

Washington Metropolitan Area Transit Authority  
**Board Action/Information Summary**

<input type="checkbox"/> Action <input checked="" type="radio"/> Information	MEAD Number: 20072	Resolution: <input type="checkbox"/> Yes <input checked="" type="radio"/> No
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**TITLE** Customer Safety Communications Campaign

**PRESENTATION SUMMARY**

The presentation provides a briefing on a new customer safety outreach campaign.

**PURPOSE**

In order to achieve the strategic goal of continuing to build a premier safety culture, the Customer Service, Communications, and Marketing Department (CSCM) is partnering with the Safety department (SAFE) to provide in-system and external communications to riders in support of reducing customer injuries by another five percent, as well as updating Metro's emergency communications signage.

**KEY HIGHLIGHTS**

- Metro's customer injury rate has declined for three consecutive years – down 10 percent since calendar year 2010.
- The major causes of customer injuries are slips, trips, and falls. Examples include walking or running around the front of a bus, distracted walking, improper use of escalators for strollers or wheel chairs, standing or walk too close to the rail platform edge, falling on acceleration or stopping while standing on buses or trains, and attempts to keep rail car doors from closing.
- Metro's new campaign, "Ride Safe" graphically depicts unsafe, common behaviors, with thought-provoking headlines focused on consequences and familiar colors that signal caution.
- The new safety communications will be displayed throughout rail stations, on trains, and on bus exteriors and interiors. The campaign will also be highlighted online and through social media and through grassroots outreach.
- Following lessons learned from the January Green Line Incident, the first phase of new rail onboard emergency signage will also be previewed, instructing riders to stay on the train in an emergency. The new sign is printed on glow-in-the-dark material and will be installed on every rail car this spring.

**BACKGROUND AND HISTORY**

In the last quarter of calendar 2012, Metro convened customer focus groups that critiqued several safety campaigns from U.S. and international transit agencies. While none were found to be easily applicable to Metro, riders indicated that their fellow patrons are not tuned-in to common behaviors that are unsafe and need to be

reminded of the unintended consequences. Riders also indicated that Metro communications should help customers take personal responsibility for their safe travel. The focus groups favored direct messages, with high-impact graphics and few words, which informed Metro's campaign design.

## DISCUSSION

As a follow up action from the Incident Communications panel with the Riders Advisory Council (RAC), CSCM is working with the RAC to develop a customer brochure on emergency preparedness, which will be an important part of the advance communications to riders. In addition to posters in 114 station entrances, the campaign will have an outreach component with information tables in stations to provide customers with safety information. The second phase will include additional onboard signage, developed with customer input, to provide riders with clear and simple instructions of how best to safely evacuate in the event of an emergency. As background, the current instructional signage is pictured here.



**FUNDING IMPACT**

The budget for the Ride Safe campaign is included in the FY13 CSCM and SAFE budgets.

**MEAD AMOUNT**

\$0

**TIMELINE**

Campaign Launch	April
Signage installation	April-May
Station Outreach	Summer

**RECOMMENDATION: No action required**

**Electronic Attachments**





## Customer Safety Awareness Campaign

Safety and Security Committee

April 11, 2013



# Purpose

- Continue to build a premier safety culture
- Goals:
  - Support targeted customer injury reduction (5%)
  - Improve emergency communications



# Background

- Metro's Customer Injury Rate (CIR) has been declining:
  - Since CY2010, CIR down 10%
- Top cause of injuries remains slips, trips and falls
  - Walking or Running around the front of the bus
  - Strollers/Wheel chairs on escalators
  - Standing/walking/running too close to the edge
  - Lack of rider preparation for acceleration and stopping
  - Distracted walking
  - Running to catch the train
  - Patrons falling up/down escalators



# Customer Focus Groups

## Behaviors:

Rushing, pushing, running, jaywalking, holding the door, walking too close to the platform edge

- Not viewed as risky/dangerous
- Customers not likely to intervene
- Customer's admitted to "checking-out" while on rail so may not be as aware
- Not WMATA's responsibility; personal responsibility



# Customer Focus Groups



- Clever "catchy"
- Partnering with customers seen as best approach

## Impactful Messaging:

- Have to be VERY direct
- Impactful and memorable
- Few words





# Metro 2013 Safety Campaign

## Theme: "Ride Safe"

- Thought provoking
- Minimal text
- Familiar colors that signal "caution"





# 2013 Metro Safety Campaign Ad Concepts



**Running on the platform  
is the quickest way to end up  
in an emergency room.**



ride safe



**Holding the doors open  
could end up costing you  
an arm and a leg.**



ride safe





# 2013 Metro Safety Campaign Ad Concepts



**How close to the edge is too close?  
Don't find out the hard way.**



**What you  
can't see  
can really  
ruin your day.  
Always use  
the crosswalk.**





# 2013 Metro Safety Campaign Media Plan

## Posters in 114 Station Entrances

- 1,118 Metro Rail Cars
- 50 Station Platform Dioramas
- 100 Bus backs
- 100 Bus Exterior Kings:
- 3,200 Interior Bus
- Web & Social media
- Customer outreach events

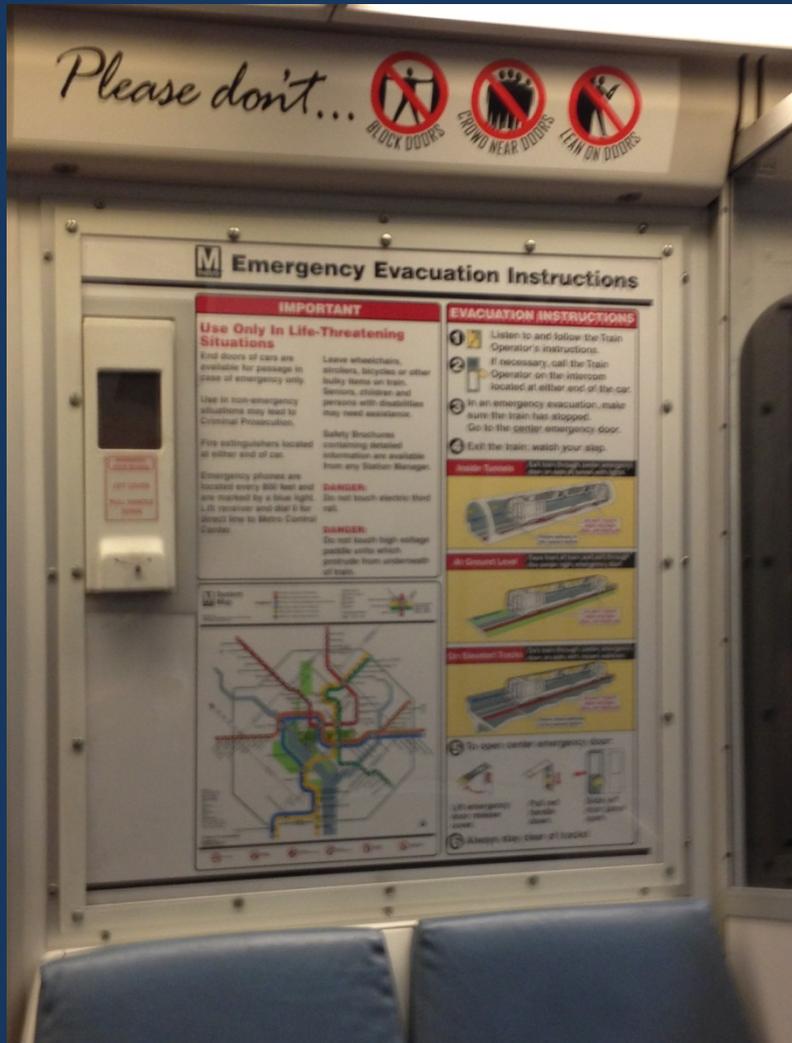




# 2013 Metro Safety Campaign Outreach

- Transit Advertising Materials
  - April 1 – December 31, 2013
  - bus/ rail car cards
  - Station information events
- Customer Service events
  - Eight marketing street team events at DC area events
  - April – October 2013

# Current Metro Self-Evacuation Signage



- Text heavy
- Unnecessary maps
- Unreadable in emergencies



# 2013 Metro Safety Campaign Rail Onboard Signage



New signage features:

1. Bold lettering
2. Clear text and instructions
3. Glow in the dark material
4. Compliments revised rail self-evacuation instructions.