

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



Platform
Improvement
Project

- 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**
- **M metroway**



**closed
May 25–Sept 2**

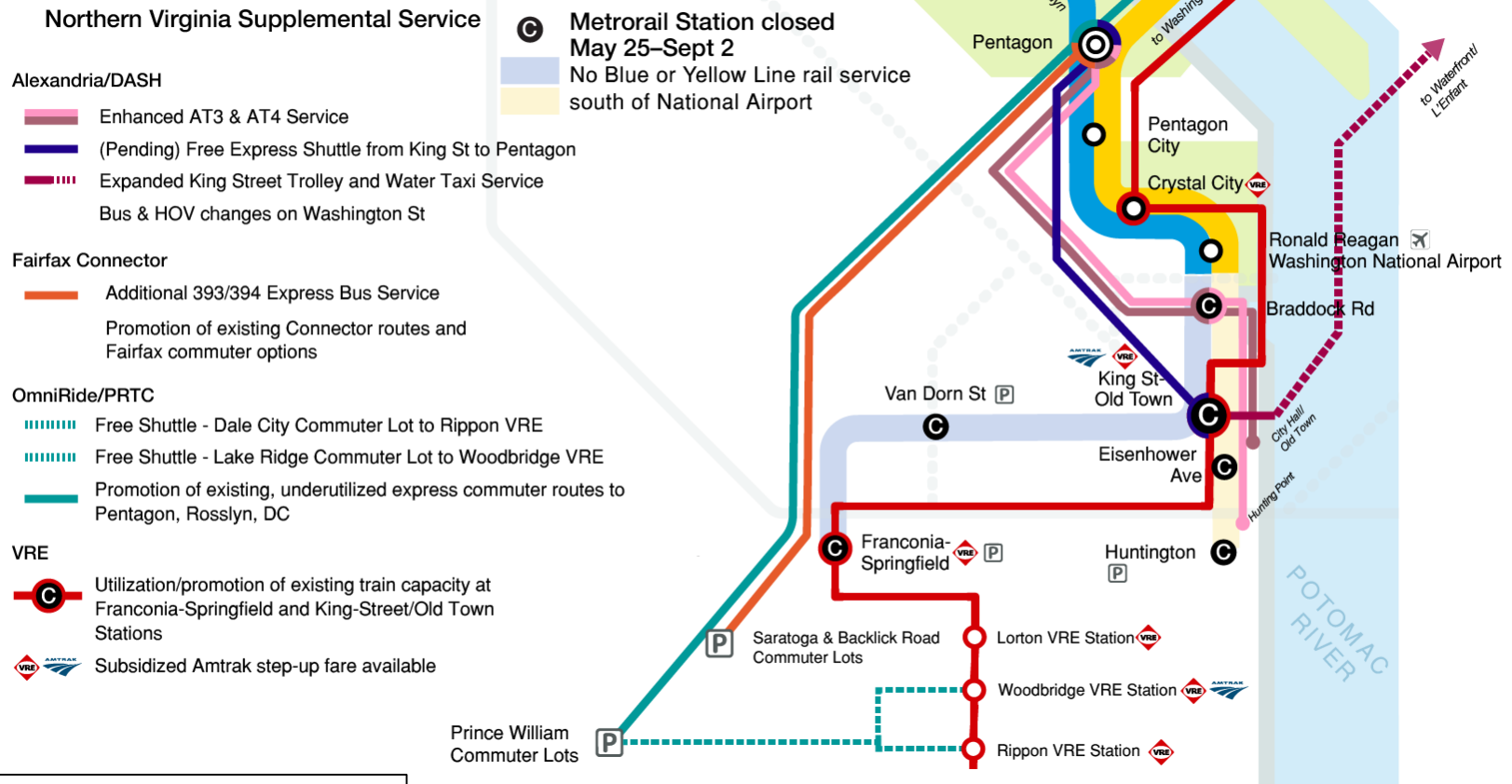
- No Blue or Yellow Line rail service south of National Airport
-

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