

SFMTA Municipal Transportation Agency

Real-time Information Helps Everyone

November 2016

Crises Happen



The Way We Were

- Slower media response
 - Incident happens, media calls, verify with control center and get back to reporters takes time
- Slower social media response
 - Usually didn't get to it until after the media scene calmed down.
- Customers unhappy
 - Delays frustrate riders

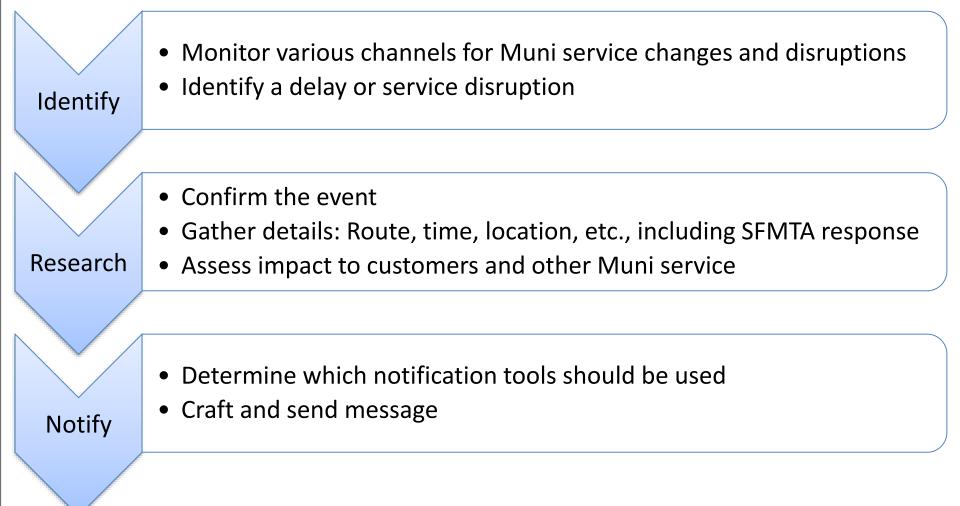
We had a Problem; Needed a Solution

- Critical service issues and/or delays that just happen
- Service changes we know about
- Other forms of customer engagement

Real-time, All-the-time...almost

- 7 Days a week
- 5am to 9pm during the weekday
- 8 hours on Saturday and Sunday, depending on the time of special events
- Three customer information officers

Muni Service Alert Process Overview



How is Information Disseminated?

- Urgent message: Muni Alert...this is line/routespecific and set for specific time of day (covers Twitter, text, e-mail, electronic signs)
- Non-urgent messages: Twitter messages also include safety tips, event information and "heads up" for items like the 3-car train

Muni Customer Communications

- More than 100,000 people rely on the timely and accurate information provided by SFMTA Media Relations' Customer Information Officers.
- Making sure we have clear and reliable procedures in place will help the SFMTA provide better service.



Benefits: Better Customer Service

- Real-time communications directly with customer
- Opportunity to provide positive info to customers
- Allows us to answer questions
- Allows public to be eyes and ears

Benefits: Faster Response Times to Media

- Information is out in real-time
- Becomes news source
- Accurate information, as opposed to "sources at the scene"
- Less calls to media office

Benefits: Communications Expertise in Nerve Center

- In crisis, important to have communications and transit officials in same room
- Better planning

Benefits: Keeps Everyone on Same Page

- Can serve as talking points for staff to be ambassadors in field
- Allows for liaisons to forward info quickly to elected and other key partners

Thank you!