

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

**Wednesday, April 27, 2022
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:

Megan Oleynik (Alexandria)
Pinky Advani (ATP)
Tai Mooney (ATP)
Allison Roberts (goDCgo)

Stacey King (PGC DPWT)
Morgan Basford (WMATA)
Nicholas Ramfos (COG/TPB)
Dan Sheehan (COG/TPB)

2. WMATA Updates on Platform Project Work at the New Carrollton, Landover, Cheverly, Deanwood, and Minnesota Avenue stations

Morgan Basford, WMATA, briefed the group on anticipated construction improvements to five Orange Line Metrorail stations that will cause the stations to fully close from May 28, 2022 through September 5, 2022. These stations include New Carrollton, Landover, Cheverly, Deanwood, and Minnesota Avenue. On weekdays, Orange Line trains will operate between Vienna and Stadium-Armory. On weekends, Orange Line trains will operate between Vienna and Ballston; customers will need to transfer to the Silver Line at Ballston in order to continue their trips into DC from Vienna. There will be three shuttles operating between the closed stations beginning the first day of closure: (1) A local shuttle originating at Stadium-Armory that stops at all affected stations, (2) An express shuttle with stops at New Carrollton, Landover, and Stadium-Armory, and (3) A second express shuttle between Deanwood, Minnesota Avenue, and Stadium-Armory.

WMATA has several efforts underway to boost customer awareness of the station closures. Outreach events, including both virtual and pop-up events, are planned at the affected stations. Additional outreach events will take place throughout the entire system. WMATA has developed a paid media package with advertising set to occur on social media, digital, mobile application, print (in English and Spanish), and signage throughout the system. This is a similar approach to what has been deployed in the past. Customers can sign-up to receive project updates at wmata.com/platforms; service info to the public and stakeholders will also be available on the website.

Nicholas Ramfos, COG/TPB staff, asked if WMATA is open to partnering for outreach activities. Ms. Basford replied that she would look in to it and that pop-up events aren't anticipated to be as large as in the past due to the pandemic. Ms. Basford encouraged any organization interested in partnering to reach out to her at mbasford@wmata.com.

3. Prince George's County Update

Stacey King, PGC DPWT, shared that the County has put together a supplemental communication package that mostly comprises of social media, digital, and streaming ads. The County will highlight alternative The Bus routes but they aren't a direct supplement to Orange Line service; some routes suspended during the pandemic are not anticipated to be re-activated during the shutdown. The County intends to promote Metrorail alternatives offered by Commuter Connections, such as ridematching and CarpoolNow.

4. Outreach Activity Updates

a. Commuter Connections

Nicholas Ramfos, COG/TPB staff, noted that Commuter Connections is considering a CarpoolNow mobile app promotion at some of the affected stations as part of an outreach package where some media budget could be allocated to hire a radio station or street teams. Commuter Connections also intends to implement similar outreach strategies used in past shutdowns, such as geotargeted messaging to commuters and employers within the affected area some time in May.

b. Other Jurisdictions

Pinky Advani, ATP, shared that ATP's website landing page would be updated with WMATA project info. Newsletters published by ATP will also have info about the project. ATP intends to publish social media posts with project info. Employer contacts will receive a custom email with project details. About one week prior to project start, ATP plans to publish a blog post about the project and potential alternatives.

5. Other Business

Morgan Basford, WMATA, alerted the group that a communications toolkit is available at wmata.com/platforms for partners. The toolkit includes helpful content for copy, images, etc. that can be shared by partners.

Next Meeting Date: May 25, 2022, 10:30 a.m.