



FOR IMMEDIATE RELEASE

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**METRO TRANSIT PARTNERS WITH MADDADS
TO IMPROVE BUS-RIDING EXPERIENCE**

MINNEAPOLIS – (May 30) – Improving the bus-riding experience on difficult routes is the goal of a partnership announced today between Metro Transit and the Minneapolis chapter of MADDADS.

MADDADS members will ride Metro Transit Route 5 and other bus routes over the next 14 months to interact with riders, enhance bus-riding etiquette and improve civility, said Brian Lamb, Metro Transit general manager.

"The mission of MADDADS is to bring about positive change by being a force to overcome social ills that plague our neighborhoods," said V.J. Smith, MADDADS director.

"This cooperative venture with Metro Transit supports our mission. Public transportation benefits the community by moving people. Our role will be to encourage respect among riders so that their transit experience is positive, welcoming and free from fear."

Four-person MADDADS teams will ride Metro Transit buses about 48 hours each month. They will greet riders on board and at bus stops, creating positive energy and building a sense of community among those using Metro Transit services. The initiative is funded by \$20,000 from Metro Transit matched equally by MADDADS with grant funds.

Lamb said the MADDADS partnership has been discussed for about two years and began when Metro Transit's Drivers Safety and Security Committee met with the African American Men Project, led by Shane Price, and MADDADS to talk about community outreach efforts to make people more comfortable using transit service.

"We care deeply about the well-being of all our customers," Lamb said. "Our bus operators work hard to keep order on board and, of course, our Transit Police officers ride buses daily. This new partnership gives us another avenue to ensure that transit service is viewed positively by those we serve."

Lamb said he has tapped bus operator John Suttles to coordinate the MADDADS initiative and to handle other community outreach efforts in north Minneapolis.

A service of the Metropolitan Council



Lamb thanked John Turnipseed of the Urban Ventures Family Center for the role his organization played in supporting the partnership.

Metro Transit is a service of the Metropolitan Council. Customers board the agency's buses and trains more than 230,000 times each weekday.

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(Editors: For information call Bob Gibbons, director of customer services, 612-349-7509.)

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