

**WMATA PLATFORM IMPROVEMENT PROGRAM
TDM WORK GROUP
MEETING MINUTES**

**Wednesday, May 26, 2021
10:30 a.m. – 11:30 a.m.**

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

1. Introductions

Conference call participants introduced themselves. Participants included:

Pinky Advani (ATP)
Tai Mooney (ATP)
Holly Morello (OmniRide)
Joe Stainsby (OmniRide)
Stacey King (PGC DPWT)
Halie Mitchell (VDOT)

Angie Belfield-Reese (WMATA)
Charlie Scott (WMATA)
Morgan Bassford (WMATA)
Nicholas Ramfos (COG/TPB)
Daniel Sheehan (COG/TPB)

2. WMATA Updates on Platform Project Work at the Addison Rd & Arlington Cemetery stations and on the upcoming work at the West Hyattsville, Prince George's Plaza, College Park-U of Md, and Greenbelt stations

Morgan Bassford, WMATA, briefed the group on communications efforts that WMATA is undertaking to inform riders of the station shutdowns and the associated transportation alternatives. Geotargeted mobile ads are running on YouTube, smartphone apps, and connected TV. Signage has been placed across the system. WMATA's "platforms" page is up to date; a FAQ page will soon be added. Street teams are present at affected stations and will be present at each station throughout the summer. Service alert videos are looping on the 7000 series trains. Announcements are looping on intercoms stations throughout the network.

Charlie Scott, WMATA, briefed the group on construction improvements planned for the stations. The improvements will be very similar to what's been done at other stations as part of the Platform Improvement Project effort. Several passenger amenity improvements are included. WMATA will take advantage of the shutdown to perform trackwork along lines where trains will not be running.

Mr. Scott shared that shuttle operations are available on the project website: <https://wmata.com/service/rail/PlatformProject/Alternative-Travel-Options-summer-2021.cfm>. The shutdown will officially begin this weekend and is expected to last the duration of the summer. Shuttle use will be monitored and adapted to meet capacity as-needed.

3. Prince George's County Update

Stacey King, PGC DPWT, shared that DPWT is anticipating the approval of a communications strategy in relation to the shutdown by Friday. DPWT plans to communicate all alternative commute options, including WMATA shuttles and buses, and Commuter Connections program services, through social and digital media. Bus/shuttle service is not being added specifically for the shutdown. DPWT is adding a new bus route, Route 19, into service that can absorb some of the potential displaced riders.

4. Outreach Activity Updates

a. Commuter Connections

Nicholas Ramfos, COG/TPB staff, shared that Commuter Connections has updated the WMATA project page on the CommuterConnections.org website with the summer shutdown information. A targeted effort to alert commuters and employers registered in Commuter Connections databases who may be affected by the shutdown occurred last week. Social media posts have also been placed. The Commuter Connections Operations Center has also been briefed on how to assist commuters who call or contact Commuter Connections regarding the shutdown.

b. Other Jurisdictions

Pinky Advani, ATP, shared that ATP's homepage has been updated to reflect info related to the shutdown. A landing page has also been created. ATP sent an email to all employer clients sharing info about the Platform Improvement Project. ATP is sharing information regarding the shutdown on their social channels.

5. Other Business

No discussion occurred under this item.

Next Meeting Date: July 14, 2021, 10:30 – 11:30 am