

WHAT TO DO IF YOU ENCOUNTER AN UNSHELTERED PERSON ON MARTA

- Direct persons in need to MARTA HOPE Office at Five Points Station.
- Don't give money or share your personal information.
- Practice empathy; avoid making judgments.
- Follow your instincts; be aware of others' body language and your own.
- Always contact MARTA Police or alert MARTA personnel in case of emergency.
- Get informed and involved. Homelessness isn't limited to MARTA; it impacts our entire community.



“We won't tolerate criminal behavior, but **homelessness is not a crime**”

Jeffrey A. Parker,
MARTA General Manager and CEO



“Those seeking refuge will be met with **trained street case managers**”

Jeff Smythe,
Executive Director of HOPE Atlanta

PROGRAM SUPPORTERS



CONTACT OUR TEAM

- itsmarta.com/marta-hope-program.aspx
- martahope@itsmarta.com
- Five Points Station, Peachtree St. Entrance
- 404-848-5309 or 404-848-6300

SOCIAL MEDIA REACTION

- Wow! I have seen so many people using the trains as shelters; I'm glad to see this outreach to them!
- They approach people with compassion and respect... that's so IMPORTANT.
- Great getting people help who need it the most!
- It's a blessing
- Nice to see transit that cares. Thank you, MARTA!
- Great job MARTA

LIKE AND FOLLOW US!

- [@martaservice](https://twitter.com/martaservice)
- [@martatransit](https://facebook.com/martatransit)
- [@marta_explorers](https://instagram.com/marta_explorers)

Alternative language/format

To request this information in a language other than English or in an accessible format, please call 404-848-4037.



FROM HOMELESSNESS TO HOPE

The MARTA HOPE program focuses on solutions-oriented outreach to address homelessness and ease safety and security concerns on the transit system.

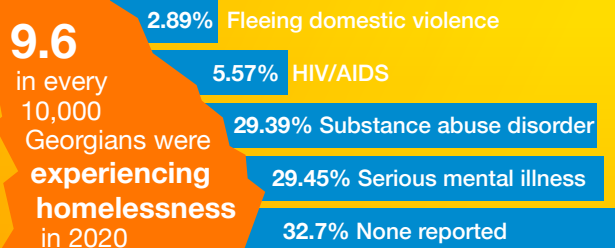
In partnership with HOPE ATLANTA

What is **marta** HOPE?

Launched in August 2020, MARTA HOPE (Homeless Outreach and Proactive Engagement) is a partnership with HOPE Atlanta to aid individuals experiencing homelessness who have taken refuge on the transit system. Nationally, homelessness grew increasingly acute amid COVID-19 and a shortage of affordable housing in large metro areas such as Atlanta.

On a single night in January 2020, **3,240 people** were identified as experiencing homelessness in Atlanta. Of those, **939 were unsheltered** – living on the streets, in parks, under bridges, and other places.

CAUSES AND CONTRIBUTING FACTORS OF HOMELESSNESS IN ATLANTA



Source: 2020 Point-in-Time (PIT) Count

WHAT ARE THE PROGRAM'S GOALS?



Improve overall transit experience for MARTA customers



Maximize direct assistance provided to unsheltered persons on MARTA property



Minimize need to involve MARTA Police in non-criminal activities



Collaborate with area stakeholders to make homelessness "...rare, brief, and non-recurring"

CHRONICLES OF MARTA HOPE

MARTA HOPE's engagement efforts have helped improve the lives of individuals experiencing homelessness. A few examples:

SITUATION: Unemployed, he was caught in a web of hanging with his friends, smoking marijuana and neglecting quality time with his son.

OUTCOME: While riding the train, he was referred to the Georgia Works Program. He is now employed as a forklift operator at UPS. He also reunited with his son's mother, and they are building a life together with their son.

SITUATION: The senior was down on his luck and hungry. While grabbing a bite at Kentucky Fried Chicken, the case manager handed him money to buy food and a MARTA Breeze card.

OUTCOME: Two weeks later, now living with his daughter and collecting benefits, the once-unsheltered man bought breakfast for the case manager – at KFC, of course.

SITUATION: He had been beaten severely and robbed of his belongings after venturing out from a Greyhound bus station. Making matters worse, his bus ticket had expired.

OUTCOME: Case managers contacted Greyhound, which issued a new ticket. They then escorted the man back to the station. He was so thankful, he shed tears of joy.

MARTA has adopted a **humane, service-centered** approach to addressing homelessness.

HOW DOES THE TEAM WORK?

- Working in pairs, MARTA HOPE teams — consisting of experienced case managers and uniformed field protective specialists — traverse the transit system.
- They engage individuals at rail stations and bus shelters as well as on trains and buses.
- MARTA HOPE teams connect individuals who accept their help to services based on their respective needs including shelter, clothing, drug and alcohol counseling, mental health treatment, supplemental benefit programs, job opportunities, and family reunification.
- The field protective specialists are trained in de-escalation tactics, crisis intervention, interpersonal communication, and cultural diversity.

