

Public Notification Plan
Emergency Service Suspension & Unanticipated Systemwide Shutdown
(Attachment B)

Once an emergency has been declared and it is known that service will be impacted, Metro's Emergency Operation Center is activated in coordination with Metro's Emergency Management Department. The initial step in activating the EOC is the establishment of the Incident Command Team. The ICT from that point forward will be responsible for decision-making and policy setting. The Chief Communications Officer serves as the Public Information Officer and is responsible for activating all public notifications through coordination with various Metro departments including Operations, ITS and SSLE and with support from the Deputy PIO serving in the EOC.

Staff within the various departments who have a role in providing real-time, remote updates will be placed on an on-call rotation to ensure that coverage is available when an emergency happens. The intent is that updates will be provided from the moment of impact through resumption of service as is feasible, given the platform.

To that end, the following updates can be made remotely for emergency communications:

Traditional Media (Public Relations, Media Relations Team)

- Issues service alert to news media through City News Wire Service for major service disruptions lasting longer than 30 minutes in duration
- Issues a news release to all media contacts for major service disruptions expected to last several hours or days
- Maintains frequent communication to convey updates related to fluidity of the situation
- Delivers public messages through pre-identified radio stations during emergency situations through resumption of service (purchase small stand-by media buy – placeholder for now)

Social Media/Blogs (Public Relations, Digital Team)

- Issues service alerts within 12 minutes of major disruption (given solid, accurate information available) through Metro's social platforms (Facebook, Instagram, Twitter) and blogs (The Source and El Pasajero)
- Maintains frequent communication to convey updates related to fluidity of the situation

Web and Digital Assets (Marketing Web/Digital Team)

- Updates information on metro.net
- Makes available reimbursement information through the Customer Experience Toolkit
- Includes opt-in feature in toolbox for emergency text notification when text option is available

Telephone (Customer Care/Bus Operations Control)

- The Call Center (323-GO-METRO) will open remotely if emergencies occur after scheduled hours with multi-lingual assistance

Live Voice Announcements (Operations/BOC/ROC)

- On-site notifications and passenger announcements are made throughout the rail system by Rail Operations Control personnel
- Bus Operations Control advises bus operators and Vehicle Operations Supervisors of service suspensions and events
- Bus Operators communicate this information to customer onboard Metro buses and to those customers at bus stops or stations
- Vehicle Operations supervisory personnel rove throughout the system to notify customers and direct service operations
- Both Metro Bus and Rail Operations Control Centers coordinate with SSLE to ensure all personnel on the system deliver customer information that is consistent and accurate
- Train and public announcements are made systemwide continuously until service resumption
- All Vehicle Operations supervisory field staff are directed to verbally announce to any patrons at bus stops and at rail stations about the service disruptions

Digital Assets (Marketing/ITS/Operations)

- Utilize the Transit App to communicate emergency service suspensions and related Customer Experience Information
- Remotely update all digital assets including new digital panels, kiosks, East Portal (LAUS) Tower, video walls, **TPIS'** and about 350 bus stops (equipped with digital messaging) with emergency service suspensions and related Customer Experience Information
- Push out emergency notifications via Apple and Android