



2025 Committee

Item III-A

October 24, 2013

Quarterly Staff Report on Outreach

Washington Metropolitan Area Transit Authority
Board Action/Information Summary

Action Information

MEAD
Number:
200386

Resolution:
 Yes No

TITLE:

Momentum Outreach Update - October 2013

PRESENTATION SUMMARY:

Provide the 2025 Committee and public an update about Metro's Momentum outreach.

PURPOSE:

The 2025 Committee is informed of Metro's outreach efforts since the adoption of Momentum - the Next Generation of Metro in June 2013.

DESCRIPTION:

Key Highlights:

- 55 jurisdictions and stakeholders and nearly 500 individuals have endorsed Momentum;
- Over 80 organizations, elected bodies and civic groups have heard presentations;
- Nearly 20 meetings have been conducted with elected officials of all jurisdictions; and
- Outreach activities this fall include station events and presentations with various audiences to gain individual endorsements for the Momentum plan and to secure regional agreement on advancing and funding Metro 2025.

Background and History:

Culminating in a two-year planning effort involving unprecedented public input, the Board of Directors on June 27, 2013 adopted Momentum, the first such Board-driven strategic plan in 11 years. Outreach for the development

stage of the plan focused on gathering input from a wide range of stakeholders, including elected officials, customers, business leaders, civic groups, and many more. In addition to adopting the plan, the Board committed to securing regional agreement on advancing and funding the Metro 2025 portion of the Momentum plan. Since then, Metro Board members, stakeholders and staff have continued to conduct extensive outreach in the region to build regional support for 2025 and to fund it. The continued dialogue emphasizes the need for regional and federal transportation investment in order to have an economically viable region.

Discussion:

Since adoption of the plan, the outreach has focused on gaining region-wide support among key stakeholders, organizations and civic groups, customers and residents. The initial stage of outreach kicked off immediately after the Board adopted Momentum on June 27, 2013, when the Governors of Maryland and Virginia and the District of Columbia Mayor issued a joint statement in support of the plan. Since then, 55 organizations and jurisdictions and approximately 500 individuals, many of whom are Metro customers, have endorsed the plan.

While building the needed widespread support to fund 2025, we are also focused on reaching out to decision makers and funders to inform them of the overall program and gain consensus for funding Metro 2025. Below is a summary by stakeholder group of Momentum activities:

Elected Officials/Funders: Nearly 40 different elected bodies and regional key jurisdictional stakeholders have been briefed, including Governors O'Malley and McDonnell, Mayor Gray and his cabinet, county/city councils and Boards of Supervisors round the region, resulting in 12 endorsements to date. Staff and Board Members met with Federal Transit Administrator Peter Rogoff and his senior staff. And meetings with local and congressional delegation staff and members have also taken place or are being scheduled.

Customers: Outreach continued through the summer as information was provided through What's New @Metro, the customer news page in the Express and special events. To introduce an element of surprise and gain customers' attention, Momentum "went Hollywood" in July, when customers were invited to go on camera to share what Metro means to them and to walk the red carpet with Madame Tussauds celebrities—Johnny Depp, Selena Gomez and Dwayne "The Rock" Johnson. Customers were

provided Momentum facts, a quiz, and easy instructions to endorse the plan.

Reaching a larger audience this summer, Board Member Hynes was interviewed on Comcast Newsmakers. The five-minute Comcast Newsmaker segment also aired on CNN Headline news and on Metro's own [PlanItMetro](#). In addition, General Manager Sarles has highlighted Momentum on NewsTalk (NewsChannel 8), Viewpoint (WRC-4), in person briefings with Washington Post reporters, the Washington Post editorial Board, and participated in a Washington Post Live forum.

Civic Groups: To engage communities throughout the region, we have met with over 20 civic, advocacy and policy groups regarding Momentum. Among others, key endorsers are the American Public Transportation Association (APTA), Action Committee for Transit, Virginia Transit Association and the Coalition for Smarter Growth.

Business Community: Staff has conducted presentations with over 20 organizations including the Board of Trade, BID Council, Destination DC, Greater Prince George's Business Roundtable and the Montgomery County, Tysons, Arlington, and Fairfax Chambers of Commerce.

Planning Community: Metro is working closely with the Transportation Planning Board (TPB) and Metropolitan Washington Council of Governments (MWCOG) to include Metro 2025 projects in the region's Constrained Long Range Plan and the Regional Transportation Priorities Plan (RTPP). It was noted by MWCOG's Ron Kirby at a July 2025 Committee meeting that recent research finds that transit crowding and Metro repair needs are the region's top concerns, followed by roadway congestion and roadway repair needs.

As a follow up, the WMATA Board of Directors submitted comments and suggestions to strengthen the RTPP and requested that TPB specifically incorporate Momentum's goals and strategies. The transmittal also noted the importance of ensuring that Metro 2025 initiatives are included in the Constrained Long Range Plan (CLRP). Including Metro 2025 elements in the CLRP, a document which DOT relies on to determine which projects may be eligible for federal funding, will be imperative in order to implement Metro 2025. On September 27, five Board members attended the MWCOG's regional meeting related to the RTPP and Economy Forward, part of the Region Forward effort.

Momentum Champions: In September, a new outreach effort involving Momentum Champions, who are the leaders of the endorsing groups, was launched with the first of a series of conference calls to provide progress reports on Momentum, enlist the Champions help in getting more groups and individuals to endorse the plan and also inform them on Metro's progress on other fronts, such as Metro Forward milestones.

OUTREACH NEXT STEPS:

In the coming weeks, Momentum outreach will focus on the following activities:

Elected Officials/Funders: The primary focus of outreach to these important key stakeholders is to secure regional agreement on advancing and funding the Metro 2025 portion of the Momentum plan. Recently, staff met with Governor McDonnell, the Leesburg City Council, the Fairfax County Legislative Delegation and the Northern Virginia Transportation Authority. The Government Relations team continues to plan meetings with the Metro congressional delegations and follow-up outreach in the various jurisdictions.

Customers: With a goal of generating at least 1000 customer endorsements by December, Metro's marketing team has started conducting Momentum customer outreach with a special display booth at 12 stations:

- October 16: Largo Town Center and Metro Center
- October 23: Shady Grove and Silver Spring
- October 30: Prince George's Plaza and Franconia-Springfield
- November 6: Court House
- November 13: West Falls Church
- November 19: Branch Avenue and U Street
- November 21: Dupont Circle and Rockville

In addition, Momentum information will also be provided at the 11 SmartBenefits and Silver Line outreach events planned over the next six weeks.

Business Community and Civic Groups: Recently, Metro hosted the Federal City Council Transportation Chair to discuss Momentum. Also, the

Committee for Dulles featured the General Manager as its keynote speaker on October 17. Staff will continue setting up new meetings and partnering with these stakeholders to reach additional groups such as local and regional chambers of commerce.

Planning Community: To be eligible for funding, staff submitted Metro 2025 for the CLRP planning process to the TPB’s State Technical Working Group earlier this week. The TPB will engage in technical evaluations of WMATA’s proposals as well as those of the member jurisdictions over the next eight to ten months and is currently scheduled to approve the 2014 CLRP in July of 2014.

Momentum Champions: Over the next three to four months, staff will work with the Champions through their respective networks to inform their members and/or employees to gain more endorsements. Communications staff will continue supplying the Champions with materials, including emails and articles, for their use with their audiences to encourage endorsement. In addition, the Coalition for Smarter Growth has received a grant to educate and inform its members about Momentum. The next Champions conference call will discuss the Silver Line.

Universities: Following up on the endorsement of support from George Washington University, outreach will continue to the other regional universities through the Consortium of Universities of the Washington Metropolitan Area. On December 3, General Manager Richard Sarles will speak before the Board of Trustees, consisting of the presidents of the areas universities. There are 14 local universities who make up the Consortium, including George Washington University, George Mason University, and Howard University.

FUNDING IMPACT:

Implementation of all aspects of Momentum will require local, regional and federal commitment. This commitment will require public and jurisdictional support.	
Project Manager:	Barbara Richardson/Shyam Kannan
Project Department/Office:	Chief of Staff/Office of Planning

TIMELINE:

	<u>September 2012</u> : Momentum public outreach program
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Previous Actions	launched <u>January 2013</u> : Released draft strategic plan for input <u>March 2013</u> : Established 2025 Committee <u>June 2013</u> : Board adopted Momentum strategic plan
Anticipated actions after presentation	<u>July 2014</u> : Adopt FY2015 budget <u>Ongoing</u> : Secure funding for Momentum implementation



Washington Metropolitan Area Transit Authority

Quarterly Momentum Outreach Staff Report

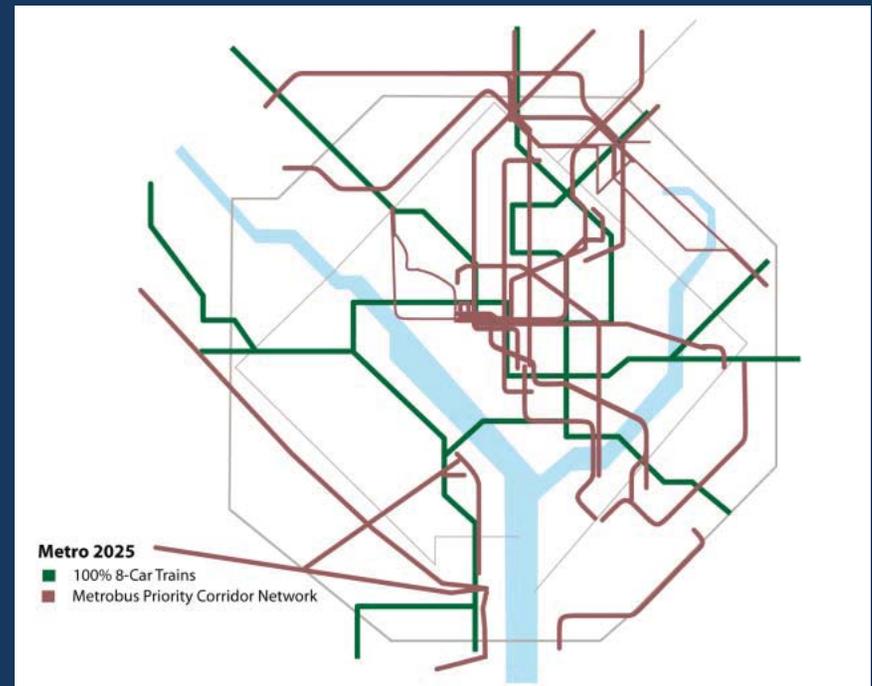
2025 Committee

October 24, 2013



Background

- ✓ Engage stakeholders
 - ✓ Demonstrate regional value
 - ✓ Plan for Metro's future
 - ✓ Build credibility
- Fund long-term actions





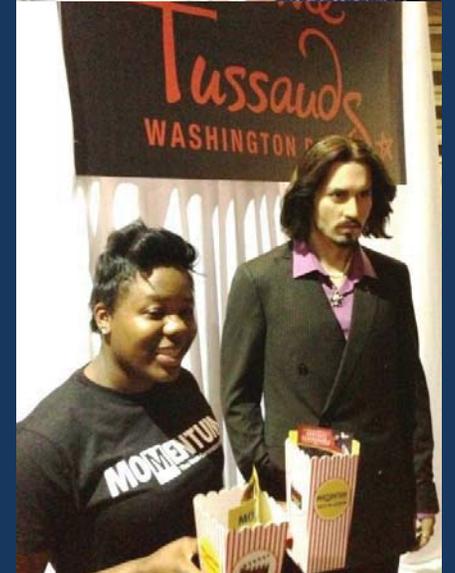
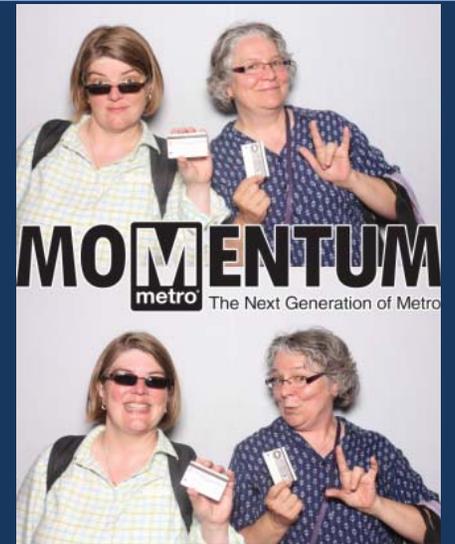
Endorsements/Activities

- 60+ jurisdictions/organizations
 - AAA, Zipcar, Greater Washington Hispanic Chamber of Commerce, Action Committee for Transit, George Washington University, Urban Land Institute, APTA, area BIDs, more...
- 1000+ individuals
- 80+ meetings
- Interviews and articles
- Special events





Customer Engagement





Additional Communities

- Civic/Advocacy groups
- Jurisdictional/Public officials
- Business
- Planning
- Momentum Champions





Momentum Champions

- Outreach
- Metro Forward
- Metro funding
- Building support

The screenshot shows the website for the Coalition for Smarter Growth (CSG), which serves DC, MD, and VA. The page features a navigation menu with links for DC, MARYLAND, VIRGINIA, REGION, TOURS, FORUMS & EVENTS, RESOURCES, and ABOUT. A search bar and a 'Donate NOW' button are also visible. The main content area displays a news article with a photo of people walking on a sidewalk. The article title is 'TESTIMONY BEFORE THE WMATA 2025 SPECIAL COMMITTEE IN SUPPORT OF THE WMATA MOMENTUM PLAN', dated June 13, 2013. The article text describes the Coalition's mission to promote walkable, inclusive, and transit-oriented communities and discusses their support for the Next Generation of Transit plan.

C S G Coalition for Smarter Growth
DC • MD • VA

Get updates by mail  

DC MARYLAND VIRGINIA REGION TOURS, FORUMS & EVENTS RESOURCES ABOUT

[Home](#) > [Resources](#) > Testimony before the WMATA 2025 Special Committee in Support of the WMATA Momentum Plan



**TESTIMONY BEFORE THE WMATA 2025 SPECIAL COMMITTEE
IN SUPPORT OF THE WMATA MOMENTUM PLAN**

Tagged with: DC, metrobus, metrorail, Next Generation of Transit, transportation, WMATA | June 13, 2013

The Coalition for Smarter Growth is the leading organization in the Washington D.C. region dedicated to making the case for smart growth. Our mission is to promote walkable, inclusive, and transit-oriented communities, and the land use and transportation policies and investments needed to make those communities flourish.

Having helped win remarkably strong regional consensus for transit-oriented development as the framework for regional growth — reflected in the Region Forward and Economy Forward vision plans of the Council of Governments, and in the priorities of local leaders — the Coalition for Smarter Growth views investment in the Next Generation of Transit as a top priority and essential for supporting this regional vision.

Search our site 

CATEGORIES



Next Steps

- Elected Officials & Funders
 - Secure regional agreement to advance and fund Metro 2025
- Business Community & Civic Groups
 - Partner to reach new groups





Customers

Date	Location	Time
October 16	■ Largo Town Center	■ 7am-9am
	■ Metro Center	■ 12pm-2pm
October 23	■ Shady Grove	■ 7am-9am
	■ Silver Spring	■ 4pm-6pm
October 30	■ Prince George's Plaza	■ 7am-9am
	■ Franconia-Springfield	■ 3:30pm-5:30pm
November 6	■ Court House	■ Noon-2pm
November 13	■ West Falls Church	■ 7am-9am
November 19	■ Branch Avenue	■ 7am-9am
	■ U Street	■ Noon-3pm
November 21	■ Dupont Circle	■ Noon-3pm
	■ Rockville	■ 7am-9am

MOMENTUM

metro The Next Generation of Metro

What does Momentum mean for you?

- More Metrorail capacity to get you where you need to go on-time, even in rush hour
- Less crowding on trains and in stations during rush hour
- All eight-car trains in rush hour that will be able to carry 35,000 more passengers per hour
- Brighter, safer and easier-to-navigate Metrorail stations
- Speedier buses that bypass traffic and move faster while using less fuel
- Reduced crowding and wait times on the Blue Line between Pentagon and Rosslyn

What does Momentum mean for the region?

- Eliminates severe crowding on trains and provides capacity on the Metrorail system until 2025
- Enables future expansion of Metrorail
- Adds 100,000 daily trips by 2025 through the Bus Priority Corridor Network
- Removes 135,000 cars from the region's roads and highways

LEARN MORE AT WMATA.COM/MOMENTUM

IF YOU WANT IT, SUPPORT IT.

First Name _____

Last Name _____

Email _____

City or Town _____



Next Steps

- Planning community
 - Evaluation of Constrained Long-Range Transportation Plan proposal
- Momentum Champions
 - Education and information to networks
- Universities
 - Presentation to Board of Trustees





Moving Forward

- Obtain support for Momentum
- Communicating Metro progress
 - Metro Forward results
 - Performance Advancements

