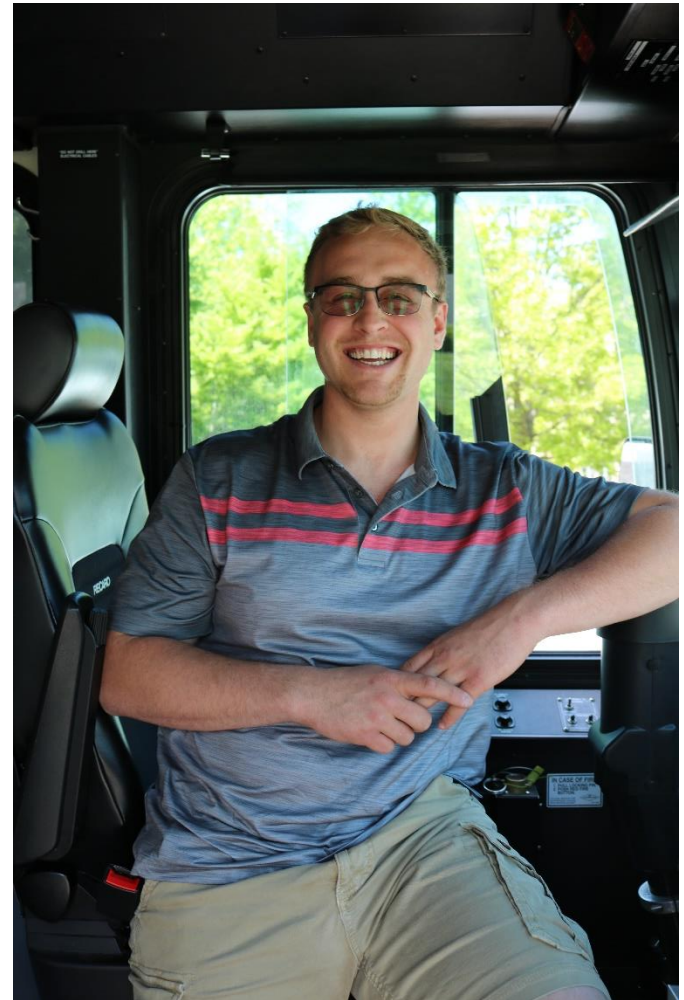
Retention

- Performance evaluations
- Operator-Management group
- Team-building & social activities
- Training Opportunities
- Certification
- Contests/Drawings
- Food!



Summary

- Paid Incentives – raised to \$13.22 with strategic pay increases
- Advertising – 22% increase in staffing in 3 months
- Retention – turnover rate reduced



Thank you!



WMATA Youth Customer Outreach Initiatives

Respect Your Ride and Youth
Advisory Committee

Jawauna Greene, Dir.
Advertising & Marketing
May 23, 2018



WMATA & Youth Customer Relationship

- The School Transit Subsidy Program offers free or reduced transit fares for District students to travel to and from school and school-related activities. The program is available to students enrolled in DC public, public charter, and private schools.
- The program allows students to ride for free on Metrobus, the DC Circulator, and Metrorail within the District to get to school and school-related activities. The program uses an electronic Kids Ride Free pass that must be loaded onto students' DC One Cards.
- WMATA/ Metro is the primary source of transportation for students in the District which means the Authority is a quasi school transportation system.
- DC government provides a transit subsidy for roughly 30,000 students to the Authority to ensure students have safe, accessible, affordable and reliable public transportation.
- **Our shared goal is to remove any barriers to receiving access to an education for this customer community!**

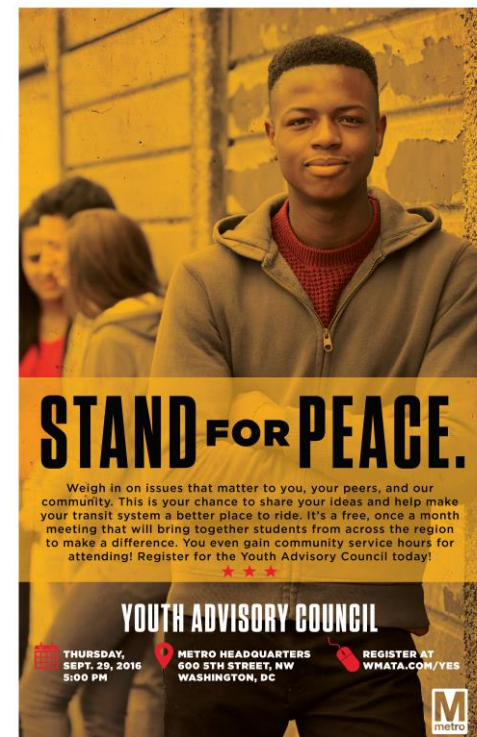


Youth Customer Community

- Challenges:
 - Disruptive Behavior (i.e. violence, horseplay, unsafe actions, fare payment)
 - Education related to use of card (i.e. jurisdiction, authorized card use)
 - Community dynamics (i.e. low income, English proficiency, minority communities)
 - School communication/ card replacement
 - Interactions with Metro staff (i.e. trust, mutual respect)
- Opportunities
 - Develop a youth safety campaign to minimize disruptions and improve safety for all customers
 - Share important conduct guidance and law enforcement procedures
 - Build the next generation customer or employee
 - Minimize negative incidents and enhance the quality of life for all customers
 - Create an advocacy group among this population

Communication & Engagement with Youth Customers

- In 2013 the Respect Your Ride Campaign began. MTPD and MKTG partners to launch a small effort that included school visits, station visits, dialogues with schools administration, parents and students.
- Youth Empowerment Summit Saturday, May 21, 2016. This event is designed to encourage better dialogue between D.C., Maryland and Virginia youth riders and leaders from throughout our metropolitan region. It will also provide an opportunity to gather ideas, opinions and information on the needs of youth riders to better improve safety on our Metro system.
- Beginning September 2016 until the present, Metro has hosted monthly Youth Advisory Meetings that expose teens to local leaders/ social change makers, community based organizations, Metro employees, celebrities and community resources. Members engage in various conflict resolution activities, provide customer feedback and learn about policies related to youth fare passes. Students also get community service credit hours.



Youth Outreach Tactics

- Street Team engagement
- Social Media
- Urban radio and Digital
- Print media (i.e. posters, Respect Your Ride Brochures, handouts, letters)
- Activities (i.e. movies, roller skating, meals)
- School visits
- Juvenile Remediation Partnerships



Know the Rules

Metrobus and Metrorail:

- No Smoking
- No Eating or Drinking
- No Animals (except service animals)
- No Audio (without earphones)
- No Littering or Spitting
- No Dangerous or Flammable Items

DC's Curfew Law

Be mindful that Metro adheres to local curfew laws. If you're under 17 and on Metro property after curfew, you're breaking the law.

Curfew:

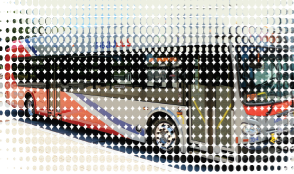
September - June Friday & Saturday: 12:01 a.m. - 6 a.m.
Sunday - Thursday: 11 p.m. - 6 a.m.
July - August Every day: 12:01 a.m. - 6 a.m.

DC curfew also applies to kids who are visiting DC but live elsewhere. To get more details on DC's curfew law, visit <http://mpdc.dc.gov/curfew>.

Lose Something?

Report an item lost within the Metrorail or Metrobus system either online or by phone. Visit online: www.wmata.com/about_metro/lost_found/

Phone: Contact the Lost and Found office at 202-962-1195 during the following hours: Tuesday-Friday 11 a.m. - 5 p.m., excluding federal holidays. A customer service representative will record your information and provide you with a case number.



School Service Routes for 2013-2014

School	Route
Academies at Anacostia	A31, A32, A33
Albert Einstein High School	C4
Archbishop Carroll High School	H8, H9
Banneker Senior High School	70
Brookland Education Campus	B51
Coolidge Senior High School	62
Deal Middle School	D31, D32, D33, D34, M4
Eastern Senior High School	B2, E32, 97
Ellington School of the Arts	D51
Friendship Public Charter School	X2
Hart Middle School	A2
James Hubert Blake High School	Z2
John F. Kennedy High School	C8
KIPP DC: KEY Academy & Leap Academy PCS	W4
McKinley Technology High School	M31
Montgomery Blair High School	Z6, Z8
Northwood High School	C2
Paint Branch High School	Z6, Z8
Peabody Elementary School	C40
Perry Street PCS	68
Phelps Architecture, Construction & Engineering High School	S41 (to Minnesota Ave and Lafayette Square), X2
Plummer Elementary School	U6
Sousa Middle School	S35
Springbrook High School	C8
Washington-Lee High School	38B
Washington Mathematics, Science and Technology PCS	B2
Watkins Elementary School	C40
Wheaton High School	C8
Wilson Senior High School	M4, W45, W47

Metrorail Operating Times:

Monday - Thursday 5 a.m. - Midnight
Friday 5 a.m. - 3 a.m.
Saturday 7 a.m. - 3 a.m.
Sunday 7 a.m. - Midnight

Follow Metro on Twitter for important rail and bus information

 @metrorailinfo @metrobusinfo
@wmata @metrotransitPD

 Like Metro on Facebook
www.facebook.com/MetroForward

Respect Your Ride

Metro needs your help to create the most enjoyable ride. Fighting and cursing are examples of negative behavior that is unsafe and disrespectful. Help Metro reduce disorderly conduct by joining the Respect Your Ride movement. So look for Metro representatives at your school.

#RespectYourRide

Metro Youth Rider Guide

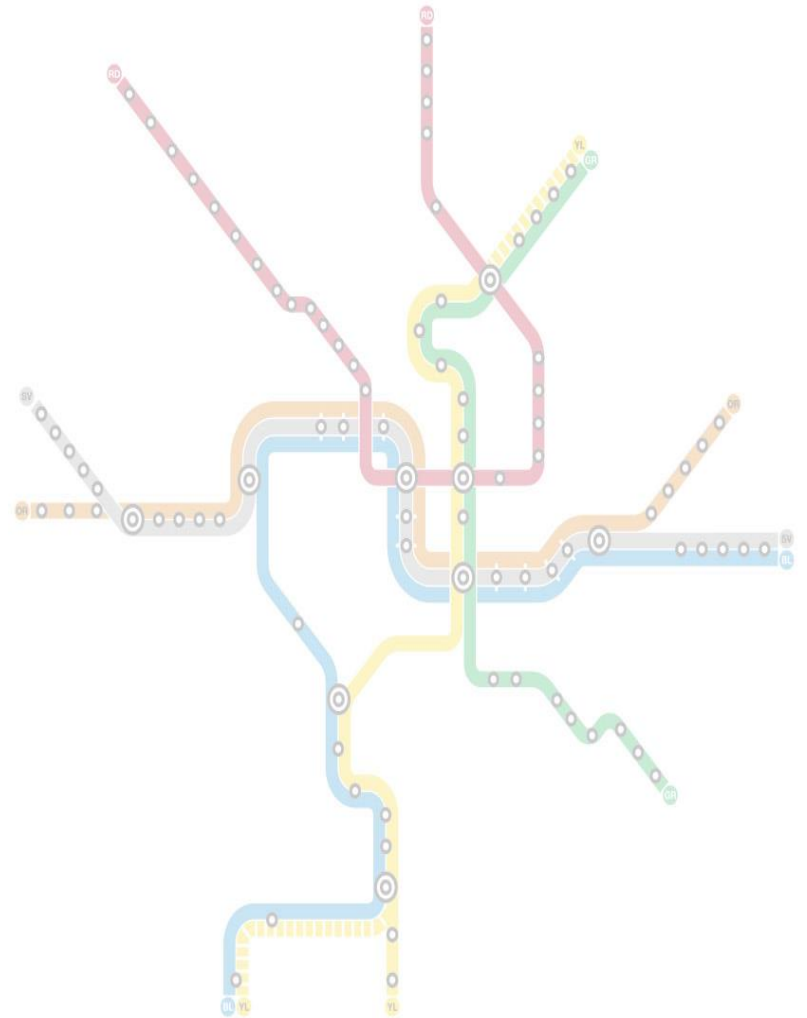
The Student Guide to Traveling the Metro System.



wmata.com



Youth Perspective



Outcomes- Target Youth Outreach

- MTPD- Officer McKinney serves as youth liaison.
- Core student participation has grown to 60+ students per meeting.
- MTPD reports a stabilization in incidents and no reported fatalities among this customer group in the system since 2016.
- Developed staff training related to youth communities for MTPS and frontline employees that targets escalation techniques.
- New student pass that hopes to alleviate tensions related to payment.



Drumline



Youth Customer Next Steps

- WMATA/ Metro hopes to continue the program
- Expand to more schools beyond the 5 currently represented
- Improve social media interactions
- Develops more dynamic content
- Strengthen partnerships with more community resources
- Extend into summer months
- Focus group test messaging and customer sentiment in this population

“Hit the Highlights” Webinar - Outtakes from the 2018 VTA Conference Roundtable Sessions

Tim Barham, GRTC

"Transit Talking Points for Decision-Makers"



SPRING 2018 — FACT SHEET

Bob Schneider, PRTC OmniRide

"Transit Talking Points for Decision-Makers"

OUR SERVICE

OmniRide is the service name of the Potomac and Rappahannock Transportation Commission (PRTC)—the governing body for transportation funding and service. *OmniRide* includes local and express bus transit routes, vanpool, and ride-matching services for Prince William County, Manassas and Manassas Park.

Key destinations for *OmniRide* include the Pentagon, Washington DC, and Tyson's Corner—with connections to Virginia Railway Express & WMATA Metro Rail stations. Local service offers connectivity in the urban areas of Manassas and Manassas Park and offers the ability to move across Prince William County as well as access VDOT's regional park & ride locations.

"Transit Talking Points for Decision-Makers"

OUR IMPACT

In 2017, *OmniRide* removed nearly 17,000 car trips from regional roadways every day:

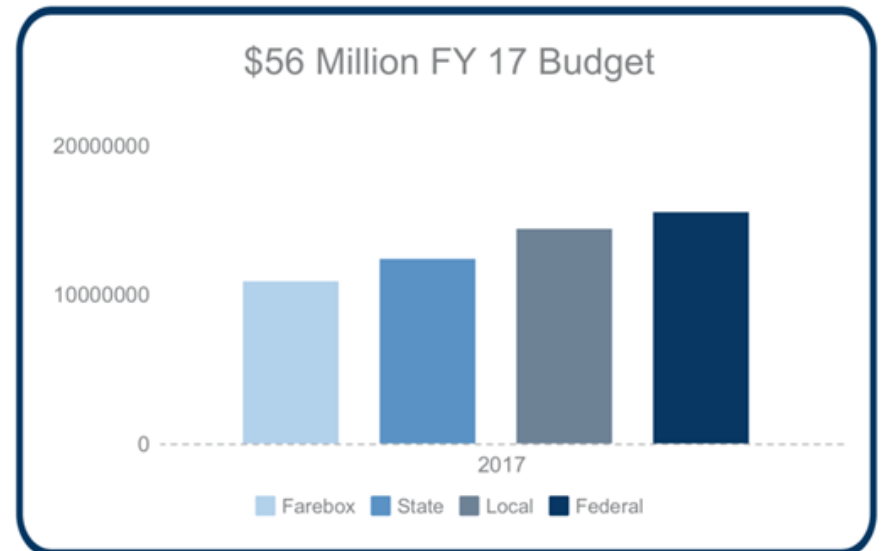
- +2.5 million customer trips across almost 3 million revenue miles
- Over 660 active vanpools in the Vanpool Alliance, with more than 1.6 Million Vanpool & Carpool riders
- Worked with more than two dozen different area employers to expand commuting options for their employees
- \$36M annual operating budget with a capital projects budget of \$6-12M annually depending on program needs
- 159 Buses: 99 long-haul commuter-style and 60 transit buses of 30', 35' & 40' lengths.

"Transit Talking Points for Decision-Makers"

OUR MEMBERS

PRTC member jurisdictions are eligible to collect a 2.1% graduated fuel tax for transportation programs within their local jurisdictions to include bus and rail transit, park & ride facilities, and sidewalk projects.

Prince William County
City of Manassas
City of Manassas Park
City of Fredericksburg
Stafford County
Spotsylvania County



“Hit the Highlights” Webinar - Outtakes from the 2018 VTA Conference Roundtable Sessions

Questions and Answers



The Voice of Public Transportation in Virginia

“Hit the Highlights” Webinar - Outtakes from the 2018 VTA Conference Roundtable Sessions

Thank You
For Attending!

Virginia Transit Association
1108 East Main Street, Suite 1108
Richmond, VA 23219
804.643.1166
www.vatransit.com



The Voice of Public Transportation in Virginia