



Customer Services, Operations, and Safety Committee

Board Information Item III-B

March 13, 2008

**Communications and Service Plans for
Upcoming Major Events**

**Washington Metropolitan Area Transportation Authority
Board Action/Information Summary**

Action
 Information

MEAD Number:

Resolution:
 Yes No

PURPOSE

To outline WMATA's plans to provide high quality service for two upcoming major events that will dramatically impact Metro's service: the Washington Nationals Opening Day and the Papal Mass of Pope Benedict XVI.

DESCRIPTION

The new Nationals Ballpark, located a few hundred feet from the Navy Yard Station along the Green Line, is the site of Opening Night for Major League Baseball on Sunday, March 30, 2008 at 8p.m. and the first U.S. Mass of Pope Benedict XVI on Thursday, April 17, 2008 at 10a.m. Opening Night will be broadcast nationally on ESPN and President Bush has been invited to throw out the first pitch.

Metro staff has been working with the Washington Nationals and the Archdiocese of Washington, DC, as well as other stakeholders including the District Department of Transportation, the DC Sports and Entertainment Commission and the Capitol Riverfront Business Improvement District, to plan and prepare for these high impact events.

Approximately 41,000 fans are expected for the Nationals Opening Night game, with roughly 24,000 of them arriving at the ballpark via Metro. Approximately 47,000 attendees are expected for the Papal Mass, with as many as 26,000 arriving on Metro. There will be very limited parking available during each of these events, ensuring that Metro will be the best option for most attendees.

Both the Nationals and Archdiocese are working closely with Metro to encourage baseball fans and mass patrons to take Metro to the ballpark. In addition, Metro has developed specialized web sites with unique trip planners for each event, special fare media to encourage transit ridership and informational brochures to help fans and first-time visitors successfully plan their trip to the new ballpark.

FUNDING IMPACT

No direct budgetary impact.

RECOMMENDATION

No action is needed at this time.



Communication and Service Plans for Upcoming Major Events

Presented to the Board of Directors:

**Customer Service, Operations
and Safety Committee**

March 13, 2008





For Information: Communications and Service Plans



Season Opener for the
Washington Nationals
Sunday March 30, 2008



Pope Benedict XVI's first apostolic visit
to the United States
Thursday April 17, 2008



Taking Metro is the Best Option



Nationals Ballpark is the site of Opening Night for Major League Baseball and the first U.S. Mass of Pope Benedict XVI. Opening Night will be broadcast nationally on ESPN and President Bush has been invited to throw out the first pitch.

- 41,000 fans expected for Nationals Opening Night game
- 47,000 attendees expected for Papal Mass
- Limited parking for Nationals games
- Limited parking during Pope's visit
- Nationals and Archdiocese are encouraging patrons to take Metro
- Street closures possible for Papal visit may impact Metrobus service



Washington Nationals Communication Plans

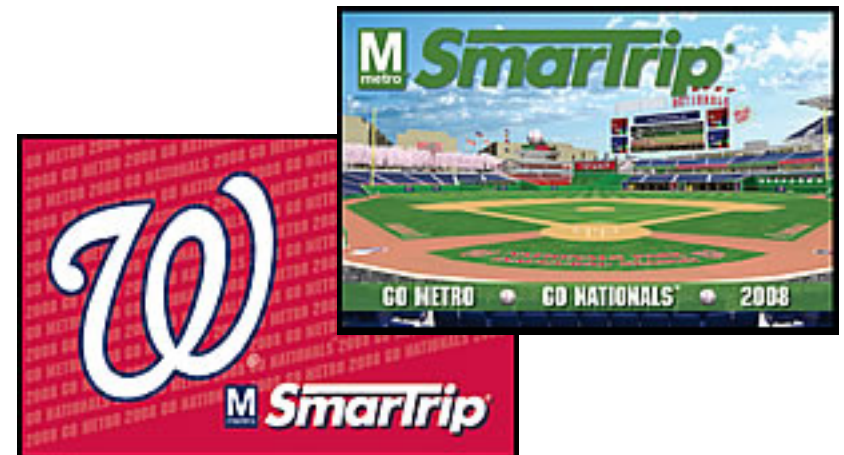
Metro and the Nationals have been working together since June 2007 to prepare for the upcoming season.

- Signage in Nationals Park
- Outreach in community
- Metro Web Site
- Fan Brochure
- Unique announcements on trains and in stations

- Trip Planner



- New Fare Media





Washington Nationals Service Plans

Anticipate 60% of Nats patrons will take Metro, or about 24,000 riders for a sellout game.

Opening Day for the Nats is on a Sunday evening – no mix of baseball fans and evening rush hour commuters.

21,000 riders expected to arrive at the ballpark via the southbound Green Line.

Highlights of Metro's game day plan include:

- Enhanced Bus Service (N22)
- 18 Extra trains pre- and post-game, mostly on Green Line
- All lines will have some additional service
- Convert up to every third train to 8-cars
- Convert Navy Yard Station to "one-way" traffic



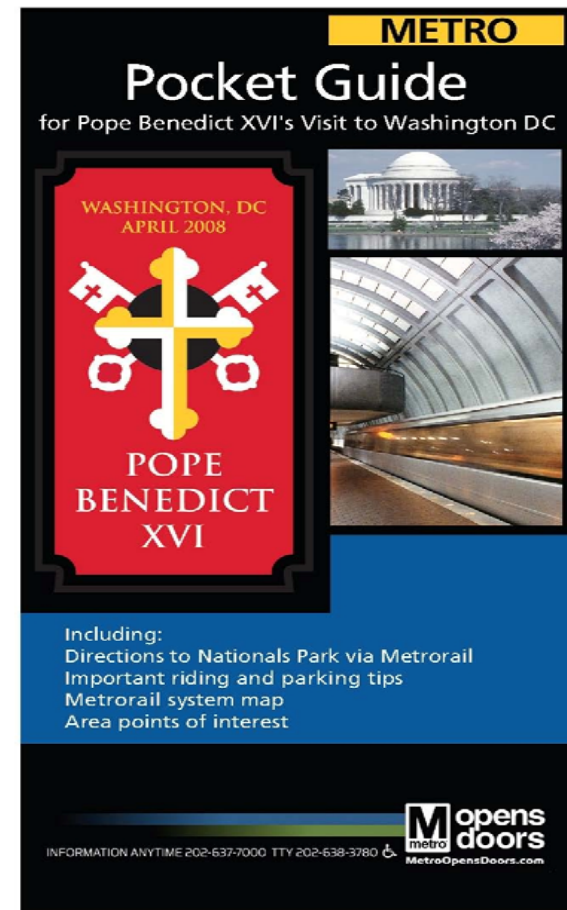
Papal Visit: Communication Plans

Metro began initial communication with Archdiocese of Washington in Fall 2007 when Pope's visit was announced.

The program for the Papal Mass will begin at 10a.m. at Nationals Park, Thursday, April 17.

Metro staff is working closely with Archdiocese staff to encourage Metro ridership:

- Commemorative Pocket Guide
- Special Metro Web Site
- Trip Planner
- One Day Commemorative Fare Media





Papal Visit: Service Plans

What to Expect

- Mass attendees must go through security at Nationals Park by 9a.m.
- Expect most travel between 5a.m.-8a.m. and again post-Mass
- Overlap with weekday morning rush
- Strong ridership expected at Navy Yard and Stadium-Armory
- Bus routes will be affected by rolling street closures April 15-17

Our Plan

- All available extra trains placed in service as Metrorail opens
- 18 extra post-service trains
- All lines will have additional service similar to post-game baseball service
- Convert Navy Yard Station to "one-way"



We're ready to play ball!

Metro is prepared to meet the challenges of these events with extra staff, including:

- Extra Transit Police stationed at key locations
- Station Managers will have extra support at locations like Navy Yard, L'Enfant Plaza and Gallery Place
- Mechanics on hand for rail car, escalator and elevator service
- Metro Information Person (MIP) volunteers at strategic locations
- SmarTrip sales staff at Navy Yard





A Final Word To Our Customers

- Plan your route carefully in advance, and take advantage of Metro's online trip-planners.
- Plan to arrive at your event early, to avoid the late rush, long security lines at Nationals Ballpark and unforeseen delays.
- When leaving, be patient. Our commitment is to get every patron home safely, and in a timely manner.