

Response to Motion 39: Future Service Shutdowns

Operations, Safety & Customer Experience Committee Meeting

November 19, 2020

Service Continuity Criteria

- Metro's ability to delivery service during emergency situations are determined by dynamic and specific conditions of each event.
- Primary criteria driving service continuity during emergency are:
 - Maintaining safety for people
 - Preservation and protection of public property
 - Active FEMA Type I or Type II event

Process for Service Decisions During Emergency Situations

- Follow Metro's Emergency Management process with considerations from law enforcement and oversight agencies
- Assess level of risk to employees, customers, and equipment
- Incident Management Team consultation and Operations recommendation for service that can respond to emergency in a safe manner
- Any decisions affecting service will be communicated to the Metro Board Chair and subsequently to the Metro Board of Directors

Principles for Service Decisions During Emergency Situations

- Continue operating regular services to the extent possible, as an essential service provider
- Operations will attempt to re-route buses to maintain a buffer of approximately five blocks around areas affected by the emergency, adjusting as needed.
- If circumstances become untenable, Metro CEO will consult with Metro Board Chair

Public Notification Plan

- Two major challenges for public notification
 - Riders without mobile data plans
 - Riders whose primary language may not be English

Digital Notifications

- According to 2019 Fall On-Board Survey, of the 95% of riders that have access to a mobile phone, 60% own smart phones, while 35% say they have a cell (non-smart) phone; and 48% of our riders are mobile dependent, meaning they don't have internet access at home.
- Staff are currently exploring a text alert system through CRM ActiveCampaign
 - Even the most basic cell phones can send and receive SMS text messages
 - Does not require data plan
 - Supplements traditional and digital communications

Language Translations

- After-action review revealed the need for continued telephone assistance via 323-GO-METRO during emergencies
 - During emergencies that occur after hours, Customer Care will re-open the Call Center remotely to handle calls.
 - Lionbridge translation services will continue to be available through Customer Care during emergency situations
- Communications will make the “translate” button on the Metro website more intuitive and easier to find

Public Notification Plan

- Evergreen information prominently available on metro.net
- Customer Experience Toolkit
- Transit App
- Traditional and social media/blogs
- Web updates
- Telephone
- Live voice announcements
- Digital assets

Next Steps

- Share report with Service Councils and gather feedback
- Maintain continuous improvement process for communicating with most vulnerable customers
- Identify and consider needs and disparities that will allow Metro to better reach riders with essential information

Thank you!