

## SAFETRACK WORK GROUP UPDATE Commuter Connections Subcommittee July 19, 2016



# WMATA Schedule and Estimated Ridership Impact of Safety Surges 1-4

Surge 1	Date 6/4 - 6/16	Metro Lines Orange, Silver	Work Zone Single tracking between East Falls Church and Ballston	Number of Impacted Peak Trips per Day 255,000	Impacted Trips as a Percentage of Average Weekday Trips* 36%
2	6/18 - 7/3	Orange, Silver, Blue	Shutdown between Eastern Market and Minnesota Ave. / Benning Road	293,000	41%
3	7/5 - 7/11	Yellow, Blue	Shutdown between DCA and Braddock Road	204,000	29%
4	7/12 - 7/18	Yellow, Blue	Shutdown between DCA and Pentagon City	204,000	29%

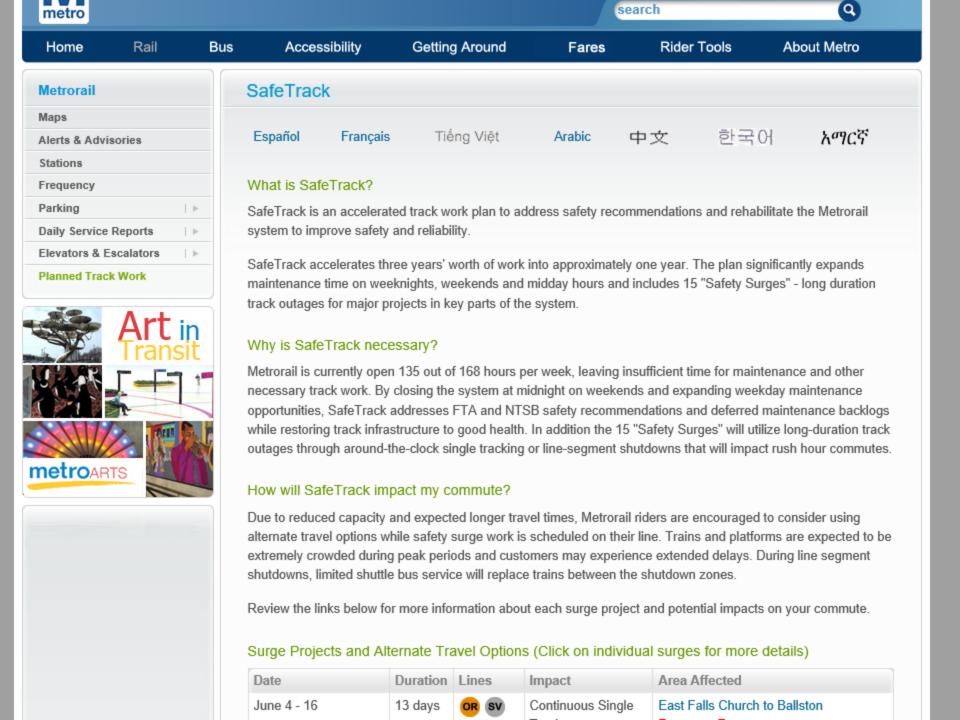
<sup>\*</sup> According WMATA, the number of average weekday trips of Metrorail in 2015 was 713,000.



### WMATA SafeTrack Activities

- Additional buses for each Surge to transport passengers and to lessen overcrowding on the platforms.
- Shuttle Buses
- Pop-Up events at Metro Center and Pentagon City
- Press conferences
- Paid media
- Social media





### Commuter Connections SafeTrack Activities

- SafeTrack Outreach Activities in June and July
  - Participated and presented information during two Montgomery County employer-based Telework/Flex Hours webinars (June 23<sup>rd</sup> and 28<sup>th</sup>)
  - Held three Commuter Connections SafeTrack Work Group Meetings
    - Surge 3 June 30<sup>th</sup>
    - Surge 4 July 8<sup>th</sup>
    - Surge 5 July 15th
  - Web-hub SafeTrack Plan and jurisdictional links to SafeTrack options were updated.
  - 60,000 Geo-targeted emails to commuters and employers near the impacted Metro stations for Surges 1 - 4.
  - Public Service Announcements.
  - Paid media on radio and a paid ad in the Washington Business Journal
  - Paid and non-paid social media (Facebook)
  - Outreach to federal employers through GSA



### Commuter Connections SafeTrack Results

### June 2016

- Facebook Ad 17,000 click-thru's
- Web visits to Commuter Connections
  - Out of 50,000 page visits in June, SafeTrack was #2 after the home page with 16.5% of web page views making it the most visited page
- Rideshare Applications  $\uparrow$  104% increase in June 2016 (723) compared to June 2015 (355).



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### SafeTrack Plan



SafeTrack is a massive, comprehensive effort to address safety recommendations and rehabilitate Metrorail system on accelerated basis by expanding ALL available maintenance windows. The accelerated plan will accomplish 3 years worth of work in approximately 1 year by extending track-work hours to weeknights, weekends, midday hours and during certain rush hours — both above ground and in tunnels. During this time, line segment shutdowns of less than one month.

SafeTrack Plan - Click here to see the full SafeTrack plan

#### **News & Events**

Upcoming Events Construction Projects

#### SafeTrack Plan

June 4 - 16 Ballston to East Falls Church June 18 - July 3: Eastern Market & Minnesota Ave/Benning Road July 5 - 11: National Airport & Braddock Road July 12 - 18 Reagan National Airport to Pentagon City July 20 - 31 Ballston to East Falls Church August 1 - 7 Takoma to Silver Spring August 9 - 18 Shady Grove to Twinbrook August 20 -September 5 Franconia-Springfield to Van Dorn Street September 9 -October 20 Vienna to West Falls Church

## SafeTrack Marketing

- Targeted email blasts for each surge
  - Commuters
  - Employers
- Radio:30
- 70 ads
- June 2016
- Online animated digital ads







The Commuter Information Sour for MD, VA, and Metropolitan D.C

### METRO SAFETRACK STATION SHUTDOWNS ALERT

Metro trains and platforms are expected to be extremely crowded during peak travel periods. Metroral riders who have the ability to do so are strongly recommended to make other travel arrangements during disruption periods.

#### Who: Metrorail riders.

What: Metro SafeTrack shutdowns and severe service disruptions. Metro lines affected by SafeTrack work are expected to be extremely crowded, especially during rush hour. Expect significantly longer wait times.

When: 7 days from July 12 to July 18, 2016.

Why: Metro is performing accelerated track work on certain sections of the system for weeks at a time, in order to improve safety and reliability.

Where: Crystal City Station Closed. No trains running at any time between Reagan National Airport and Pentagon City.

#### On weekdays:

- · Blue Line trains will operate in two segments:
- Trains will run every 12 minutes between Franconia-Springfield and National Airport.
- Trains will run every 12 minutes between Pentagon City and Largo.
   Yellow Line trains will operate in two segments:
- Trains will run every 12 minutes between Huntington and National Airport.
- Trains will run every 12 minutes between Pentagon City and Greenbelt.
- No Rush+ Yellow trains will be operating
- Blue/Yellow customers are encouraged to consider alternate travel options and avoid traveling during rush hour if possible; expect significant crowding on Blue and Yellow line trains

metrorail Safe**Track** is now UNDERWAY!



COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
(800) 745-7433



### SafeTrack WBJ Resource Guide

- Washington Business Journal
- SafeTrack resource guide special publication
- In conjunction with the Greater Washington Board of Trade
- Full page/color 9.5" x 13.58"







### SafeTrack Social Media

Facebook Ad and Postings









- Fairfax Connector shuttle services from the Vienna Metro, Reston, and Saratoga Springs Park and Ride Lot to the Pentagon.
- Web site developed and deployed <u>www.fairfaxcounty.gov/safetrack</u>
- Employer Outreach through email correspondence
- Social media





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Doing Business

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#### Related Links

Fairfax Connector

Community and Recreation Services

Police

Public Works and Environmental Services

Tax Administration Transportation Subject Page

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State & Federal

homepage > department of transportation

Metro SafeTrack - Resources for Your Commute

#### NOTIFICATIONS & ALERTS

\*\*Safety Surge #5: TRANSIT OPTIONS & SCHEDULES HERE\*\*

\*\*Safety Surge #4: TRANSIT OPTIONS & SCHEDULES HERE\*\*

- · Subscribe to MetroAlerts and sign-up for Fairfax County Commuter Alerts
- Ridesharing assistance: 703-877-5600, TTY 711.
- Bus connections: 703-339-7200, TTY 703-339-1608.

#### Plan Ahead and Know Your Commuting Options

SafeTrack is a yearlong plan to improve safety and reliability on the Metrorail system. ALL commuters should expect heavy delays and crowding at Metro stations, and on all major commuting corridors in Northern Virginia including I-66, I-495, Dulles Toll Road, and I-95. All commuters are urged to telework, rideshare and use alternate transit options described below.

- Ridesharing 3 Things to Know NOW!
- 1. Call or visit Commuter Connections to find potential carpool riders in your neighborhood, or to start a vanpool with neighbors or colleagues along your commute, or enroll in Guaranteed Ride Home program for emergencies.
- 2. Check local slug line organizers for carpooling opportunities. All county Park-and-Ride facilities are available for sluggers to set-up lines!
- 3. Use the I-95 and I-495 Express Lanes for FREE with 3 people in a car (you'll need an Express Lanes E-ZPass Flex transponder, though); and take advantage of the SmartBenefits transit benefits to help pay for your commute.
- · Park-and-Rides and Bus Connections
- Virginia Railway Express (VRE)
- · Commuting by Bike

#### Safety Surge Schedule and Transit Service Information

- During line segment shutdowns, limited Metrobus shuttle service will replace trains between the shutdown zones.
- Click on the affected area links in the below table for more information.
- During most safety surges, Fairfax Connector will provide supplemental express service on existring routes or on rush-hour shuttles.
- -> Click on the Fairfax Connector Supplemental SafeTrack Express Service links in the below table for more information.

Date Lines Impact	Area Affected & Metro/Metrobus Information	Fairfax Connector Supplemental SafeTrack Express Service
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#### News and Updates

- Metro SafeTrack Surge #4 Begins July 12; Check New Bike Connections
- Metro SafeTrack Surge #3 Begins July 5: Know Your \*\*New\*\* Transit Connections
- Metro SafeTrack Surge #2 Begins June 18; Know Your Fairfax County Travel Options
- Metro SafeTrack Work Begins June 4; Commuters Urged to Telework, Rideshare, Use Alternate Transit Options
- . Get Ready for Metro's SafeTrack Surge No.1: June 4-16
- Fairfax County Department of Transportation Addresses Metro SafeTrack Plan
- Video: Fairfax County's Press Conference on Metro SafeTrack
- Presentation: Metrorail SafeTrack Overview and Mitigation Plan

#### Regional SafeTrack Resource Pages

- · Washington D.C.
- Arlington County
- City of Alexandria
- Loudoun County
- Prince William County



- Arlington County has been promoting flexwork and telework scheduling and reaching out to employers
- Street parking has been limited in and around the Ballston, Crystal City and Rosslyn Metro Stations in order to accommodate more buses
- Mobility hubs created at the transit stores in Ballston, Rosslyn and Crystal City in order to direct people using Metro into various alternate modes of travel.
- Taxi Sharing
- Temporary bike corals were added for Capital Bikeshare.
- Wayfinding signage added for bicyclists
- Bike trains were also instituted
- SafeTrack web page can be accessed at <a href="www.CommuterPage.com">www.CommuterPage.com</a>
- Social media, blogs, YouTube



Transportation Options: Metrorail & Metrobus Local Bus Bicycling Walking Commuter Bus Commuter Rail Ridesharing More ...

Commuter E Page O

Home + SafeTrack - Know Your Options

### SafeTrack – Know Your Options

Leer contenido en español • This content is available in

SafeTrack is a year-long program to perform

According to Metro, "SafeTrack is a massive,

comprehensive, holistic effort to address safety

maintenance and repair of the Metrorail system.

Spanish

SafeTrack - Know You Options

SafeTrack Project Schedule

Transportation Options

News & Events

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Special Programs

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About

recommendations and rehabilitate the Metrorail system... by expanding all available maintenance windows." The plan includes "maintenance surges," periods of days or weeks when segments of Metrorail lines operate on one track or are shut down completely.

Metro SafeTrack page

Project Schedule, June 28, 2016

SafeTrack closures - Dates and details for each surge throughout the year.

Metro's SafeTrack Plan, May 19, 2016 (PDF, 2.7 MB)

For the next year, many Washington, D.C.-area residents, workers, and visitors will need to use other transportation options for many trips that would normally be taken by Metrorail, or plan for additional time to accommodate the delays.

Car-Free Diet Social Media Posts About SafeTrack

More Posts

CommuterPage.com is all about providing information about transportation options — rail, bus, bike, walk, Capital Bikeshare, car/vanpools and even telework — that make it easier for you to get where you need to go. As SafeTrack progresses, check this site for regular updates and information about current maintenance projects and options for traveling to and through areas affected by reduced Metrorail service.

### Pick a mode. Any mode.

Don't know which transportation option to choose?

### Metrorail Weekend Hours

Beginning Friday, June 3, the Metrorail system will close at midnight every night, including weekends, to increase the overnight maintenance window.

SafeTrack News

Metrorail weekend service adjustments July 16-17

July 12, 2016, WMATA

Arlington plan for SafeTrack Surges 3 and 4

June 29, 2016, Arlington County

Federal inspectors found 109 defects during Metro's first two safety surges

Martine Powers, July 14, 2016, Washington Post

Metro planners trying to see beyond SafeTrack

Robert Thomson, July 14, 2016, Washington Post

SafeTrack 4: How long to Reagan National Airport?

Robert Thomson, July 12, 2016. Washington Post

Why Pentagon City is more crowded for Surge 4

Martine Powers, July 12, 2016, Washington Post

Metro SafeTrack Surge 4 begins July 12

July 11, 2016, WMATA

On Surge 3's last day, Pentagon City struggles Martine Powers, July 11, 2016,

Washington Post Bike commutes on the rise during Metro track work

Max Smith, July 10, 2016,

WTOP track work guide: 4th surge July 12-18

Max Smith, July 9, 2016, WTOP

5 things to know about Metro track work: July 11-17

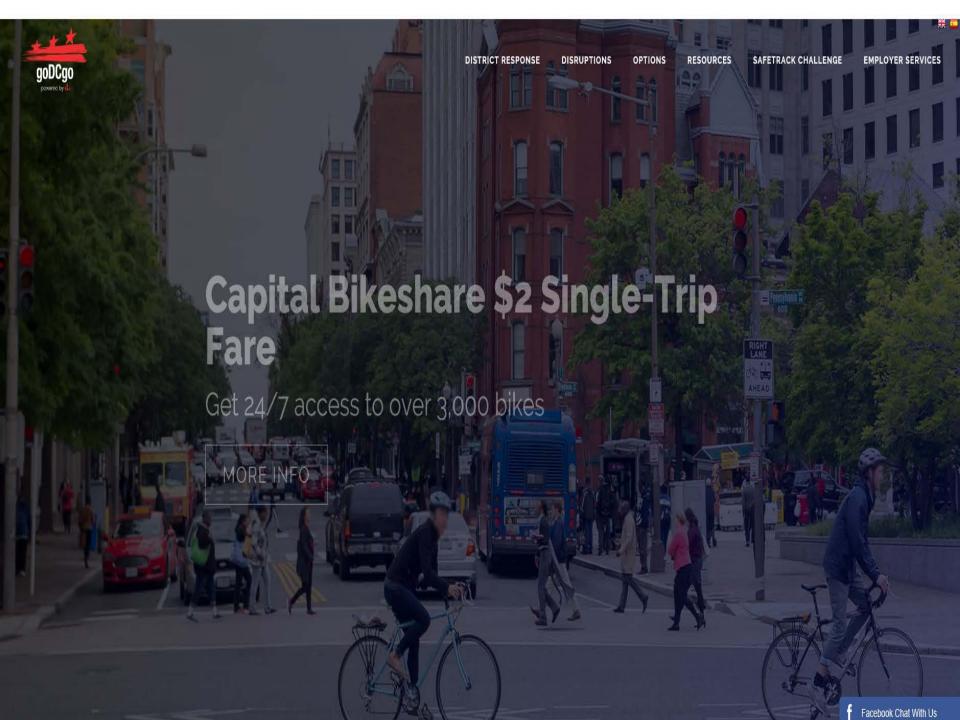
Max Smith, July 10, 2016,

Last day for Surge 3, then another surge begins Dana Hedgpeth, July 11, 2016,



- DDOT has a SafeTrack web site at <a href="www.SafeTrack@gogdcgo.com">www.SafeTrack@gogdcgo.com</a>
- Signed bike routes from Minnesota Avenue and Benning Roads to Eastern Market to guide commuters.
- Extended parking restrictions will be in place though the entire SafeTrack project. The rush hour has been extended  $\frac{1}{2}$  half hour in the morning and  $\frac{1}{2}$  hour in the evening.
- Extra Metrobuses and extended DC Circulator routes and service hours (Potomac Avenue to Stadium-Armory)
- Capital Bikeshare \$2 fare for one way fares under 30 minutes. \
- Free Streetcar at H Street to Union Station
- Employer email outreach and Webinars







- County has a SafeTrack web site at <a href="http://www.princegeorgescountymd.gov/2509/SafeTrack">http://www.princegeorgescountymd.gov/2509/SafeTrack</a>
- County promoting telework and flexible work hours arrangements as well as ridesharing options to its citizens and business community.
- WMATA free Bus Shuttle service between Eastern Market and Minnesota/Benning Road with stops at Stadium-Armory and Potomac Avenue.





### **Public Works & Transportation**



SafeTrack Plan, impacts on their commute and alternative travel resources.

### **Quick Links**

- WMATA SafeTrack Information
   & Schedule
- SafeTrack Plan (PDF)
- Safety Surge #1 & #2 Travel Options (PDF)
- · RideSmart Solutions
- County Transit Alternatives 2 (PDF)
- County SafeTrack Action Plan
   (PDF)

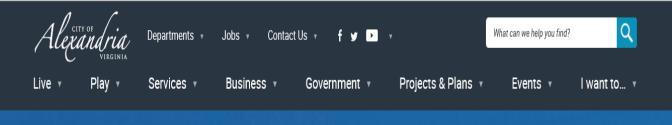
View All

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- Infographic for social media
- Outreach to employers.
- DASH bus routes running every 20 minutes during rush hour and extra Metrobus weekday service.
- Free Shuttles between Braddock Road and National Airport and Braddock Road and Pentagon City
- Free Metroway Service (every 6 minutes)
- Metrobus routes for the 11Y and 10A will be doubled to run every 15 minutes during rush hour.
- Ten new bike stations installed this week in the City for Surges #3 and #4.
- Regional Capital Bikeshare promotion of offering a flat \$2 fare for single trips under 30 minutes
- Bike Trains from Braddock Road to Crystal City and to Pentagon City.
- Infographic, YouTube video <u>https://www.youtube.com/watch?v=WSZt7WfNNb4</u>





### Metro SafeTrack Updates

Page updated on Jul 11, 2016 at 5:35 PM

#### ON THIS PAGE

- · What is SafeTrack?
- What are the major impacts of the SafeTrack plan?
- Which Safety Surges will most affect Alexandria?
- What is the City of Alexandria doing to help?
- · What can you do?

#### RELATED CONTENT

## Metro SafeTrack Surge #4 Set to Begin July 12 Rethink Your Commute!

(July 11, 2016)The City of Alexandria and DASH are working with the Washington Metropolitan Area Transit Authority (WMATA) and the region's localities to assist travelers during WMATA's <a href="SafeTrack">SafeTrack</a> initiative. SafeTrack accelerates three years of track repairs into less than a year by significantly expanding maintenance work.

SafeTrack's 15 "Safety Surges" – long-duration track outages for major projects in key parts of the system – will cause delays throughout the region. The next surge will impact Alexandria travelers:



\*Bike Trains were available for Surge 3 only

During Surge #4 (beginning at 5 a.m. on July 12 until closing on July 18), there will be no trains running between National Airport and Pentagon City, and the Crystal City Metrorall station will be closed. There will be 12 minutes between trains on both sides of the closure and WMATA expects "significant crowding" on trains.

Additionally, during Surge #4, Metro customers traveling to Washington, D.C. from stations south of Braddock Road should **exit the train at Braddock Road** and transfer to express shuttle bus service to Pentagon City. After Braddock Road, trains will continue north to National Airport before turning back. Passengers should not travel to the airport on



# RETHINK YOUR COMMUTE...



For more info go to: alexandriava.gov/SafeTrack

# SUKUŁ 3

No Metrorail service from July 5 through July 11



# SUKGE 4

No Metrorail service from July 12 through July 18

King Street

Braddock Rd

**National Airport** 

**Crystal City** 

**Pentagon City** 

















FREE express shuttle between Braddock Rd & National Airport Stations (Surge 3) & Braddock Rd & Pentagon City Stations (Surge 4)

FREE DASH AT3 & AT4 every 20 min

FREE Metroway every 6 min

Increased Metrobus frequency on 11Y & 10A



Four New Capital Bikeshare stations

Capital Bikeshare \$2 single trip

Morning bike trains to and from Braddock Rd Metro station



### **ROADS**

New carsharing and taxi areas

Temporary prohibited street parking around Metro stations

Paving and maintenance schedule adjusted

Additional traffic control at key intersections



### TFI FWORK

City government departments are increasing telework and alternate work schedules where appropriate. For help developing a telework program at your employer contact Local Motion at localmotion@alexandriava.gov or 703.746.4686

City of Alexandria June 2016





## SafeTrack COG/TPB Traffic Analysis

- Regionally, weekday peak period traffic congestion generally increased during the first three SafeTrack safety surges compared to the same time period last year.
  - Specific locations may have experienced much higher temporary increases of congestion.
- Safety Surge 1 had most significant congestion increases in both AM and PM peaks. Average freeway congestion, indicated by the Travel Time Index (the ratio of actual travel time to free-flow travel time), was 10% and 15% higher in the 7:00-8:00 A.M. hour and the 4:00-5:00 P.M. hour than for the same period last year

For more detailed information on the Surge 1 – 3 COG/TPB staff traffic analysis please click <a href="here">here</a>

