



FROM HOMELESSNESS to HOPE

Riders' Advisory Council

November 2, 2022

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Employee Experience

AGENDA



MARTA HOPE UNSHELTERED
OUTREACH PROGRAM



TEAM MAKEUP



SUCSESSES & CHALLENGES



NEXT STEPS



A photograph showing two men from behind, sitting on a concrete ledge. The man on the left is wearing a light blue t-shirt, khaki pants, and a light blue surgical mask. The man on the right is wearing a tan jacket and dark pants. They are in an outdoor setting with a building and greenery in the background. A blue banner with white text is overlaid at the bottom of the image.

MARTA HOPE UNSHELTERED OUTREACH PROGRAM

WHAT and WHY...



What is MARTA HOPE?

Homeless Outreach & Proactive Engagement aids unsheltered individuals who have taken refuge on the transit system.



Why is this an issue?

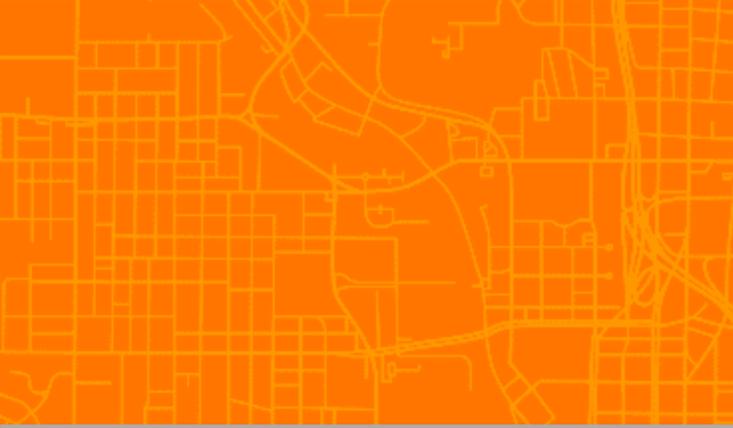
Homelessness, a nationwide challenge, grew increasingly acute amid COVID-19 and is exacerbated by a shortage of affordable housing/social services in metro areas such as Atlanta.



Why is this a transit issue?

By design, transit offers mobility, convenience, and proximity. The unsheltered may view transit as a haven but raises customer concerns about safety and security.

The homelessness situation at Atlanta's airport revealed the need for **better coordination** between MARTA and other agencies and institutions.



PROGRAM ORIGIN

- MARTA leadership initiative
- Launched August 2020
- Contracted with HOPE Atlanta for direct outreach
- Total Contract Value since FY20 ≈ \$436K



PROGRAM GOALS

1

Improve overall transit experience for MARTA customers

2

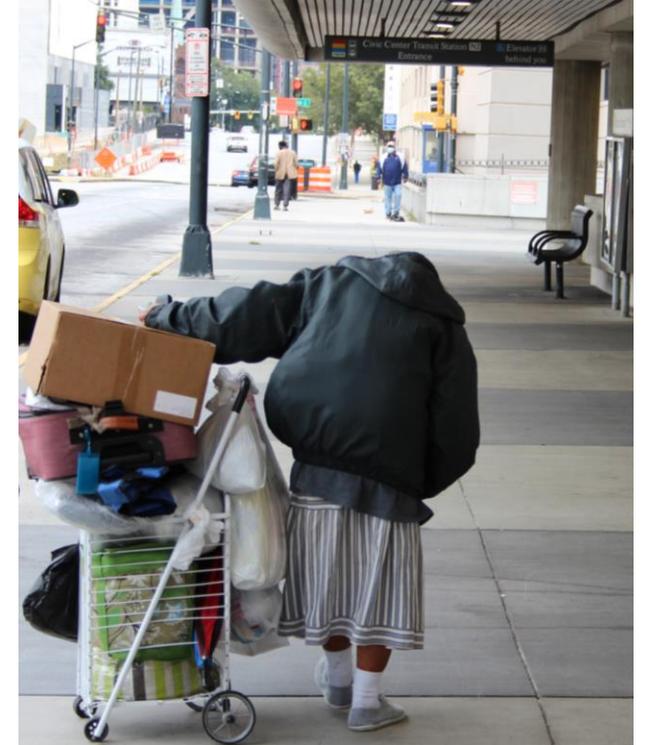
Effective, humane and meaningful response
“...homelessness is not a crime”

3

Maximize direct assistance provided to
unsheltered persons on MARTA property

4

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



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

A black and white photograph of a high-speed train at a station platform. The train is blurred due to motion, moving from left to right. The platform is visible on the right, with a checkered tile floor and a few people in the distance. The train has a blue, yellow, and red stripe along its side.

TEAM MAKEUP

MARTA HOPE UNSHELTERED OUTREACH PROGRAM

MARTA HOPE TEAM

- The team is comprised of experienced case managers.
- Working in pairs, MARTA HOPE teams traverse the transit system. They engage individuals at rail stations, bus shelters, trains, and parking lots.

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

CASE MANAGERS



Gloria Woodard



Vinson Allen



Timothy Robinson



Janika Robinson



Tiffany Gray



Dalerie Turner

PROGRAM DETAILS

- Six case managers assigned to MARTA
weekdays, 6 am – 11 pm
weekends 7 am – 3 pm
- Five beds reserved for single men at Gateway Center; 5 beds reserved for single women at Salvation Army
- Field protective specialists withdrawn
- All case managers equipped with radios; direct link to Rail Control



Hi, I'm Gloria Woodard and I'm a MARTA HOPE Case Manager.



SUCCESSSES & CHALLENGES

MARTA HOPE UNSHELTERED OUTREACH PROGRAM

SUCCESSSES – as of October 2022



10,475

Total engagements



713

Shelter placements



64

Reunifications



1,465

Other social services

CHALLENGES – as of October 2022



8,174

Refusals
(approx. 78% of
engagements)



Limited

Shelters accepting families
with an adult male, therefore,
separating the family or
denying them



0

Shelters availability and/or
access during the late
evening and early morning
hours



Managing

Customer expectations,
Avoiding mission fatigue, and
Increasing client acceptance
rates



Lack of

Safe shelters will
continue to attract
people seeking refuge
on MARTA



NEXT STEPS

MARTA HOPE UNSHELTERED OUTREACH PROGRAM

MOVING FORWARD

- Developed MARTA HOPE branding to increase visibility
- Conduct MARTA “point-in-time” census of people experiencing homelessness on the system
- Continue working closely with MPD
- Collaborate with the Atlanta Public Safety Commission and the Affordable Housing Strike Force
- RFP for expanded scope of work in FY ‘24 to include mental health/substance abuse counselors and client transport services



Contact the MARTA HOPE Team

- Call: 404 848-6300
- Email: martahope@itsmarta.com
- Customer Engagement Mgr., Jon Gordon: 404 [848-5177](tel:4048485177)/jgordon@itsmarta.com
- Visit: MARTA HOPE office @ Five Points (Peachtree Street entrance)



Thank You

