TITLE

Incident Communications Panel Discussion

PRESENTATION SUMMARY

The Incident Communications Panel will provide an opportunity to discuss and learn what happens during a Metro service incident from multiple points of view including customers, emergency responders, station managers and other frontline staff and those working behind the scenes. This discussion panel is being convened by the Board in partnership with the Riders’ Advisory Council (RAC). The panel will feature Metro personnel from bus and rail operations, communications and emergency management, members of the RAC, and jurisdictional partners.

PURPOSE

To inform the Safety and Security Committee, as well as the general public, about Metro priorities during an incident, the roles and responsibilities of Metro and jurisdictional personnel, where customers can get information, and help customers be better prepared for incidents. At the same time, Metro staff looks forward to learning more about customer requirements and how to serve customers better from input provided by the RAC or submitted in advance by customers.

DESCRIPTION

Key Highlights

- Metro will provide information about the roles, responsibilities, priorities and challenges of those responding to the incidents.
- The panel will provide customers with helpful tips and information to better prepare themselves and help ensure their own personal safety and security.
- Metro staff also expects to learn information about how to better serve customer needs during major service disruptions.

Background and History

Last year, Metro staff began a study of both needs and opportunities to improve customer outreach. In addition, customer feedback was gathered and informed us about the ways customers prefer to receive information, especially prior to the start of their trips, with respect to emergencies and temporary service disruptions.
Internally, Metro changed protocols and procedures to speed information flow and ensure message consistency. Incidents are now managed through a conference line that connects senior operations, police, safety, and communications officials who are able to confer and make decisions more rapidly. The communications staff very quickly translates operational information into actionable and understandable messages for our customers, and that information is then distributed electronically through multiple channels, as well as to on the scene Metro staff who convey the information directly to customers.

In April of this year, Metro launched the MetroAlerts system, providing real-time electronic messages for customers, alerting them about detours, construction, and weather impacts to their service. Advance notice when planned outages or service changes are expected has been stepped up. In addition, Metro is not only using traditional communications/outreach tools, but we are also employing variable message signs, parapet wall signage, and other information displays while customers are traveling with us.

**Discussion**

Safety and preparedness during incidents are critical to resolving system issues. This panel discussion will inform customers, the public and stakeholders about how Metro and if necessary, the jurisdictions respond to service incidents. Staff will provide information about the roles, responsibilities and challenges of those responding to the incidents and frontline staff. The panel will also help inform customers about how they can be better prepared and help ensure their own personal safety and security. Communication improvements will also be discussed.

Metro has learned from customers that they depend upon the communications channels in the system, particularly Passenger Information Display System (PIDS) and public announcements. Recent capital investments have enabled improvements to these systems. MetroAlerts was implemented to respond to customers requests for information about incidents before entering the stations. Additionally, station managers are now stationed outside of the kiosk during rush hours to assist customers and to answer questions and provide added assistance. To supplement station announcements, especially during crowded conditions, on-scene staff is increasing the use of bull horns on platforms. Through an interchange with the RAC and other stakeholders, Metro staff and customers will have better insight into how to further build upon communications during emergency situations and learn added ways to serve customers.

Panelists will include representatives from: Safety; Bus Service; Emergency Management/Metro Transit Police; Rail Service; Customer Service, Communications and Marketing; Riders’ Advisory Council and Arlington County.
After the panel discussion, the Board may ask the RAC to take follow up action, including gathering additional information or seeking customer feedback on a particular topic discussed during the panel.

ALTERNATIVES
Not applicable

FUNDING IMPACT
Not applicable

TIMELINE

<table>
<thead>
<tr>
<th>Previous actions</th>
<th>July-September/2012 – Staff worked with the Board and RAC to determine panel format and content.</th>
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<tbody>
<tr>
<td>Anticipated actions after presentation</td>
<td>October-December/2012 – At Board’s request, RAC may take follow up action from the panel.</td>
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ELECTRONIC ATTACHMENTS
Not applicable

OTHER SUPPORT MATERIALS
Not applicable
Safety and Security Committee

Incident Communications Panel
October 11, 2012
Agenda

I. Introduction of Panelists
    Mort Downey, Safety and Security Committee Chair

II. Roles and Responsibilities
    A. From the Metro Responders
       Ron Bodmer, Office of Emergency Management
    B. From the Rail Operations Control Center
       Hercules Ballard, Managing Director
    C. From the Jurisdiction Responders
       Joseph Reshatar, Assistant Fire Chief of Arlington County
    D. From Bus Operations
       Dana Baker, Service Director
    E. Communications to Customers and Others
       Lynn Bowersox, Customer Service, Communications and Marketing

III. Customer Concerns and Requirements
    Carl Seip, Riders’ Advisory Council

IV. Q & A
Incident Communications Panel

Safety and Security Committee

October 11, 2012
Introduction
Local Jurisdictions
Expanded distribution of ICP messages
Customers