



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

Identify

- Monitor various channels for Muni service changes and disruptions
- Identify a delay or service disruption

Research

- Confirm the event
- Gather details: Route, time, location, etc., including SFMTA response
- Assess impact to customers and other Muni service

Notify

- Determine which notification tools should be used
- Craft and send message

How is Information Disseminated?

- Urgent message: Muni Alert...this is line/route-specific 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.

SFMTA @sfmta_muni · Feb 20
UPDATE CORRECTION: non Muni accident at Fillmore & California affect 3 & 22 Routes.
Expand

SFMTA @sfmta_muni · Feb 20
ATTN: due to water main issue @ Ulloa/15th, shuttles supporting #LTaraval service. For L Line alternatives visit goo.gl/ncnteX.
Expand

Retweeted by SFMTA

SF Water Power Sewer @SFWater · Feb 20
Water main break on 15th and Ulloa. Water is shut off between Ulloa and Taraval, crews are already on site. @SF311 #sf
Expand

SFMTA @sfmta_muni · Feb 20
ATTN: non Muni accident near Fillmore and Jackson. 3 & 22 Routes rerouting around the affected area.
Expand

SFMTA @sfmta_muni · Feb 20
UPDATE: 38 & 71 Routes resuming regular service on Mission btwn First and Third area.
Expand

Retweeted by SFMTA

San Francisco Police @SFPD · Feb 20
Scaffolding Collapsed. Emergency responders in the area. Street closures in area of Mission St/ Fremont St/ Market St/ Biel St. Avoid area.
Expand

SFMTA @sfmta_muni · Feb 20
UPDATE: 14 Mission resuming service on Mission btwn First and Third area.
Expand

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!