How an Airline Responds to an Accident

Penny Neferis - Director Care & Emergency Response
Agenda

• JetBlue – who are we?
• Department Overview
• Legislation
• ER Teams & Program
• Tips for Your Company/Program
JetBlue History

- Started operations February 11, 2000
- 175 Aircraft – 123 A320 (150 seats), 52 E190 (100 seats)
- 77 BlueCities
- Approximately 15,750 Crewmembers
- Home base: JFK International Airport
- Focus cities: Long Beach, Boston, San Juan, Fort Lauderdale, Orlando
- 21 Global Partnerships
What we are known for....
Awards Won

Top Low Cost Airline for Customer Satisfaction

*J.D. Power and Associates, 2011*
8 consecutive years

Best Large Domestic Airline – Economy Class

*Zagat Airline Survey*

Best Value Airline (Domestic), Most Customer Friendly Airline and Best Coach Experience, 2011

*Travel Editor’s Choice Awards*
The Care & Emergency Response Department

“It is our goal to prepare our Company to effectively, compassionately and responsibly handle an aviation disaster.”
Care Programs

LifeSolutions
Peer Assistance Committee (PAC)
Crewmember Crisis
JCCF
Emergency Response Programs

- Emergency Operations Manual (EOM)
- ER Teams
  - ECC, Go, FST, Care, AIT
- BlueCity Emergency Response Liaison (ERL)
- Partnership Programs
  - Ready Team, Air Link
- Training & Drills
Airline Accident History

Mid 90’s - Heightened focus on aircraft accident response
October 9, 1996 – Aviation Disaster Family Assistance Act
December 16, 1997 – Foreign Air Carrier Family Support Act
Aviation Industry Legislation

- Federal Law
- Requires all carriers to have a plan on file
- Ensures proper treatment of passengers and survivors
- Enacted in 1996
- For more info: ntsb.gov
# Aviation Disaster Family Assistance Act

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<th>VICTIM SUPPORT TASK</th>
<th>WHO’S RESPONSIBLE</th>
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<td>Lead Agency</td>
<td>National Transportation Safety Board (NTSB)</td>
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<td>Airline</td>
<td>Airline(s) involved in accident</td>
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<td>Family Care &amp; Mental Health</td>
<td>American Red Cross (ARC)</td>
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<td>Victim Identification, Forensic &amp; Medical Services</td>
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<td>Federal Emergency Management Agency (FEMA)</td>
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<td>7</td>
<td>Assisting Victims of Crime</td>
<td>Department of Justice (DOJ)</td>
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VST 1 – Lead Agency Tasks

National Transportation Safety Board

- The lead agency in non-criminal aviation accident
- Able to leverage federal, state & local resources
- Manages investigative process
- Manages support to families via the Office of Transportation Disaster Assistance (TDA)
- Conducts family & press briefings on-site
- Coordinates visit to site
VST 2 – Airline’s Tasks

JetBlue

- Submit JetBlue’s Emergency Response Plan to DOT & NTSB
- Notify passenger families in a timely manner
- Secure a facility for family members to gather & receive investigation updates & support
- Provide logistical support to families
- Set up toll-free number
- Plus 25 additional tasks outlined in the law
VST 3 – Family Care & Mental Health

American Red Cross (ARC)

• Coordinate mental health services & emotional care and support for families

• Manage & coordinate volunteer & support services by establishing a staff processing center
Our Corporate ER Plan

Aircraft Incident or Accident Occurs

System Operations Center Notified
Manifest is Locked

ER Teams Activated
JetBlue’s ER Teams

General Team Organization

Operations

Planning

Logistics

Finance

What will we do? How will we do it? What resources will we need? How will we pay for it?
Emergency Command Center (ECC)

Location: Long Island City Support Center (LSC)

Staffed By:
- Sr. Leadership
- 27 Desk Positions for Primary & Deputy

Roles:
- Leads ECC Conference Bridge
- Disseminates external/internal information
- Makes key decisions
- Conducts Crew Notifications
- Response Time is still one (1) hour
# Go Team

**Location:** Travels to the Accident Site

**Staffed By:** Crewmembers and Leadership 100+ Go Team Members

**Roles:**
- Provides incident management support
- Assists with on-site security
- Participates in accident investigation (AIT)
- Coordinates family assistance efforts
Joint Family Support Operations Center (JFSOC)

- Sometimes called a “war room”
- Central point for coordination between responding agencies
- Info for family briefings is obtained thru JFSOC
- Representatives in room must be decision makers
Family Briefings

• Coordinated daily by the NTSB
• Receive most up-to-date information on the investigation
• Family members can ask questions of:
  – NTSB personnel
  – Investigator-In-Charge (IIC)
  – Medical Examiner / Coroner
Family Support Team (FST)

**Location:** Salt Lake Support Center

**Staffed By:** 150+ Volunteer SSC Crewleaders and Crewmembers trained to provide assistance to family members via phone

**Roles:**
- Locks and Reconciles the Manifest
- Provides ongoing support to survivors/families (both passengers and Crew) 24 hours / 7 days a week
- Provide timely notification and passenger status
- Works together with Care Team Members to accommodate survivor/family requests, travel and logistical needs, etc.
- Coordinates travel for survivors/families and Care Team
# Care Team

<table>
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<tr>
<th>Location:</th>
<th>Travels to the accident site to work at the Family Assistance Center (FAC) and may be deployed to homes, hospitals, etc. of survivor/family who choose not to travel to accident site</th>
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<tr>
<td>Staffed By:</td>
<td>Crewmembers and Leadership</td>
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</table>
| Roles: | • Works face-to-face with survivors/families to provide short term help with their immediate needs  
• May provide Notifications  
• Works together with the FST Members to accommodate survivor/family requests, logistical needs, etc. |
BlueCity Preparedness

Every JetBlue Airport Station has:
1. Emergency Response Liaisons
2. Emergency Response Red Bag

Airports are tested quarterly in the manifest reconciliation process.
Station Nearest Accident

Packets in the "Red Bag"

1. Team Leader
2. Mobile Command Post
3. Emergency Operations Center
4. Family Assistance
5. Information Coordinator
6. Survivor Assistance
7. Hospital Response
8. On-Scene Logistics
9. Manifest Reconciliation
Emergency Operations Manual

Contents include:

1. General Information
2. System Operations
3. Emergency Command Center
4. Go Team
5. Family Support Team
6. Crisis Communications
7. Station Emergency Response Plan
8. Scenarios
9. Accident Investigations
10. Forms
   Appendix A – Station ER Kit
   Appendix B – Pandemic Disease Response
   Appendix C – SOC Evacuation Plan
   Appendix D – Hurricane Guide
November 29-30, 2012 • Hotel Pennsylvania

RDU Drill – March, 2007

LGB Drill – April, 2009

JetBlue Full-Scale Drill – Feb, 2009
(Family/Friends Reception Center at JFK Terminal 5)

Mobile Command Post – SWF Drill – May, 2009
Airport Emergency Ops Center – SEA Drill – July, 2005

STI Drill – Oct, 2007

HPN Drill – May, 2010

CUN Drill – Sep, 2009
What can you bring back to your company?

- Apologize
- Senior Leadership Involvement
- Assign trained personnel to victims and their families
- Deploy an onsite team
- Activate an 800#
- Conduct family briefings onsite (with no false hope)
- Develop industry relationships
- Conduct various types of drills
- Have a press release template (website, twitter)
?? Questions or Comments ??

Penny Neferis
Director Emergency Response & Care
JetBlue Airways
27-01 Queens Plaza North
Long Island City, NY
Office (718) 709-3511
penny.neferis@jetblue.com