

Washington Metropolitan Area Transit Authority
Board Action/Information Summary

Action Information

MEAD Number:
201116

Resolution:
 Yes No

TITLE:

Special service to support HBO Concert for Valor

PRESENTATION SUMMARY:

Management is seeking Board approval to negotiate and execute an agreement for supplemental service. The special rail and bus service, as well as an event security plan, will support a Veteran's Day concert on the National Mall.

PURPOSE:

Purpose: In order to safely transport an audience of this size, we will implement a special service plan and seek reimbursement from the event organizers that exceeds the \$500,000 threshold within the General Manager's authority.

DESCRIPTION:

Management is seeking Board approval to negotiate and execute an agreement for a reimbursement of supplemental service. The project is provision of special rail and bus service, as well as an event security plan, in support of a Veteran's Day concert on the National Mall.

Per Board policy, the General Manager and Chief Executive Officer has the authority to approve such agreements up to \$500,000. While WMATA is developing a cost estimate for the event, the expectation is that the reimbursement amount will exceed the \$500,000 threshold.

HBO is hosting and broadcasting live a free "Concert for Valor" on Veterans Day, Tuesday, November 11, 2014. The confirmed acts represent virtually every music genre and will draw a large and diverse audience. Performers include Bruce Springsteen, Metallica, Rihanna and Eminem, along with celebrity appearances by John Stewart, Jamie Foxx and Tom Hanks. The event is co-sponsored by Starbucks.

The National Park Service has permitted the event for a crowd of up to 800,000 from 7:00-10:00 p.m. With a stage installed near the U.S. Capitol on 4th Street NW between Madison and Jefferson drives, the crowds will extend to the Washington Monument. As a point of reference, this order of magnitude is more than double the ridership we support for the annual July 4th Mall event.

Key Highlights:

While the special service cost estimate is in development, HBO understands the order of magnitude of the costs and has committed at meetings and in press statements to contribute to WMATA's expenses for the special service plan. Metrorail will operate enhanced Saturday service, and select stations will remain open after the normal closing time to accommodate customers exiting the National Mall. All other stations will remain available for "exit only." All Metrorail stations will be open with the exception of Smithsonian, which will be closed all day at the request of Park Police.

Blue Line trains will not operate to allow for more frequent service on other lines that provide a faster, more direct trip to the National Mall. All Blue Line service will be replaced with additional Yellow Line service running between Franconia-Springfield and Greenbelt. This service change provides a faster, direct (transfer-free) trip to the Mall for thousands of Virginia riders, as well as more frequent service and more capacity to the Mall for riders in D.C. and Prince George's County.

Metrobus will also operate on a Saturday supplemental schedule.

Metrobus will also provide HBO/Park Police 30 buses for the event with deployment in the early morning of November 11 and will withdraw them after the event.

Background and History:

HBO is hosting and broadcasting live a free "Concert for Valor" on Veterans Day, Tuesday, November 11, 2014. All households with cable, even non-HBO subscribers will be able to watch the concert for free.

Discussion:

Advance messaging began last week to educate the public about the potential challenges Metro faces planning such a large-scale event on short notice and the length of time riders should expect for travel at the end of the event (as much as double the length of time it takes to clear July 4th crowds).

Further communications about the event are forthcoming, beginning with the General Manager's presentation at the October 23 Board meeting, where he will seek approval to negotiate and execute an agreement with the concert organizers to provide special service.

The roll out of additional communications includes:

- A special webpage on wmata.com with travel advice;
- Printed brochures at all Metrorail stations with walking maps;
- 2,200 Metrorail maps showing how trains will run on Veterans Day;
- Printed signs at all Metrorail stations;
- Kiosk screens will show "best route" from each individual station;
- Public Address announcements in stations and aboard trains;
- Social media (Facebook, Twitter, YouTube);
- Multiple news releases;
- On-camera interviews, as needed;

- Paid advertising (Express newspaper) on October 30;
- Outreach to hotels and community organizations;
- MetroAlerts email and text messages; and
- Pre-recorded voice message on Metro customer service phone lines.

In addition, Metro is recruiting additional administrative staff to serve as Metro Information Persons (MIPS) to supplement existing staff and provide customer assistance at key stations.

FUNDING IMPACT:

Budget:	Operating Budget, expected to exceed \$500,000
Project/Account:	N/a (supplemental service across multiple accounts)
Project Manager:	Lynn Bowersox
Project Department/Office:	N/A (multiple offices)
This Action:	Expected to exceed \$500,000
Remarks:	Positions: None Annual Expense: Estimated costs of greater than \$500,000 for additional Metrorail, Metrobus, MTPD, and administrative services in support of the Veterans Day Concert for Valor, with estimated crowds of up to 800,000 on the National Mall. Expenses to be reimbursed through agreement with event organizer (HBO and/or Starbucks)

	FY 2015	
Budget:	>\$500,000	[Use additional columns for each year beyond one]
This Action:	>\$500,000	
Prior Approval:	n/a	
Remaining Budget:	n/a	

TIMELINE:

Previous Actions	n/a
Anticipated actions after presentation	supplemental service to be provided on November 11, 2014

RECOMMENDATION:

Based on our service plan, police safety and security plan, and the support personnel required to plan, execute and resume normal operations just hours after the event ends, it is recommended that the Board authorize the General Manager and Chief Executive Officer to negotiate and execute an agreement with the event organizers.

PRESENTED AND ADOPTED: October 23, 2014

SUBJECT: AUTHORIZE AGREEMENT FOR SUPPLEMENTAL SERVICES ASSOCIATED WITH THE HOME BOX OFFICE, INC. CONCERT FOR VALOR

2014-63

**RESOLUTION
OF THE
BOARD OF DIRECTORS
OF THE
WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY**

WHEREAS, Home Box Office, Inc. (HBO) is hosting a Veterans Day Concert for Valor (Concert) on the National Mall on Tuesday, November 11, 2014; and

WHEREAS, The National Park Service has permitted the event for up to 800,000 people on the National Mall, many of whom will be transported to and from the event by the Washington Metropolitan Area Transit Authority (WMATA); and

WHEREAS, The anticipated large number of passengers will exceed the capacity of rail and bus operations scheduled for that day; and

WHEREAS, WMATA has developed a special rail and bus service plan as well as an event security plan in support of the Concert, most of the costs of which will be borne by HBO; and

WHEREAS, The cost of the planned supplemental services will be charged to HBO and is anticipated to exceed the General Manager/Chief Executive Officer's (GM/CEO) authority to establish a Reimbursable Project pursuant to Board Resolution 2011-30 of \$500,000; and

WHEREAS, WMATA and HBO desire to enter into an agreement to address the advance payment of these anticipated costs; and

WHEREAS, Staff will report to the Board of Directors, the final cost of supplement services charged to HBO; and

WHEREAS, The funding received for supplemental services will be used to off-set operational expenses for the Concert and will be included in the operating budget; now, therefore be it

RESOLVED, That the GM/CEO is authorized to enter into an agreement in excess of \$500,000 with HBO to memorialize the scope of the requested supplemental services and advance payment arrangements; and be it further

Motioned by Mr. Dyke, seconded by Mrs. Hudgins

Ayes: 8 – Mr. Downs, Mr. Downey, Mr. Nichols, Mrs. Hudgins, Mr. Dyke, Mr. Bulger, Mr. Acosta and Mr. Goldman

RESOLVED, That the funding received for supplemental services will be used to off-set operational expenses for the Concert and will be included in the operating budget; and be it further

RESOLVED, That the final amount of reimbursable costs charged to HBO will be reported to the Board of Directors; and be it finally

RESOLVED, That this Resolution shall be effective immediately.

Reviewed as to form and legal sufficiency,



Kathryn H.S. Pett
General Counsel

WMATA File Structure Nos.:
6.6.6 Bus Special Service & Events
20.6 Rail Special Service & Events