LINKing Up Seattle’s Transit Game: Youth-Inspired Outreach Strategies From Transit Experts

Context and Background
- Transportation has the highest CO2 emissions in Washington at 39% as of 2019
- Public transportation is an effective way to reduce climate related emissions
- Youth are often neglected within the research and practice of transit programs
- To bridge this gap, outreach strategies must be developed and implemented for youth specifically

Research Question
What outreach components are recommended by experts when informing youth about transit opportunities?

Significance
- Transit related beliefs and behaviors of youth are likely to influence their usage as adults
  - Starting outreach early is very important
- Youth are the future riders, voters, and planners
- Adopting these components will increase the effectiveness of transit focused outreach
  - Leading to lifelong riders and supporters

Result

Creative
- Go beyond exclusively traditional methods (Ex. contests, new safety measures, or photo exhibits)

Holistic
- Create a balance between public, non profit and private organizations (Ex. strengths and weaknesses)
- Base effort on what the community needs (Ex. "meet them where they are at")

Accessible
- Level background knowledge among youth (Ex. creation of transit curriculum)
- No use of jargon unless necessary (Ex. avoid using big words or acronyms)

Interactive
- Include youth in transit decisions and allow opportunities for leadership (Ex. youth specific jobs)

Next Steps
- Expanding transportation access is crucial for reducing CO2 emissions (Figure 4)
- Within the new free fare legislation youth should be prioritized to increase ridership
  - Future research should explore and evaluate the efficacy of incorporating these components
    - Future research conducted at the University District Farmers Market

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