

**WMATA PLATFORM CONSTRUCTION TDM WORK GROUP  
MEETING MINUTES**

**Wednesday, May 1, 2019  
10:30 a.m. – 11:30 a.m.**

**Metropolitan Washington Council of Governments  
Staff Contact: Nick Ramfos 202/962-3313**

**1. Introductions**

Conference call participants introduced themselves. Participants included:

Thomas Hamed (Alexandria)	Sharon Affinito (Loudoun County)
Janice Fortunato (Alexandria)	Marc Bowman (WMATA)
Ellie McCurdy (Alexandria)	Morgan Basford (WMATA)
Diana Contreras (DASH)	Matt Cheng (NVTC)
Maggie Awad (ATP)	Karen Finucan Clarkson (VRE)
Claudia Pors (ATP)	Katy Filardo (goDCgo)
Nicholas Robb (Fairfax County)	Danelle Carey (goDCgo)
Walter Daniel (Fairfax County)	Nicholas Ramfos (COG/TPB)
Holly Morello (OmniRide)	Dan Sheehan (COG/TPB)

**2. WMATA Review of the Summer Platform Shutdown**

Marc Bowman, WMATA, briefed the group on the ongoing activities WMATA is conducting to prepare for the Summer Platform Shutdown of all Metrorail stations south of National Airport currently scheduled to begin Memorial Day and last through Sunday, September 8<sup>th</sup>. WMATA is currently training staff who will be conducting outreach at the affected stations from May 8-24 (includes weekends). Station specific brochures (including Spanish) will be distributed. The content will instruct Metrorail riders to plan ahead by identifying which shuttle should be utilized during the shutdown.

Mr. Bowman also shared that WMATA will allow for free parking at the Franconia/Springfield, Huntington, and Van Dorn Park & Rides throughout the duration of the shutdown; carpooling from the lots is acceptable. Wayfinding signage is being developed to help Metrorail riders find their appropriate shuttles. WMATA has secured several paid media opportunities to increase awareness about alternative options/shuttles during the shutdown, including radio, social media, digital media, street teams, etc. A press event may take place sometime later in the month.

**3. City of Alexandria TDM Plans**

Thomas Hamed, City of Alexandria, briefed the group on Alexandria's plans to address the summer shutdown. The free King Street Trolley will operate on expanded hours, starting at 7am on weekdays and 9am on weekends, and will serve as a direct connection to the expanded water taxi service departing from the Alexandria Waterfront. The water taxi, operated by Potomac Riverboat Company, will provide four additional runs to the District Wharf during the morning peak.

Alexandria's bus service, DASH, is expected to add supplemental service. This includes extra shuttle busses and extra weekday busses for the AT3 and AT4 routes, which have service to the Pentagon. The City is exploring the possibility of a free express shuttle between Pentagon and King Street during weekday peak periods. There may also be an opportunity to reduce DASH fares for riders using the new mobile ticketing app.

Alexandria is encouraging ridesharing as an alternative to the shuttles. The City will subsidize new vanpools by \$200 per person per month. The City was also exploring leasing parking spots at Landmark mall as a carpool staging area but may move those efforts to a WMATA Park & Ride location(s).

Being a relatively short distance from the Crystal City Metrorail station, Alexandria will be undergoing an education effort to help potential bike riders navigate safely to the Crystal City Metrorail station.

Alexandria's mitigation plan is available online at:

[https://www.alexandriava.gov/uploadedFiles/tes/info/Alexandria\\_Mitigation\\_Plan1.pdf](https://www.alexandriava.gov/uploadedFiles/tes/info/Alexandria_Mitigation_Plan1.pdf)

#### 4. Fairfax County TDM Plans

Nicholas Robb, Fairfax County, explained that the County's primary focus is on employers located in the Springfield/Franconia area. A presentation is scheduled to take place at the Chamber of Commerce. Social media and movie theater ads are running to promote alternative Fairfax Connector routes.

Walter Daniel, Fairfax County, explain the 50+ program will be expanding to give incentives for commuters who use park & ride lots. The County may be giving pre-loaded SmartTrip cards that will cover the cost of parking. A website will launch for those who are interested in obtaining the card.

The County is targeting over 150 employers that may be affected by the shutdown.

#### 5. Commuter Connections TDM Plans

Dan Sheehan, COG/TPB staff, briefed the group on two pop-events hosted by Commuter Connections occurring in May. The first event will occur on Wednesday, May 8<sup>th</sup> at the Huntington Metro station from 4:30p – 7:00p. The City of Alexandria, Fairfax County, Commuter Connections, and a radio station will be at the event to help Metrorail riders identify solutions for their summer commute. A similar event will also occur on Tuesday, May 14<sup>th</sup> at the Van Dorn Metro station currently scheduled from 6:30a – 8:30a. The City of Alexandria, DASH, Fairfax County, Commuter Connections, and a radio station will staff the event.

Nicholas Ramfos, COG/TPB staff, explained that Commuter Connections will be heavily promoting the new CarpoolNow app, along with the entire suite of TDM program services, at the pop-up events and through other various means. The upcoming Commuter Connections employer newsletter will feature a frontpage story on the shutdown. Targeted digital ads will be used around the affected Metrorail stations. COG/TPB staff

will also send targeted email announcements regarding the shutdown and suggest commuting solutions to commuters and to employers around the affected stations.

#### 6. Other Jurisdictional TDM Plans

goDCgo will be offering solutions via their rider toolkit, employer toolkit, blogs, and social media.

Arlington Transportation Partners will be updating their landing page with information regarding the shutdown, offering webinar services/visiting employers who may have employees affected by the shutdown, and generating email communications.

OmniRide will expand commuter shuttles during the morning and afternoon commutes to two (2) commuter lots: Rippon and Woodbridge. They will also be promoting underutilized commuter lots as an opportunity to carpool or vanpool.

Loudoun County is conducting general awareness/education efforts for residents who may be commuting to the Alexandria area.

NVTC has developed a modified service map that is available at the WMATA Platform Improvement Project webpage under the “Regional Partners” tab:  
<https://www.wmata.com/service/rail/PlatformProject/Alternative-Travel-Options.cfm>.

VRE will be announcing a greater subsidized Amtrak “Step-Up” ticket, from \$8 to \$4, as part of their efforts to limit overcrowding on VRE trains. This subsidy is made possible by assistance from the Virginia Department of Rail and Public Transportation.

**Next Meeting Date: Wednesday, May 22 at 10:30 a.m.**