

# Snow & Ice System Switch Over

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# 1 Snow & Ice Conditions Summary

When weather conditions require the bus system to switch over to snow and ice routing, LTD.org can be switched over to accommodate a single point of contact for riders to stay up-to-date. This single source on the website will be the *Service Alerts* page. The existing Service Alerts page will be replaced with an *alternate Service Alerts Snow* page that has been prepared in advance. This alternate page will have general information in the body of the page and more updated specific content will appear with the individual service alerts for specific routes. The hero image on the homepage will solely display a Snow and Ice message that points to the alternate Service Alerts page. All other customer-forward communications, including Twitter and Facebook, will always point to **LTD.org/service-alerts**.

**Note:** Text in green found throughout this document, can be used as a template starting point. Cut, paste and edit as needed.

## 2 Checklist for Steps for Switch Over

The following is a summary of the initial steps need to switch over the website to *Snow & Ice status*. Each step is detailed below starting with Section 3.1.

### 2.1 From Home

- Replace LTD.org/service-alerts Page with LTD.org/service-alerts-snow Page
- Publish Initial Message on System Wide Emergency Alert System
- Publish Service Alert(s)
- Suspend All Hero images and Replace with Snow and Ice Message
- Send First Facebook Post and Tweet
- Engage Snow & Ice Messaging on EmX Real-Time Signs
- Publish the Unreliable Website Real-Time Information Message

### 2.2 From Glenwood

- Confirm Phone System Is in Emergency Mode by Cosette and Her Team.
- Engage Hotline for CSC and Phone Volunteers
- Update Conditions Using Service Alerts and Twitter

## 3 Detailed Snow & Ice Switch Over Process

### 3.1 Replace LTD.org/service-alert Page with LTD.org/service-alert-snow Page

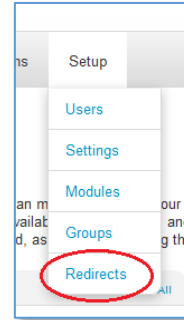
1. In GearBox, navigate and open the following page: Riding LTD > Service Alerts - Snow.
2. In the *Page Basics* tab, select **Yes** under the *Visible to Public* field.

The screenshot shows a web page titled "Editing 'Service Alerts - Snow'" with a "Page Basics" tab selected. The form includes a "Page Title" field with "Service Alerts - Snow" entered. Under "Limit Page Access To", the "Beta Tester" checkbox is checked. The "Visible to Public" field has two radio buttons: "Yes" (selected) and "No". A red box highlights the "Yes" radio button.

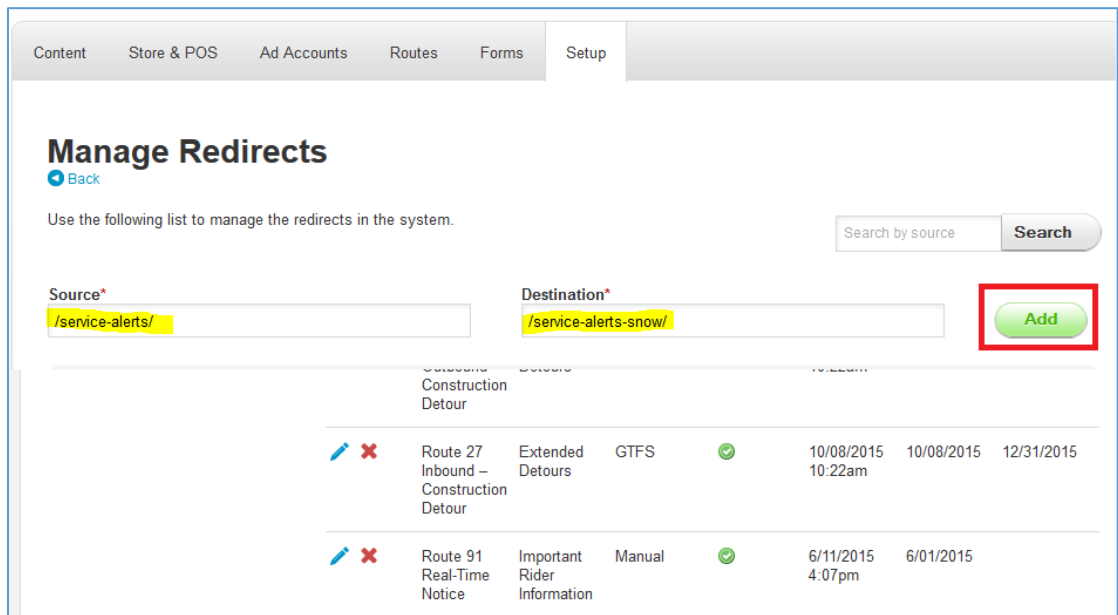
3. Click **Save & Go Live**.

4. Next, create a redirect so that user bookmarks continue to point to the correct content. To do so, following these steps:

- a. Located on the top menu bar, hover over the *Setup* tab and click **Redirects**



- b. In the *Manage Redirects* page, enter a **Source path** and **Destination Path** as shown below.



Manage Redirects

Use the following list to manage the redirects in the system.

Search by source

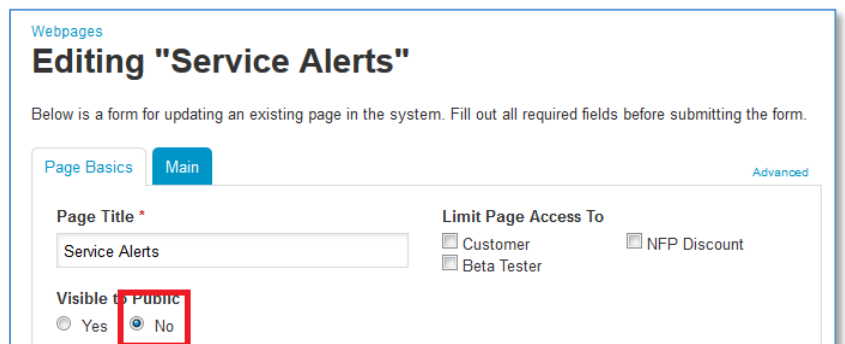
Source\*  Destination\*

Source	Destination	System	Priority	Manual	Status	Start Date	End Date	Last Modified
Route 27 Inbound - Construction Detour	Extended Detours	GTFS			✓	10/08/2015 10:22am	10/08/2015	12/31/2015
Route 91 Real-Time Notice	Important Rider Information	Manual			✓	6/11/2015 4:07pm	6/01/2015	

- c. Click **Add** to save.

5. In GearBox, navigate and open the following page: Riding LTD > Service Alerts.

- a. In the *Page Basics* tab, select **No** under the *Visible to Public* field.



Webpages

## Editing "Service Alerts"

Below is a form for updating an existing page in the system. Fill out all required fields before submitting the form.

Page Basics **Main** Advanced

Page Title \*

Limit Page Access To  Customer  Beta Tester  NFP Discount

Visible to Public  Yes  No

- b. Click **Save & Go Live**

For details how to make basic changes to a webpage, see ***Webpage – General Edits.docx***.

### 3.2 Publish Initial Message as an System Wide Emergency Alert

One of the most challenging issues when creating service alerts for snow and Ice conditions is when to start the communications. As a general rule, when it is apparent that conditions are definitely going to change for the worst but no defined detours have been established, a general System Wide Alert should be published. On the other hand, when conditions appear to be imminent or have started, it is good to publish a more specific message through a System Wide Alert. Throughout this document, a Scenarios 1 through 4 have been included as a starting point. Cut and paste these templates into whatever media and alter accordingly.

Using GearBox, publish one of the following generic messages to the System Wide Alert System:

**Scenario 1** – Snow & Ice possible but buses are not on detour yet

**Alert Text Body:** LTD, RideSource, and Diamond Express buses are currently running on regular routing and schedules. As weather and road conditions change, updated Service Alerts will be broadcasted.

**Scenario 2** – Snow & Ice are beginning and detour details are imminent

**Alert Text Body:** Due to inclement weather and road conditions, LTD, RideSource, and Diamond Express are implementing snow and ice detours for some bus routes.

**Scenario 3** – Snow & Ice beginning with Sunday level of service being implemented

**Alert Text Body:** Due to inclement weather and road conditions, LTD, RideSource, and Diamond Express are implementing snow and ice detours. LTD buses will operate on Sunday schedules to accommodate service as much as possible.

**Scenario 4** – Snow & Ice forcing closure of system

**Alert Text Body:** Due to inclement weather and road conditions, LTD, RideSource, and Diamond Express are not able to provide service at this time.

**Important:** The link from these alerts should go to: /service-alerts/. In addition, make *Disable Ability To Close* is checked. This will keep the message live until LTD decides to remove it or change it.

For instructions how to publish a System Wide Alert, see ***System Wide Emergency Alerts.docx***.

### 3.3 Publish Service Alert(s)

In situations where multiple Service Alerts need to be published at the same time there are two options: 1) Create each individual Service Alert one at a time, or 2) use hybrid clone Service Alerts.

#### 3.3.1 Service Alert Format

If individual Service Alerts are needed, use the following format:

**Type:** Snow and Ice Alerts

**Headline:** Route \_\_\_\_\_ (number of route) – Snow & Ice Detour

**Text Body:** As of \_\_\_\_ (date: Month DD), \_\_\_\_\_ (time: HH:MM am/pm), Route \_\_\_\_\_ (number of route) is on \_\_\_\_\_ (Light/Heavy) snow detour due to snow and ice conditions. This bus will continue to run this alternate route until further notice or until unsafe driving conditions impact the service. This service alert will be updated as conditions change. For snow and ice route maps visit [LTD.org/snow](http://LTD.org/snow).

Use the following template for Twitter:

Rt \_\_\_\_\_ (number of route) is on \_\_\_\_\_ (Light/Heavy) snow & ice detour. See [www.LTD.org/snow](http://www.LTD.org/snow) for more details & snow maps.

#### 3.3.2 Examples

Below are variations of this message based on the pre-established scenarios. Use these as a starting point to modify to existing conditions.

**Scenario 1** – Snow & Ice possible but buses are not on detour yet

Individual Service Alerts are not needed yet.

**Scenario 2** – Snow & Ice are beginning and detour details are imminent

Service Alert:

Snow and Ice Alerts

Route 27 – Snow & Ice Detour

As of 12/18, 9:38 am, **Route 27** is on **Light** snow detour due to snow and ice conditions. This bus will continue to run this alternate route until further notice or until unsafe driving conditions impact the service. This service alert will be updated as conditions change. For snow and ice route maps visit [LTD.org/snow](http://LTD.org/snow).

Optional Tweet:

Rt 27 is on Light snow & ice detour. See [www.LTD.org/snow](http://www.LTD.org/snow) for more details & snow maps.

### **Scenario 3 – Snow & Ice beginning with Sunday level of service being implemented**

Service Alert:

Snow and Ice Alerts

Route 27 – Snow & Ice Detour

As of 12/18, 9:38 am, **Route 27** is on **Light** snow detour due to snow and ice conditions. At this time, LTD is only providing service based on Sunday schedules and buses. This level of service will continue until further notice or until unsafe driving conditions impact the service. Updates will be published as conditions change. For snow and ice route maps visit [LTD.org/snow](http://LTD.org/snow).

Optional Tweet:

Rt 27 is on Light snow & ice detour, using Sunday schedules and buses to service as much as possible. See [www.LTD.org/snow](http://www.LTD.org/snow) for more details & snow maps.

### **Scenario 4 – Snow & Ice forcing closure of system**

Service Alert (use same alert on all routes):

Snow and Ice Alerts

Route 27 – Snow & Ice Closure

As of 12/18, 9:38 am, due to snow and ice conditions, LTD is not able to provide service at this time. Updates will be published as conditions change. For snow and ice route maps visit [LTD.org/snow](http://LTD.org/snow).

Optional Tweet:

Due to snow and ice conditions, LTD is not able to provide service at this time. See [www.LTD.org/snow](http://www.LTD.org/snow) for more details & snow maps.

#### **3.3.3 About Hybrid Clones**

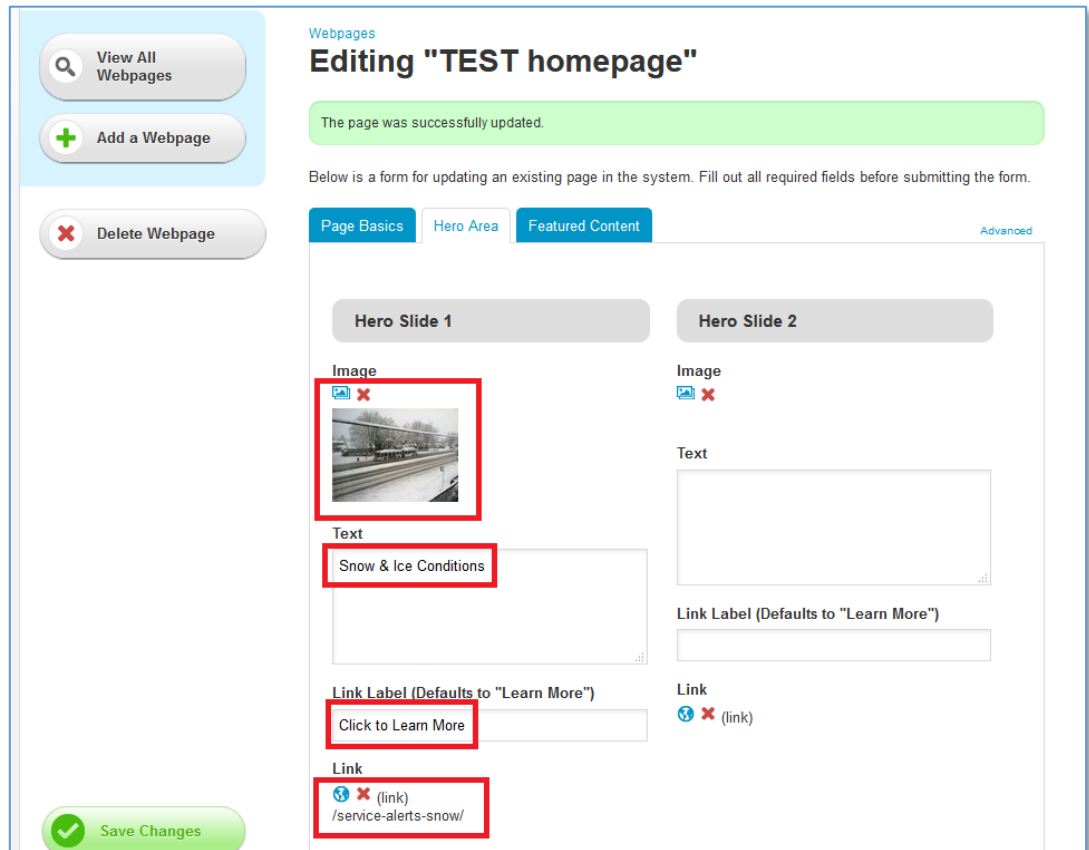
Hybrid clone service alerts can be prepared in advance of a snow and ice event or they can be recreated using the text found in the ***Snow & Ice Hybrid Clone Text.txt*** document.

These initial messages have been prepared using the worst case scenario of each snow route. Best practice is to build these hybrid clone Service Alerts in TM BusOps in advance and edit them as conditions warrant. For instruction on creating and using hybrid clones see ***Service Alerts - Publishing.docx***.

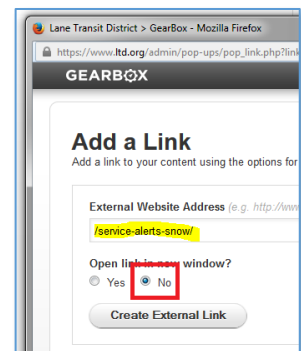
#### **3.4 Suspend All Hero Images and Replace with Snow and Ice Message**

1. In GearBox, navigate and open the following page: Home
2. Click on the **Hero Area** tab.

3. Remove all of the existing Images, Text, Link Label, and Links for existing Hero Images.
4. Add the following prepared content in Hero Slide 1.
  - a. **Image:** GearBox File Library > Images > Riding LTD > artic bus in snow
  - b. **Text:** Snow & Ice Detours
  - c. **Link Label:** See what is in effect
  - d. **Link:** /service-alerts-snow/



- e. Make sure when creating the link to select **No** in the *Open link to new window?* section.



5. Click **Save and Go Live** button to complete process.

### 3.5 Send First Facebook Post and Tweet

#### 3.5.1 Optional Initial Tweet and Facebook Post

If conditions warrant, use the following prepared text for the initial messages sent through Twitter and Facebook.

##### **Scenario 1** – Snow & Ice possible but buses are not on detour yet

###### Facebook

LTD, RideSource, and Diamond Express buses currently are running on regular routing and schedules. As weather and road conditions change, updated Service Alerts will be broadcasted. For general information and changing conditions to routes visit [LTD.org/service-alerts/](http://LTD.org/service-alerts/).

###### Twitter

LTD, RideSource & Diamond Express are currently on regular schedules. As weather & road conditions change, visit [www.LTD.org/service-alerts/](http://www.LTD.org/service-alerts/) for updates.

##### **Scenario 2** – Snow & Ice are beginning and detour details are imminent

###### Facebook

Due to inclement weather and road conditions, LTD, RideSource, and Diamond Express are implementing snow and ice detours for some bus routes. To stay up-to-date visit [LTD.org/service-alerts/](http://LTD.org/service-alerts/).

###### Twitter

Due to inclement weather & road conditions, LTD, RideSource & Diamond Express are implementing snow & ice detours for some bus routes. See [www.LTD.org/service-alerts/](http://www.LTD.org/service-alerts/) for updates.

##### **Scenario 3** – Snow & Ice beginning with Sunday level of service being implemented

###### Version A – Generic

###### Facebook

Due to inclement weather and road conditions, LTD, RideSource, and Diamond Express are implementing snow and ice detours. LTD buses will operate on Sunday schedules to accommodate service as much as possible.

###### Twitter

###### Option 1

Due to inclement weather and road conditions, LTD, RideSource, and Diamond Express are implementing snow and ice detours. LTD buses



will operate on Sunday schedules to accommodate service as much as possible. See [www.LTD.org/service-alerts/](http://www.LTD.org/service-alerts/) for updates.

#### Option 2

(1/2) LTD buses are running today on Sunday schedules which means some routes will not be in service. Many buses are also on snow and ice detours. This service alert will be updated as conditions change. For a complete...

(2/2)...list of service alerts, visit [LTD.org/service-alerts](http://LTD.org/service-alerts). For snow and ice route maps visit [LTD.org/snow](http://LTD.org/snow)

### **Scenario 4 – Snow & Ice forcing closure of system**

#### Version A – When service is cancelled

##### Facebook

Due to inclement weather and road conditions, LTD, RideSource, and Diamond Express are not able to provide service at this time.

##### Twitter

Due to inclement weather and road conditions, LTD, RideSource, and Diamond Express are not able to provide service at this time. See [www.LTD.org/service-alerts/](http://www.LTD.org/service-alerts/) for updates.

#### Version B – When suspended service is expected to start the next day

##### Facebook

Due to inclement weather and road conditions, LTD, LTD Connector, RideSource, and Diamond Express have suspended all service for the remainder of the day (M/DD). Limited service is expected to resume on [DAY] (M/DD). Stay safe and warm. Before leaving in the morning tomorrow, check LTD's service alert page at: [LTD.org/service-alerts](http://LTD.org/service-alerts) to make sure your bus is in service.

##### Twitter

(1/2) Due to inclement weather and road conditions, LTD, LTD Connector, RideSource, and Diamond Express have suspended all service for the remainder of the day (M/DD). Limited service is expected to resume on [DAY] (M/DD). Stay safe and...

(2/2)... warm. Before leaving in the morning tomorrow, check LTD's service alert page at: [LTD.org/service-alerts](http://LTD.org/service-alerts) to make sure your bus is in service.

Version C – When service on the following day is expected to be Sunday level of service

Facebook

Due to inclement weather & road conditions, LTD, LTD Connector, RideSource, & Diamond Express have suspended all service for the remainder of the day (M/DD). LTD anticipates opening [DAY] morning on a Sunday snow schedule. This will give us the opportunity to get snow removed tonight and do an overall assessment of the system and where we can operate safely. Stay safe and warm. Before leaving in the morning tomorrow, check LTD's service alert page at [LTD.org/service-alerts](http://LTD.org/service-alerts) to make

Twitter

(1/2) Due to inclement weather & road conditions, LTD, LTD Connector, RideSource, & Diamond Express have suspended all service for the remainder of the day (M/DD). LTD anticipates opening [DAY] morning on a Sunday snow schedule. This will give us the opportunity to get...(1/2)

(2/2)...snow removed tonight and do an overall assessment of the system and where we can operate safely. Stay safe and warm. Before leaving in the morning tomorrow, check LTD's service alert page at [LTD.org/service-alerts](http://LTD.org/service-alerts) to make sure your bus is in service.

### 3.6 Engage Snow & Ice Messaging on EmX Real-Time Signs

Use the following prepared text for the initial messages on the digital real-time signs when weather conditions begin to significantly impact the EmX schedule.

Due to snow and ice conditions, EmX buses are delayed but continuing to run. Details [LTD.org](http://LTD.org)

**Important:** If conditions impact EmX so that it is no longer on time: Make sure the *Suppress Route Events* box is checked to suppress the departure times.

For detailed instruction for publishing and editing see ***EmX Real-Time Signs - Publishing A Message.docx*** document.

### 3.7 Publish the Unreliable Website Real-Time Information Message

The real-time information feed into LTD.org depreciates as buses run behind and go off schedule or route. This can result in the system providing less reliable information during a snow and ice condition. Bus geolocation may be correct, but as buses go off schedule or route TransitMaster may not show the bus on the correct route. All estimated arrival times should not be treated as reliable.

### 3.7.1 Service Alert to All Routes

To inform riders of this situation, the following message should be published as a Service Alert to all routes through TransitMaster BusOps. Use the following when weather conditions create a situation where real-time is no longer reliable.

**Type:** Snow and Ice Alerts

**Headline:** All Routes – Real-Time System and Trip Planning Are Affected by Weather

**Text Body:** Due to the fact that some LTD buses are now on a snow route or off route due to weather conditions, the real-time system may not be functioning correctly. Estimated arrival times, bus location on route maps, and Trip Planner should NOT be used to plan a trip. To stay up-to-date visit [LTD.org/service-alerts/](https://LTD.org/service-alerts/).

### 3.7.2 Trip Planner Disclaimer

During the time when buses are off schedule due to snow and ice conditions, it would be a good idea to temporarily replace the Trip Planner Disclaimer. This message can only be changed by a full website administrator.

Default Message:

**About the Trip Planner:** Scheduled times published in this trip planner can be affected by traffic, detours, road conditions and other factors. For questions call our Customer Service Center at 541-687-5555.

Temporary Snow and Ice Message:

**Snow & Ice Conditions:** Due to the fact that some LTD buses are now on a snow route or off schedule due to weather conditions, LTD's Trip Planner may not be working properly and should not be used to plan a trip. To stay up-to-date visit [LTD.org/service-alerts/](https://LTD.org/service-alerts/) or call our Customer Service Center at 541-687-5555.

## 3.8 Confirm Phone System Is in Emergency Mode by Cosette and Her Team.

The Customer Service Center is responsible for initiating the emergency mode for the phone system. They will communicate with a member of the IT team to turn this system on. Marketing/Communications should test system to see if it has been engaged and is running correctly.

### 3.9 Engage Hotline for CSC and Phone Volunteers

Two members of the Marketing/Communications department will be stationed in Dispatch to monitor conditions and update a variety of resources that support rider and employee communications regarding service operations. This two member team will also establish a snow and ice hotline that is to be used internally when questions cannot be answered by the primary resources.

Hotline Phone Number: **1234**

An **Emergency Information Tool Box.docx** guide has been created to help call takers get the information they need to answer rider's calls.

#### 3.9.1 Steps to Establish the Emergency Hotline

1. **Borrow Cell Phone from Ops** – Operations will let the Marketing/Communications team borrow one of three roving cell phones to use during emergency situations such as snow and ice. Once the Marketing/Communications team has established a place in Ops to monitor conditions, take one of three roving cell phones that are plugged in on the counter near the Ops radio chargers. The back of the phones are labeled Top A, Top B, and Top C. Mark off below which phone you are taking and note which number is associated with that phone.

- Top A – 123-456-7890
- Top B – 123-456-7890
- Top C – 123-456-7890
- Or, other phone (write phone here):

\_\_\_\_\_

Area Code

\_\_\_\_\_

Phone Number

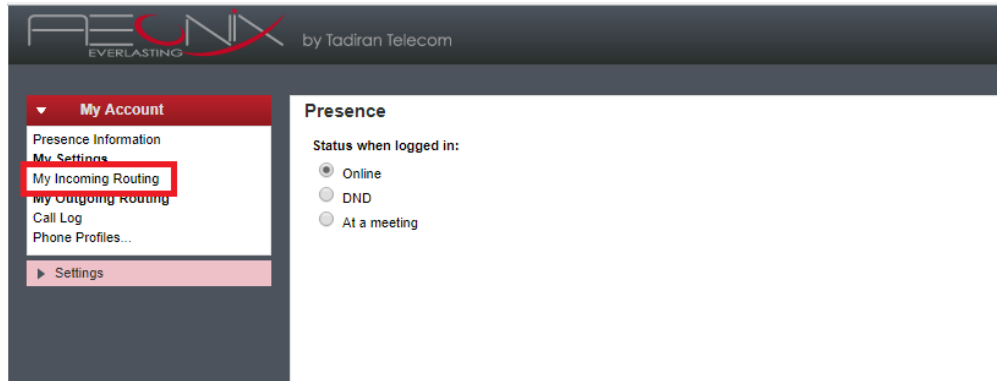
2. **Establish Hotline Transfer to Cell Phone** – Use the steps below to automatically transfer all calls to the hotline to the Ops roving phone that has been assigned to Marketing/Communications.

- a. Login
  - i. Type in the following URL:  
<http://12.345.67.89:0000/aeonix>
  - ii. Login with the following credentials:  
Username: Xxxxxxx (case sensitive)  
Password: Xxxxxxx

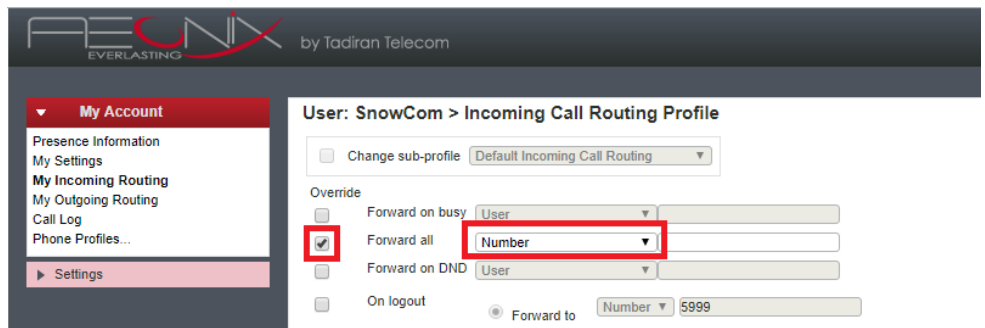


b. Set Up Transfer

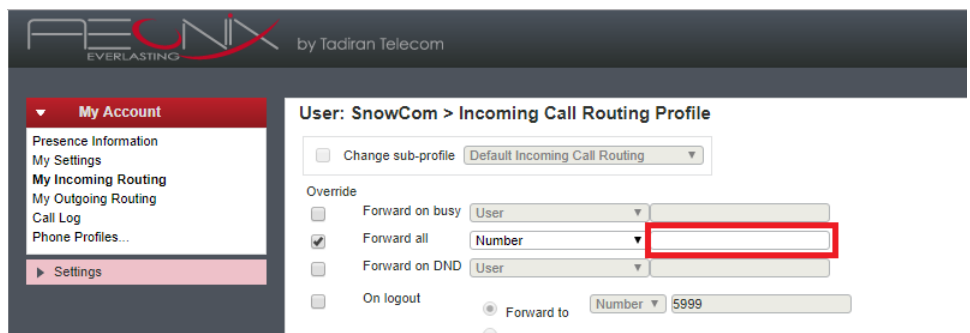
- i. In the left hand column, click the **My Incoming Routing**



- ii. Under *Override* in the main window, check the box to select **Forward all** and click the drop down menu to the right to select **Number**.



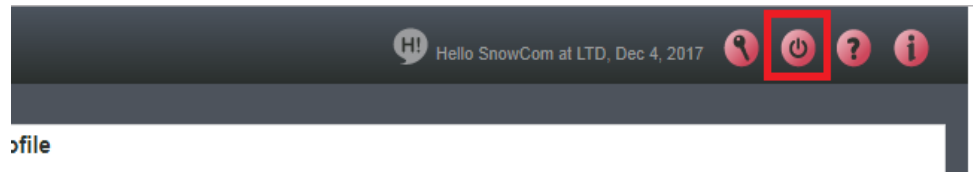
- iii. In the data field, to the right of the number drop down menu, enter 9 followed by the 10 digit phone number of the cell phone received from Ops (see above). Do not include dashes or spaces between any of the numbers.



- iv. Click **Save** in the lower right hand corner to complete the process.



- v. Logout of the phone system by clicking the button in the upper right toolbar



- 3. **Test Hotline** – Using a second phone call the hotline number to check that the call is properly transferring the call to the borrowed Ops cell phone.
- 4. **Email LTD Team** – If time allows, send an email out to CSC and the phone volunteers to let them know that that hotline is on.

### 3.9.2 Steps to Disengage the Emergency Hotline

Once the hotline is no longer needed, use the steps above in reverse order to disengage the hotline from the borrowed Ops phone.

### 3.10 Update Conditions Using Service Alerts & Twitter

Once the website is switched over to snow conditions, Marketing/Communications will maintain and update all changing conditions.

For detailed instruction for publishing and editing see **Service Alerts – Publishing.docx** document.