

# Platform Improvement Project

Return to service  
communications & marketing

Presented by:  
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## Project overview

- Making platforms at 20 outdoor Metrorail stations safer & more accessible
- Longest closure in Metrorail's 43-year history





## Unprecedented shuttle bus operation

- 100+ days of shuttle operations
- 1,200 staff
- 219 buses on the road
- 26,000 daily trips
- Over 2 million customer trips



# Building awareness, understanding & trust

Registered SmarTrip rider survey



	<i>June</i> (1,025)	<i>August</i> (717 completes)	
▪ Station closures	98.4%	n/a	Awareness of closures before they started
▪ Alternatives	65 %	→ 77%	Good understanding of alternative travel options
▪ Necessity	89%	→ 94%	Understand why station shutdown
	64%	→ 74%	Metro is making right decisions to ensure safety
	67%	→ 81%	Trust shutdown necessary
▪ Completion	n/a	38%	Believe station will reopen on time

## Return to service announcement

### Week before stations reopened

- Earned media
- Earned/paid social media
- Blog Update
- Email to stakeholders
- Kiosk displays
- Employee outreach



## Media tours & site visits

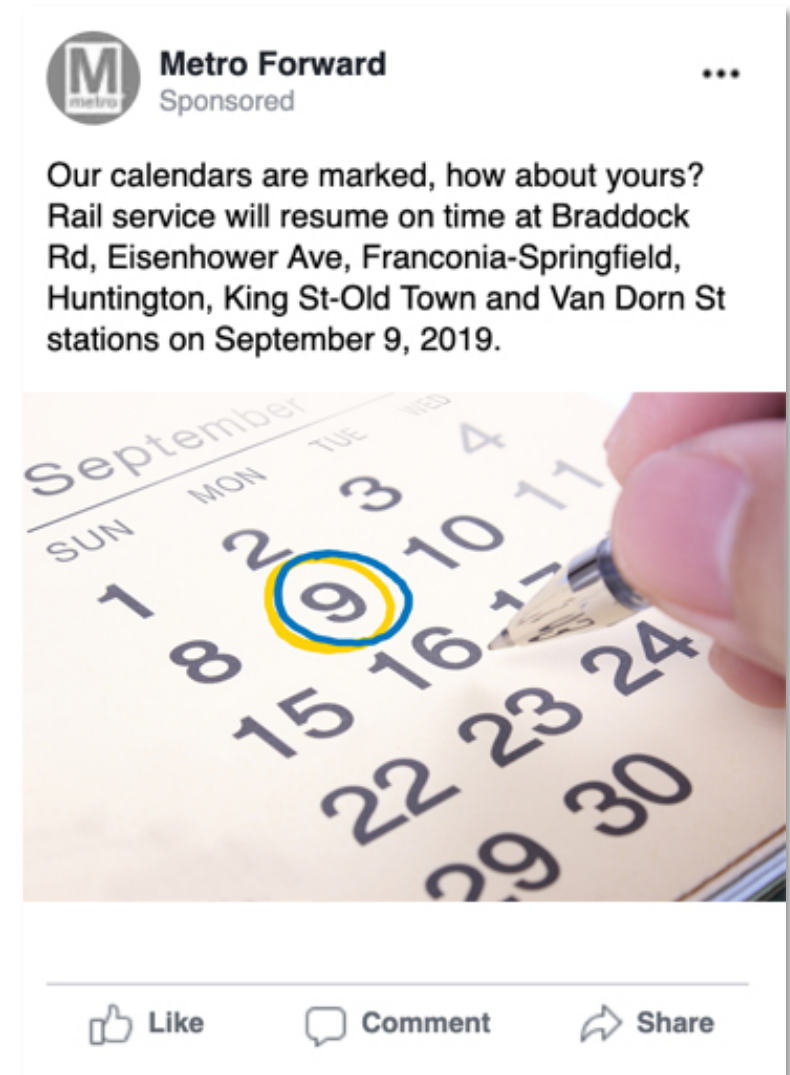
- Media site visits with GM Paul Wiedefeld
- Update & inform public that work is progressing on schedule
- Newsworthy behind the scenes access for reporters





## Paid social media

- Reach: 100,000 people
- Zip codes near closed stations
- Reach different audience than existing Metro followers



## Everything old is new again

- Street teams & take ones
- Captive audience on shuttles



**coming soon**

**SERVICE RESUMES ON 9/9/19**

M metro

Six **BL** **YL** stations south of Reagan National Airport will reopen and rail service will resume on Sept. 9, 2019.

Construction will continue at the stations, but rail service will not be impacted.

Thank you for your patience as we continue to make Metro safer and more accessible.

For more information go to [wmata.com/platformprogress](http://wmata.com/platformprogress).

Se reabrirán seis **BL** **YL** estaciones al sur del Aeropuerto Nacional Reagan y se reanudará el servicio de tren el 9 de septiembre de 2019.

La construcción continuará en las estaciones, pero el servicio de tren no se verá afectado.

Agradecemos su paciencia. Estamos haciendo de Metro un lugar más seguro y accesible.

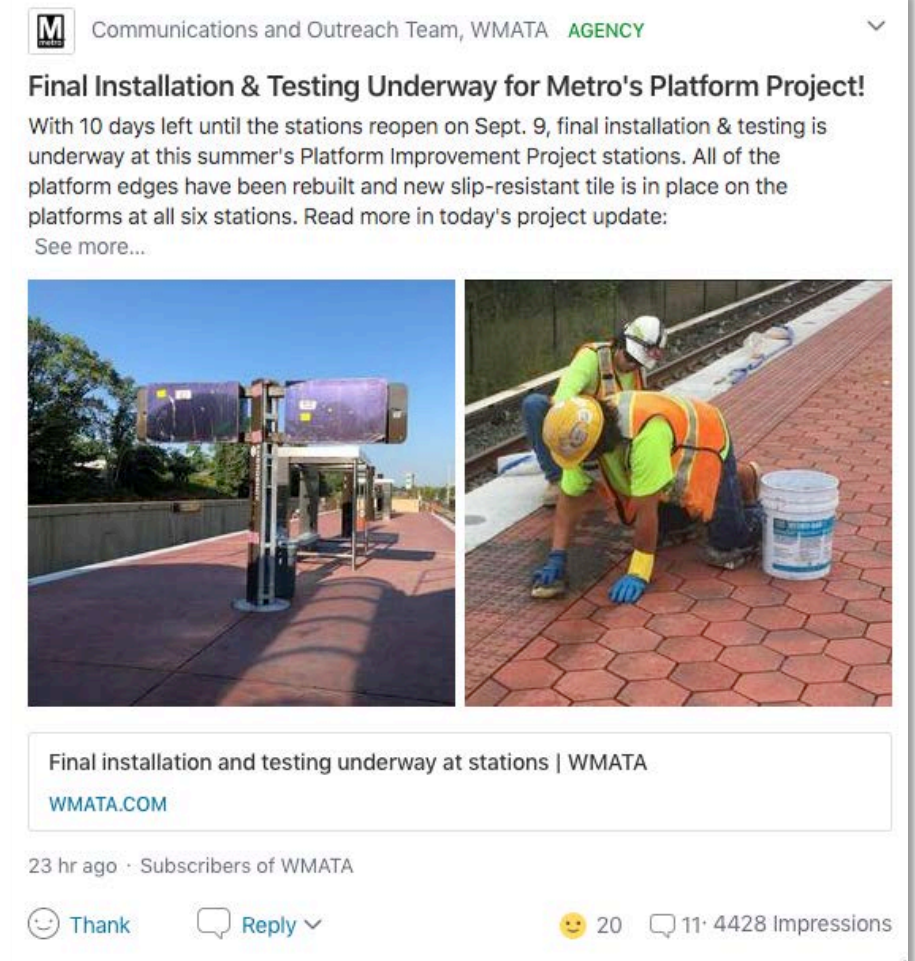
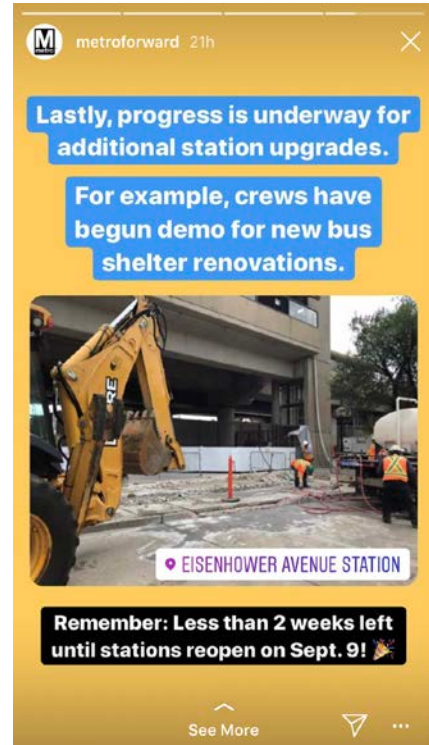
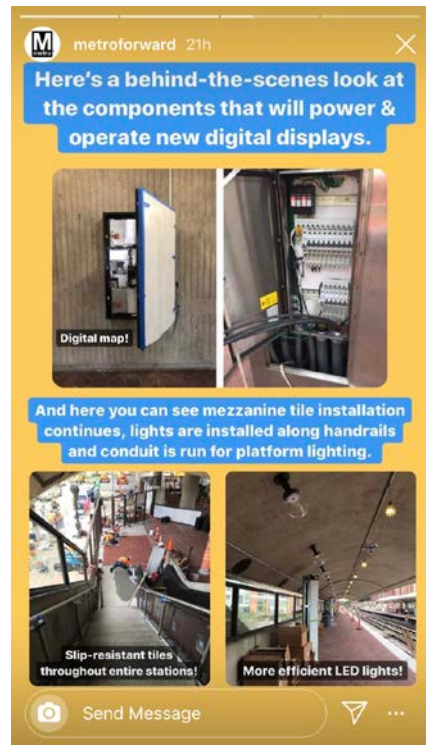
Para obtener más información, visite [wmata.com/platformprogress](http://wmata.com/platformprogress).





## Beyond Facebook

- Reach diverse audiences
- Positive engagements



## Open & transparent communications

- [wmata.com/platformprogress](http://wmata.com/platformprogress)
- Long-form updates & details

Braddock Rd Archive Photos



Braddock Rd Station - May 1978 Credit: Paul Myatt

As you can see in today's update, crews continue to install and test conduits and wiring for electricity and communication networks, as well as the customer experience improvements, and are putting finishing touches on the platforms and other areas in the station where improvements are being made. At some stations, this finishing work will continue after the stations reopen and service has resumed.

Across all stations, wiring is underway for digital displays:



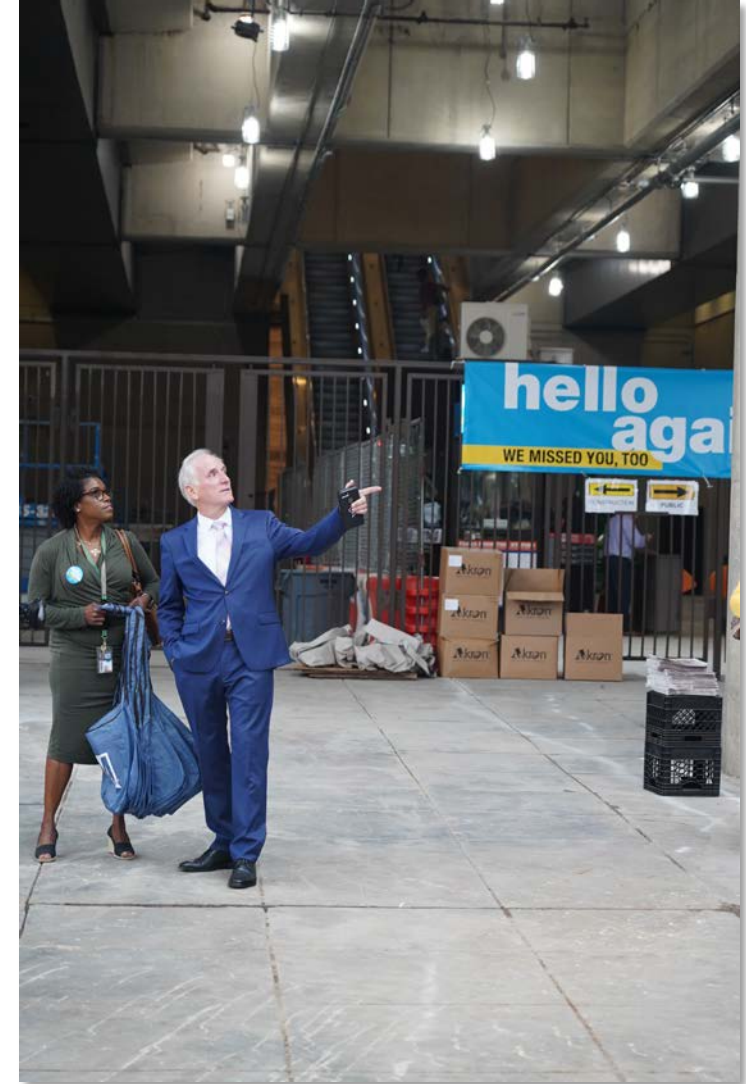
Van Dorn St - PID screens installed



## Welcoming customers back

September 9

- Metro executives, staff & street teams personally welcomed riders back to their stations
- Partnered with local jurisdictions
- Giveaways





## Positive feedback

Michael Hechter @enviroMHint  
Received a thank-you gift from #wmata for surviving

Susan M. Bearden, CETL @s\_bearden  
Ah @wmata, how I have missed you! Braddock looks great. Thanks to everyone who worked hard to open metro station

Toby Rosebrugh Commented  
18 hours ago September 9, 2019 5:34  
Told ya the short term pain would mean long term gain!

Marci Greenberger @mgreenberger  
Hi @wmata thanks for the welcome this a.m. -the station looks great!

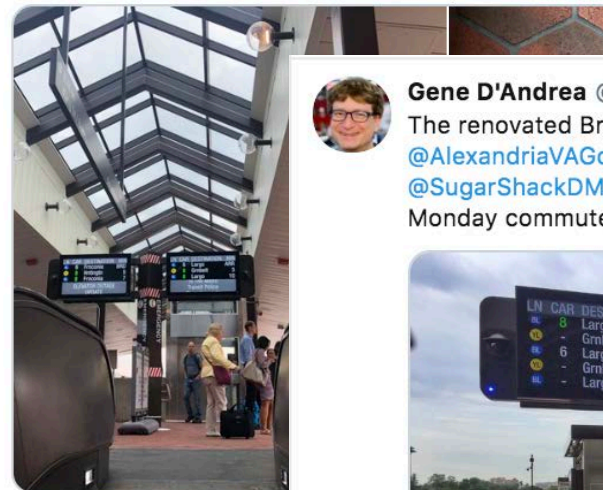
7:29 AM · Sep 9, 2019 · Twitter for iPhone

2 Likes

Grace Robiou Commented

Alex Wood @xela415

Ooo, first morning at my shiny new @wmata  
Big signs at the top of the escalator, 100% traction, and a swag bag for my patie long summer Metro.



8:51 AM · Sep 9, 2019 · Twitter for iPhone

@Weirdo\_at\_Heart @WeirdoAt  
Great job to @wmata for getting us through the summer

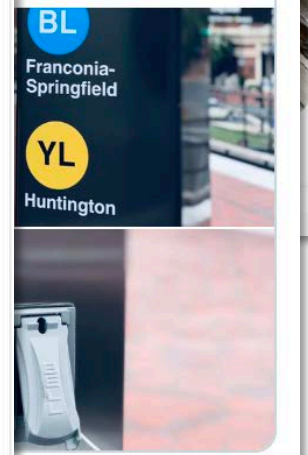
Erik Salmi @Erik\_Salmi · 2h  
A+ improvements!

- Metro @wmata · 3h
- ✓ Tile NOT slippery when wet
  - ✓ Improved public address system
  - ✓ Better next train signs (PIDS)
  - ✓ USB charging, for when our devices all need a bit more juice
  - ✓ More digital displays
- Welcome back to your newly renovated Blue & Yellow Line stations!  
#wmata #hellomagis

Gene D'Andrea @genedandrea · 3h  
The renovated Braddock Rd. metro stop is open for business! @AlexandriaVAGov was giving away tasty donut holes from @SugarShackDMV and @wmata was handing out tote bags. Every Monday commute should be like this!



3 2 12



## What's next

### Continue posting content!

- Project recap
- Before/after visual comparisons

### Monitor ridership levels

- Closely track Metrorail ridership & evaluate future paid marketing tactics

#### Project Updates



August 29, 2019

#### Final installation and testing underway at stations

With 10 days left until the stations reopen, Metro and its contractors are teaming up to ensure all components that were replaced and repaired this summer have been tested for operational readiness.

[READ MORE](#)

## Thank you!

