



Enhanced Communications Plan for the Elevator and Escalator Program

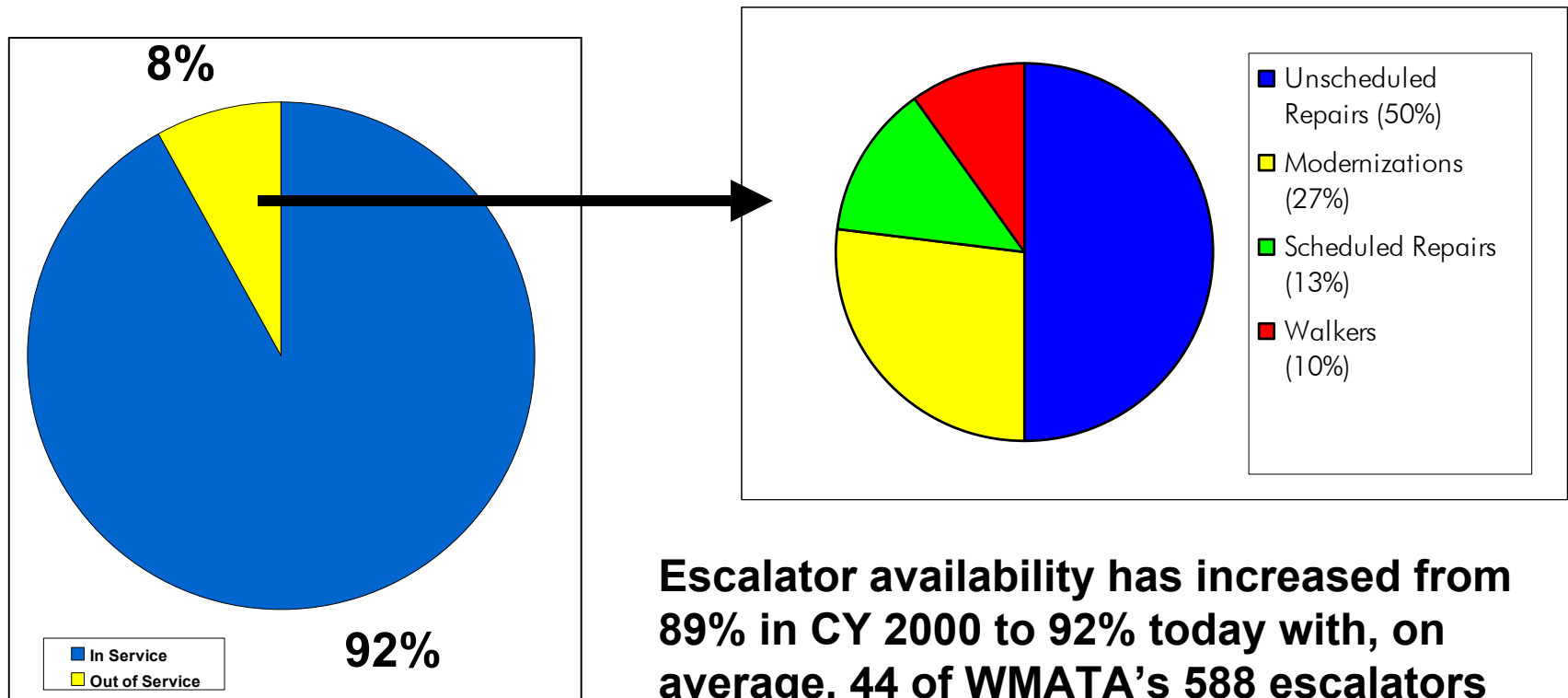
Presentation to the
Customer Service, Operations and Safety Committee
Department of Customer Communications, Marketing & Sales
May 19, 2005

Purpose

- To inform the Customer Service, Operations and Safety Committee of an enhanced Communications Program. The program provides more comprehensive information to our customers, and, addresses the “perception lag” in the recognition of improvements that have been and are being made in the rehabilitation of all vertical transportation equipment

Escalator Availability Has Significantly Increased

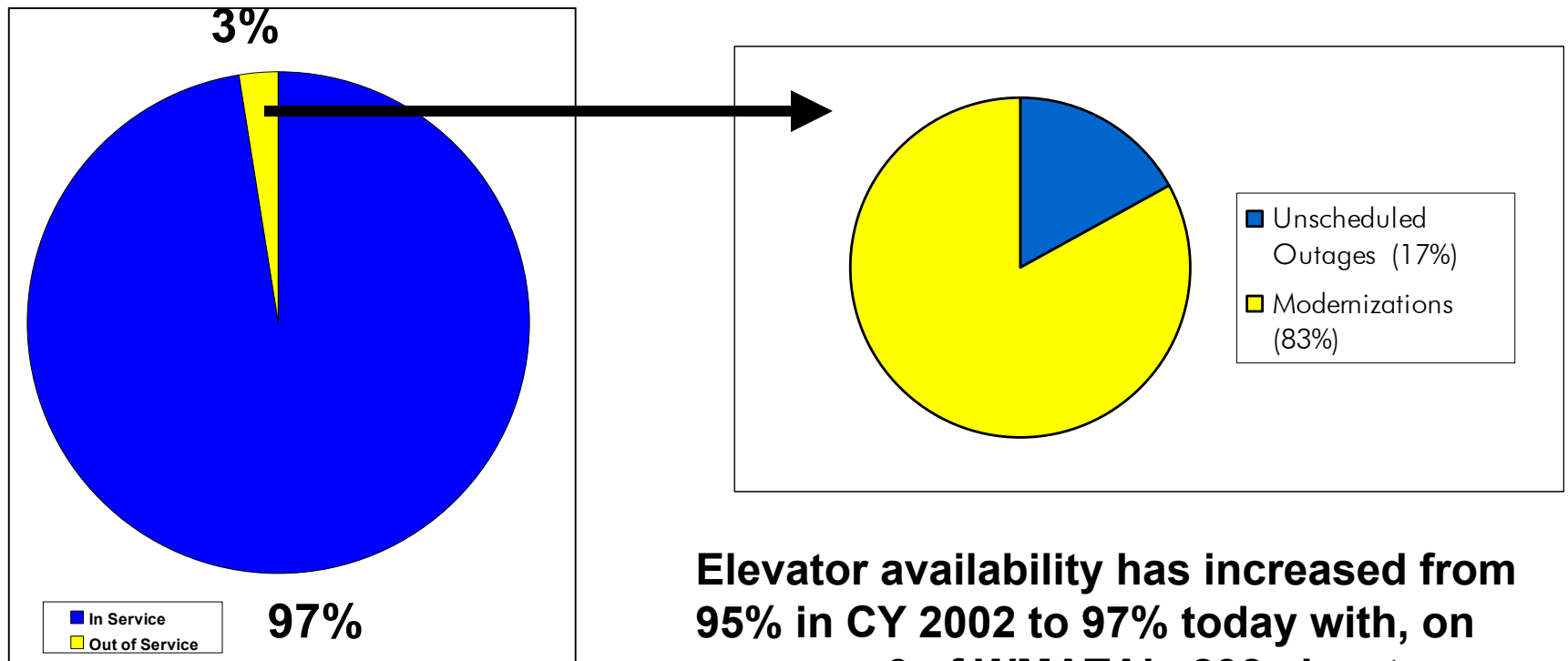
2005 Running Averages



Escalator availability has increased from 89% in CY 2000 to 92% today with, on average, 44 of WMATA's 588 escalators (approx 8%) out of service daily today, compared to 61 units out of service daily in 2000.

Elevator Availability Has Significantly Increased

2005 Running Averages



Elevator availability has increased from 95% in CY 2002 to 97% today with, on average, 6 of WMATA's 238 elevators (approx 3%) out of service daily today, compared to 12 units out of service daily in 2002.



Enhanced Communication Goals

- To alert customers about elevator and escalator outages.
- To enable customers to make choices regarding which stations and which entrances/exits to use based upon availability of elevators and escalators.
- To inform customers about the enhanced reliability of the system's elevators and escalators.

Enhanced Communication Tactics for Modernization Projects

■ Collateral Materials – NEW!

- Take One Brochure - Station specific brochure with bar graph schedule signage for modernizations

■ Signage

- **Re-design** signs to tell customers the reason for outages, provide other options, and project return to service
- Signs outlining modernization schedule for a specific station (**NEW**)
- Mezzanine PIDs for elevator outages

■ Website Page – NEW!

- Daily Status Reports
- Progress Updates
- Facts

■ Community & Public Outreach

- Email Notifications – **NEW!**
- Electronic Elevator Notification (ELLEN) system for elevator outages
- *Express* advertorial on the escalator and elevator program – **NEW!**

■ Media Outreach – NEW!

- Press releases for modernizations

■ Employee Communications – NEW!

- Metro Weekly
- Employee Packets

This enhanced set of communications tactics will be implemented by June 30, 2005

Enhanced Communication Tactics for All Outages

- **Signage**
 - **Re-design** signs to tell customers the reason for outages, provide other options, and project return to service
 - Continue to provide elevator outages on mezzanine PIDs

- **Website Page – NEW!**
 - Daily Status Reports
 - Progress Updates
 - Facts

- **Community and public outreach**
 - Email Notifications for escalator outages longer than one week – **NEW!**
 - Electronic Elevator Notification (ELLEN) system for elevator outages

This enhanced set of communications tactics will be implemented by June 30, 2005

Enhanced Communication Tactics: Signage



JUDICIARY SQ STATION escalator status

We are modernizing two escalators at this station to make them more reliable and extend their life cycles. This work has been scheduled to cause as little disruption for you as possible. Here's how the schedule looks:

UNIT	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
4th St. #1		AVAILABLE AS STAIRS						
4th St. #3		MODERNIZATION						
F St. #1					MODERNIZATION			
F St. #3					AVAILABLE AS STAIRS			

A major escalator modernization includes replacing or refurbishing all existing parts and installing new safety features. This work usually takes 3-4 months per escalator. If unforeseen repairs are needed, that time frame could be extended. We know that out-of-service escalators can be an inconvenience, but the results are escalators that are more reliable for years to come. Thank you for your patience!



Enhanced Communication Tactics: Signage

 **We're on our way back up!**

***To enter this station,
please use the elevator
located on 7th Street
between F and G streets.***

*We're working to make our elevators and escalators
more reliable for you. Thank you for your patience.*



Enhanced Communication Tactics: Signage

 **We're on our way back up!**

***To exit this station,
please use
the elevator
located straight
ahead of you.***

We're working to make our elevators and escalators more reliable for you. Thank you for your patience.



Enhanced Communication Tactics: Signage

 **We're on our way back up!**

***To enter this station,
please use the elevator
located 1/2 block
behind you.***

*We're working to make our elevators and escalators
more reliable for you. Thank you for your patience.*



Enhanced Communication Tactics: Signage



We're working to make our elevators and escalators more reliable for you.

Reason for work:

- inspection***
- regular maintenance***
- repair***
- modernization***

Return to service: _____

We understand that an out-of-service escalator or elevator can be an inconvenience, but this work will allow more reliable service for years to come. For more information, please visit MetroOpensDoors.com or ask the station manager.



Enhanced Communication Tactics: Website Information



Click on station to view Elevator and Escalator Status Report

Metro Works Status - Microsoft Internet Explorer

Address: https://www.smartrip.com/stcnd/stations_elses_stts?v_stname=Union+Station

M metro Washington Metropolitan Area Transit Authority [Metro home](#)

Union Station elevator and escalator status

Location	Status	Out of service as of	Expected return to service
MASSACHUSETTS AVE. ENTRANCE TO UNION STATION SHOPS			
Escalator between street and mezzanine	out of service	10/25/2004	04/28/2005
Escalator between street and mezzanine	out of service	01/27/2005	04/28/2005
Escalator between street and mezzanine	operating		
Escalator between street and mezzanine	operating		
Escalator between street and mezzanine	operating		
1ST STREET, NW/AMTRAK STATION ENTRANCE			
Elevator between Amtrak station and mezzanine	operating		
Elevator between platform and mezzanine	operating		
Escalator between Amtrak Station and mezzanine	operating		

Elevator and Escalator Status Report

Enhanced Program Management

■ Employee Communications

- Emphasize each employee's role in ELES communications.
- Provide front-line employees and line management with background information detailing the categories for outages and the manner in which they should be communicated to customers.

■ Roles & Responsibilities

- Reinforce accountability throughout all affected departments to ensure customer communication tactics are implemented:
 - Strengthen ELES oversight of contractors to ensure signage placement
 - Signs will be placed immediately after outages occur
 - Enhanced station manager monitoring of signage placement and take-one stock
 - Enhanced station manager monitoring of elevator and escalator unit operability
 - Leverage role of new Line Managers

Enhanced Program Management (cont'd)

■ Measurement

- Results from Metro's customer environment survey will be used by new line managers to ensure we are communicating effectively with customers about outages
- Results from customer satisfaction survey will be used to measure customers' perceptions
- Results from Station and Line Managers' daily reporting of outages will be used to ensure effective communication

Summary

We recognize that public perception is lagging behind ELES performance so we are doing the following:

- Improving signage by making it more visible
- Providing current and accurate information for all outlets
- Providing detailed information for long-term modernization
- Ensuring implementation by June 30, 2005