



**Integrating Business Continuity and Travel Demand
Management Measures to Ensure Regional Emergency
Preparedness and Mobility**

**Frank T. Mongioi, Jr.
Manager
ICF International**

**2009 National Conference on Transportation
Operations for Planned and Unplanned Events
March 25, 2009, 4pm**



Project Overview

- I. Purpose of Study
- II. Research Approach
- III. Case Studies
- IV. Key Recommendations
- V. Next Steps



I. Purpose of Study

To identify effective TDM strategies that can assist public and private entities in maintaining business continuity during and immediately following an emergency



II. Research Approach

▀ Primary Research: 20 interviews

- Transportation planners, emergency management coordinators, and transit providers across the U.S.
- Members from the private sector (contacts found using the Association for Commuter Transportation member Directory)

▀ Secondary Research: Literature Review

- On-line webinars (e.g., “Emergency Evacuation from Major Cities” sponsored by Harvard’s Kennedy School of Government)
- TDM and Telework Clearinghouse (U. of S. Florida)
- Lessons Learned Information Sharing, Dept. of Homeland Security (<https://www.llis.dhs.gov/index.do>)

Locations of Organizations Participating in Interviews



III. Key Findings



A. Planning and Partnerships

B. Institutional Communications and Technology

The following 5 case studies highlight our findings...

Case Study 1: The Walt Disney Company, S. CA



- ▶ ***Developed MOU for Emergency Ride Home for Employees***

- Developed MOU with City of Burbank to ensure commuter shuttles in emergencies (after Northridge earthquake, 1994)

- ▶ ***Promotes "Emergency Only" Ridematch enrollment for all new staff***

Case Study 2: King County, Washington



▶ *Created Emergency Alert Networks for Businesses and Government*

- Developed a Regional Public Information Network (RPIN) designed to facilitate communication across government and non-government lines

▶ *Focuses on Public-Private Partnerships*

- Inviting private business to table to discuss resource sharing

Case Study 3: Genentech, S. San Francisco



▶ *Developed Rideshare Contingency Planning*

- Developing formal plans to triage campus community needs and facilitate emergency bus rides during the day via contracted coach fleet (about 3,000 of 8,500 employees enrolled in gRide program)

▶ *Exploring Resource Sharing*

- Working with Water Emergency Transportation Authority and private water vessel companies to determine whether ferries would be available for use in the event of an emergency (water transit evacuation plan)

▶ *Corporate Emergency Access*

- Developing special arrangements with local government to allow pre-identified employees access to restricted areas



Passion. Expertise. Results.

Case Study 4: Atlanta Regional Commission



- ▶ ***Uses Transportation Data Collection***

- ▶ ***Promotes TDM Strategies to Reduce Congestion***

- Created and implemented a Commuter Connections program to advertise employer commute programs

Case Study 5: CommuterLink, New York City

CommuterLink
The easy way to work

▼ *Distributes Transit Information During Significant Events*

- Increased advertisement of resources prior to transit strikes
- Developed capacity to provide of point-to-point directions and alternate routes
- As a designated resource of emergency information, a TMA can facilitate the coordination of transportation messages for the region

TDM & Business Continuity Strategies Illustrated by Case Studies

| CASE STUDIES | | | | | |
|---|--|----------------------------|--------------------------------------|---|-----------------------------------|
| TDM Business Continuity Strategies | Walt Disney Company Southern California | King County Seattle, WA | Genentech South San Francisco, CA | Atlanta Regional Competition, Atlanta, GA | CommuterLink New York City, NY |
| Internal Communications Networks at Businesses | X | | X | | |
| Emergency 911 Notification Systems | | X | | | X |
| Intelligent Transportation Systems (ITS) | | | | X | |
| Corporate Emergency Access | | | X | | X |
| GIS | | X | | | |
| Telework | X | | | X | |
| Ridesharing | X | | | X | X |
| MOU Development for Resource Sharing | X | X | X | | |
| Emergency Ride Home for Employees | X | | | X | X |
| Vanpooling | X | | X | X | X |
| Emergency Boards | | X | | X | |
| Public/Private Communication Infrastructure | | X | | | |
| Public/Private Partnerships | X | X | X | | X |
| Shelter in Place | | | X | | |
| Incident Management Standard Operating Procedures | | | | X | |
| Strategies Implemented | 7 | 6 | 6 | 7 | 6 |



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IV. Key Recommendations

A. Planning and Partnerships

B. Institutional Communication and Technology

A. Planning and Partnerships

▀ Strengthen Partner Networks

- Host meetings with companies to develop emergency preparedness networks and to identify areas in which travel coordination is necessary and viable.

▀ Resource Sharing

- Develop a database system to register both public and private transit inventory and assets
- Develop templates for MOUs for public and private organizations interested in formalizing resource agreements

▀ Emergency Drills

- Solidify the networks that need to be in place during a real emergency
- Identify and map travel options available in an emergency



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B. Communications and Technology



- ▶ **Expand Internal Communications at Businesses**
 - Encourage companies to promote an “emergency only” internal ride match
- ▶ **Emergency Notification Systems-Expand 511 Model**
 - Provide a reverse 511 alert system so businesses can be notified of travel disruptions or emergency situations
- ▶ **GIS in Planning and Preparedness**
 - To identify areas potentially in greatest need of rideshare resources relative to available transit options
- ▶ **Integrate telework into continuity of operation plans**
 - Multiple benefits

V. Next Steps



- ▶ This study is first step in a three-step project aimed at providing business continuity assistance through TDM strategies
- ▶ SACOG, as TDM stakeholder, will coordinate efforts with other emergency preparedness planning efforts conducted by local cities, counties, and transit operators
- ▶ Develop comprehensive business continuity resource guide

Authors

Lisa McNally

lmcnally@icfi.com

Frank Mongioi

fmongioi@icfi.com

Ryan Thompson

rthompson@icfi.com



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