



METROLINK

Positive Train Control Outreach

Agency:

Metrolink

Role:

Community Outreach

Situation

- Metrolink plays a significant role in Southern California rail as it services over six counties and tens of thousands of riders daily
- As rail services continue to grow, rail safety remains a top priority for rail operators and commuters
- Metrolink took a proactive approach and incorporated the nation's first Positive Train Control (PTC) system for all of its train lines
- Through PTC, safeguard measures are put in place that use GPS technology to control and track its trains to avoid collisions and remotely shut the system down to protect passengers, crew and bystanders
- It is a life-saving mechanism
- Requires a strategic educational campaign to inform stakeholders of its long-term benefits as well as provide justification for short-term inconveniences communities may experience

Challenge

- Each Metrolink service area is different and requires a unique community outreach approach
- MBI developed a multi-faceted approach to convey PTC messaging and updates that engage, educate and inform



Approach:

- Coordinated with cities to disseminate information and messaging to local residents
- Used local media to publicize PTC message and benefits
- Facilitated a minimum of four information session meetings for elected officials, stakeholders and public at large, held in centrally located destinations
- Handled all logistical needs such as reservations, set-up and tear-down, audio and visual components, refreshments, signage, staffing, collateral design, printing and dissemination of collateral materials
- Assisted Metrolink in drafting and disseminating project messaging and alerts to various media outlets within Metrolink's service outlets
- Provided written and oral translation services for LEP collateral and meetings
- Translation services for following languages: Spanish, Japanese, Vietnamese, Cantonese, Korean and Farsi

