

2016 STEP-UP

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STEP-UP Internship Program

- Summer job placement program coordinated by AchieveMPLS.
- 160 Twin Cities companies, agencies, and nonprofits.
- 7th year hosted by Metro Transit.
- Internship split into thirds
 - Home Base: OEO, OSC, Engineering & Facilities, and Customer Relations
 - Shadowing: Bus Instruction Center, TIC, TCC,
 - Group Media Project

Home Base: Fare Box Repair and Customer Service Interns



Media Project Description

- Purpose is to increase civility of young people on Metro Transit services.
- Worked with Transit advisory group
- Focus on six issues:
 - Littering
 - Loud Music
 - Rowdiness
 - Courtesy
 - Cussing
 - Safety

Social Media

- Videos will be posted on Metro Transit social media accounts (Twitter & Facebook)
- 92% of American teens go online daily, including 24% who go online 'almost constantly' (Pew Research 2015)
- Potential for extensive reach if videos go “viral”
- Videos are short, simple, and funny

Courtesy



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When someone offers you their seat 🙄🙄🙄🙄🙄



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Rowdy Bus

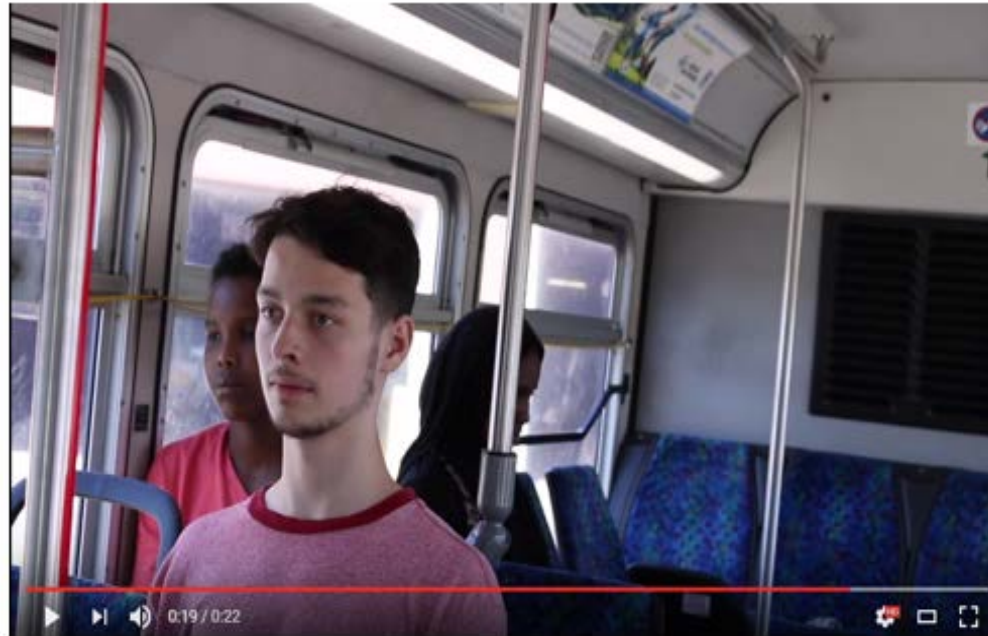


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Safety



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Don't ever play yourself 🗝️



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Cussing on the Bus



When there's no chill on the bus 🙄



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Loud Music



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Eating on the bus



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That one kid who always eats on the bus 🤔



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