



**Customer Service and Operations Committee**

**Board Information Item III-B**

**December 1, 2011**

**Dupont Circle Escalator Replacement**

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

<input type="checkbox"/> Action <input checked="" type="checkbox"/> Information	MEAD Number:	Resolution: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
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**TITLE:**

Dupont Circle Escalator Replacement

**PURPOSE:**

Update Committee on the Dupont Circle South Entrance escalator replacement.

**DESCRIPTION:**

For safety and customer impact reasons, the South Entrance of Dupont Circle Metro Station will be closed February 2012, so all three escalators can be replaced. The station will remain open with customer egress at the North Entrance. In the event of an emergency egress will be available via one dedicated walker and exit stairs at vent shaft.

During the entrance closure, Metro will implement a service plan that provides additional onsite staffing resources to continuously monitor the station systems and equipment to avoid unnecessary delays and minimize customer inconvenience. Per the implementation schedule replacement will take 10 months, but staff continues to negotiate to further reduce the amount of time the entrance will be closed.

A communication plan has been executed to build awareness and understanding about the need to replace the escalators, close the entrance and identify the project benefits. Community outreach includes: stakeholders, businesses, customer notification, direct customer outreach via website, and multiple new releases and media briefings. Monthly outreach commenced July 2011 with press releases, brochures to advisory neighborhood committees and stakeholder discussions.

**FUNDING IMPACT:**

\$13M

**RECOMMENDATION:**

None



Washington Metropolitan Area Transit Authority

# Dupont Circle South Entrance Escalator Replacement

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# Station Access

- For safety and customer impact reasons, South Entrance will be closed (February 2012)
- Station will remain open with customer egress at the North Entrance
- In the event of an emergency egress will be available via one dedicated walker and exit stairs at vent shaft





# Service Plan

- Additional onsite staffing resources to:
  - Continuously monitor and ensure north entrance elevators/escalators are operational
  - Manage crowd conditions
  - Mitigate emergencies
  - Respond to train issues
  - Ensure operational readiness of all station power systems, ATC equipment and communication systems
- In event of PEPCO feeder failure
  - Backup generator will provide sufficient capacity to maintain station escalators, elevators, station lighting, ventilation systems, train control and communication systems
- Gap trains available for rapid response at Farragut North pocket tracks and Brentwood

# Construction Plan

- Construct vent shaft stairs, completion February 2012
  - South Entrance remains open to public
  - Limited station rehab work done concurrently
  - After stairs complete, south entrance closed
- Replace three entrance escalators, 10 months which we are currently negotiating to reduce to 8 1/2 months
  - Emergency egress walker maintained throughout duration
  - Maintain access to platform-to-mezzanine units
- Additional station improvements will continue after escalators completed





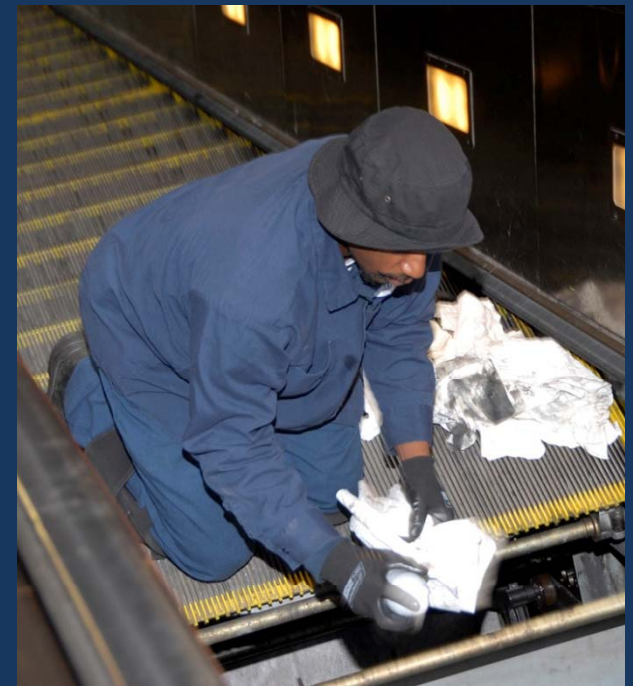
# Effects on Adjacent Stations

- From Dupont Circle:
  - North to South Entrance: 4 min walk
  - Farragut North: 7-9 minute walk
  - Woodley Park: 24 minute walk
- Phase I construction at Farragut North will be completed before Dupont Circle entrance is closed
- Phase II construction at Farragut North will not start until the Dupont Circle South entrance is reopened



# Communications Goals

- Build awareness and understanding about:
  - Need to replace escalators and close entrance
  - Benefits of work
- Help minimize inconveniences by providing customers with actionable information
- Reassure customers about safety precautions







# Community Outreach


- Stakeholders, business & community groups
  - Notification to community groups, BIDs
  - Briefings for impacted BIDs, businesses, elected officials , ANCs, neighborhood groups
  - Weekly email for government stakeholders
- Customer notification in the system
  - Station and onboard announcements
  - Station signage and banners
- Direct customer outreach—Website, eAlerts, Twitter
- Multiple news releases, media briefings



# Outreach since July

- July
  - Press release
- September
  - Brochures to 39 ANCs, 58 civic associations, BIDs, Council and staff, Mayor's Neighborhood Engagement Office, Office of City Administration and DC Mainstreets
  - Board presentation
  - Press release
- October
  - Stakeholder discussions
- Upcoming
  - December 9 – Golden Triangle BID
  - December 14 – ANC 2B

Dupont Circle station's 19th Street entrance will close in early 2012 for about a year.




This entrance must be closed because we're replacing all three escalators. Once this work is complete, you can count on years of safe and reliable escalator service at Dupont Circle's 19th Street entrance.

While the work is taking place, please use Dupont Circle's Q Street entrance, located at the north end of the station.

We know our escalator work can be inconvenient and frustrating for you. That's why we do the work as quickly and safely as possible. We truly appreciate your patience while we do the work that must be done to keep Metro running.

[more information on back](#)





# Communications Timeline

- 90 days prior:
  - Initial engagement and preparation
- 60 days prior:
  - Update key materials
  - Notification and updates to key stakeholders
- 30 days prior:
  - Distribute new take-ones
  - Continue briefings
  - Press release and social media
  - Print ads appear in bi-weekly newspapers
  - Station banners





# Communications Timeline

- 2 weeks prior:
  - Station signage
  - Print ads, press release, social media
  - Customer Service IVR update
- 1 week after:
  - Customer service IVR message

## Periodic updates after construction starts:

- Continue print ads
- Continue community outreach
- Continue press releases and social media