The following item was handed out at the April 4, 2019 NVTC Meeting.
WMATA Platform Improvement Project
NVTC’s Coordination Role and Summary of Activities to Date

NORTHERN VIRGINIA TRANSPORTATION COMMISSION
APRIL 4, 2019
Introduction

- WMATA’s 3 year project to reconstruct 20 outdoor rail station platforms
- Deterioration of the concrete due to use and environmental effects
- 24/7 construction access reduces project duration, costs and risks to riders

**Summer 2019 Platform Improvement Project**
- Shutdown of Blue/Yellow Line Metrorail Stations South of National Airport
- May 25th-September 2nd 2019
  - Rail system closed
  - Bus shuttles, mitigation services provided
  - Braddock Road, King St-Old Town, Eisenhower Ave, Van Dorn, Huntington, Franconia Springfield
- September 3rd – December 2019
  - Rail system reopens
  - Platform reconstruction work continues
NVTC’s Role: Support Regional Coordination
Regional Coordination

• Based off SafeTrack model, lessons learned
• Monthly regional coordination calls
  • Briefings by WMATA staff
  • Jurisdictional updates and questions
  • Issue tracking database
  • Provide support on follow ups to regional calls
• Bus operators meetings
• Public Information Officer (PIO) briefings
• Transportation Demand Management (TDM) working group
WMATA Service Alternatives

Free Shuttle Service
- Franconia-Pentagon Express
- Blue Line Shuttle
- Landmark-Pentagon Express
- Huntington-Pentagon Express
- Yellow Line Shuttle

Convenient Bus Options
- metrobus
- Metroway

Closed May 25–Sept 2
- No Blue or Yellow Line rail service south of National Airport

Other Metrobus
- Metroway
- 21A
- 10A,E
- 8Z
- 11Y
Northern Virginia Supplemental Service

Source: CTB Supplemental Service Funding Plan
NVTC Post Shutdown Marketing

• Following the shutdown, NVTC will implement a marketing effort to bring back riders after the Blue and Yellow Line shutdown.

• NVTC will implement a multi-pronged marketing effort to encourage former and potential riders to return to Metrorail and other local public transportation options.

• Radio messages, geo-targeted social media ads, website banner ads, and on-screen cinema advertising to capture driving-time market.

• NVTC jurisdictions and transit agencies will amplify the messaging via their websites and social media.

• This effort will be done in concert with WMATA post-shutdown marketing efforts, with a specific emphasis on targeting Northern Virginia communities.
Next Steps

• Continue preparation for Summer 2019 Platform Improvement Project

• Hold additional coordination calls during shutdown period to share operational status and consider adjustments to mitigation plan

• Conduct post-shutdown debrief and analysis of regional mitigation plans