

Metro's Platform Improvement Project Summer 2022

May 2022



Agenda

- Introductions
- Project Overview
- Travel Alternatives and Customer Impacts
- Communications Efforts
- Q&A Session

Project Overview

State of the Platforms

- Concrete platforms have been exposed to weather and de-icing agents for decades
- Platforms built 35-40 years ago are now deteriorating
- Necessary for safety and accessibility
- Platforms at 17 stations have been repaired over the last 3 years
- The project is now in its final phase and will reconstruct platforms at New Carrollton, Landover and Cheverly



Existing platform conditions at New Carrollton Station

Customer Experience Improvements

- Slip-resistant tiles*
- Brighter, energy-efficient LED lighting
- Stainless-steel platform shelters with charging ports
- New, larger Passenger Information Display Screens (PIDS)
- Clearer speakers for station announcements



**New Carrollton, Landover and Cheverly stations only*

Travel Alternatives and Customer Impacts

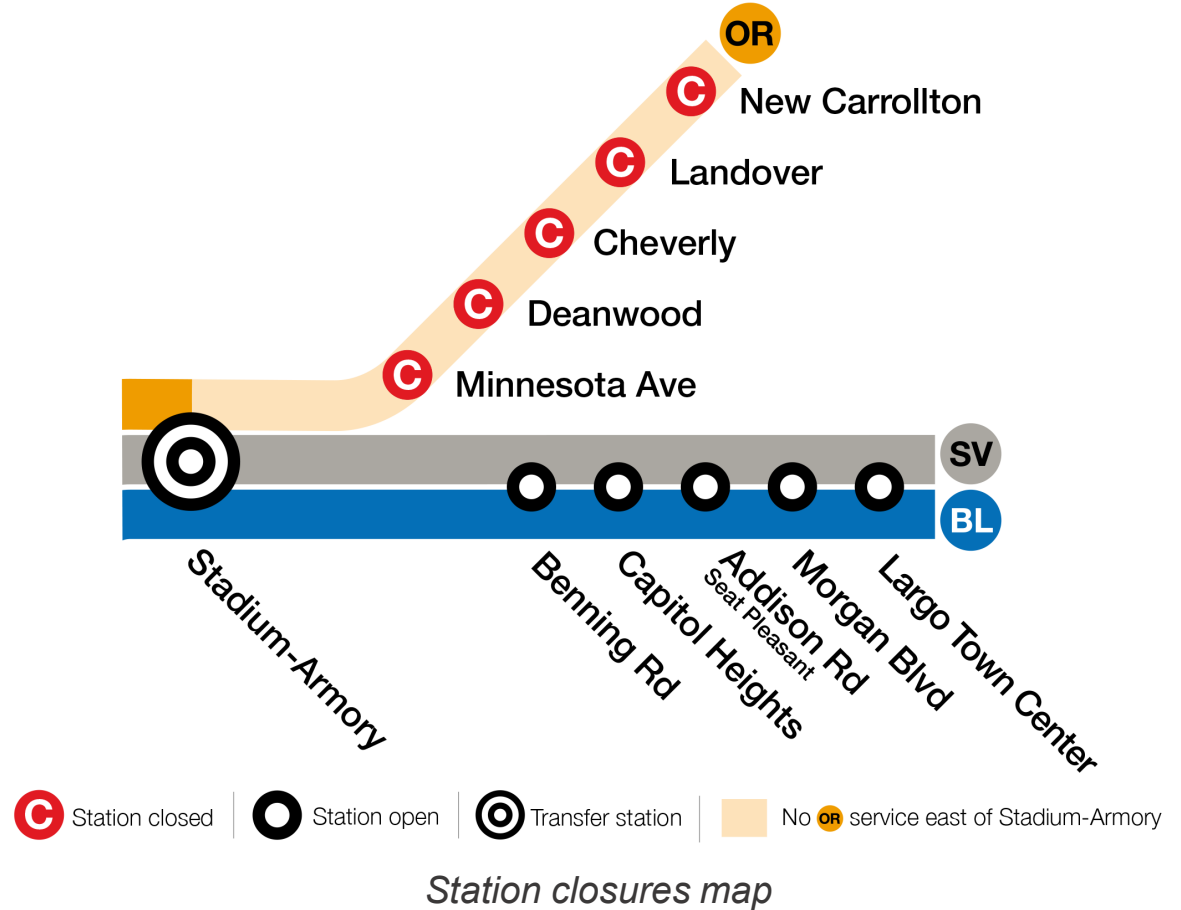
OR Station Closures – May 28-September 5

■ Stations Closing

- New Carrollton
- Landover
- Cheverly
- Deanwood
- Minnesota Ave

■ Rail Service Information

- OR** Weekday service between Vienna and Stadium-Armory
- OR** Weekend service between Vienna and Ballston-MU



Free Shuttle Bus Service

LOCAL SERVICE

Local Shuttle

- Between New Carrollton, Landover, Cheverly, Deanwood, Minnesota Ave & Stadium-Armory

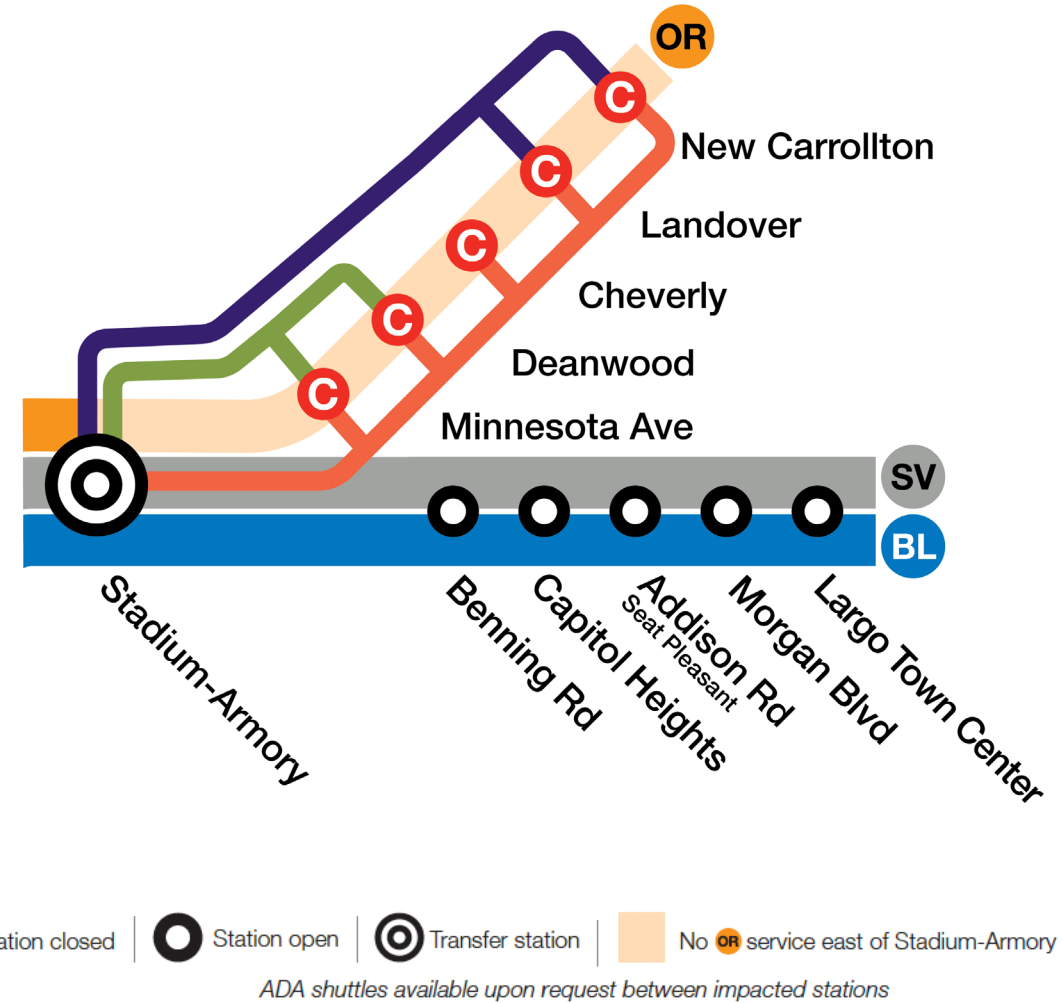
EXPRESS SERVICE

Express 1

- Limited stops at New Carrollton, **Express 2** /er & Stadium-Armory

Express 2

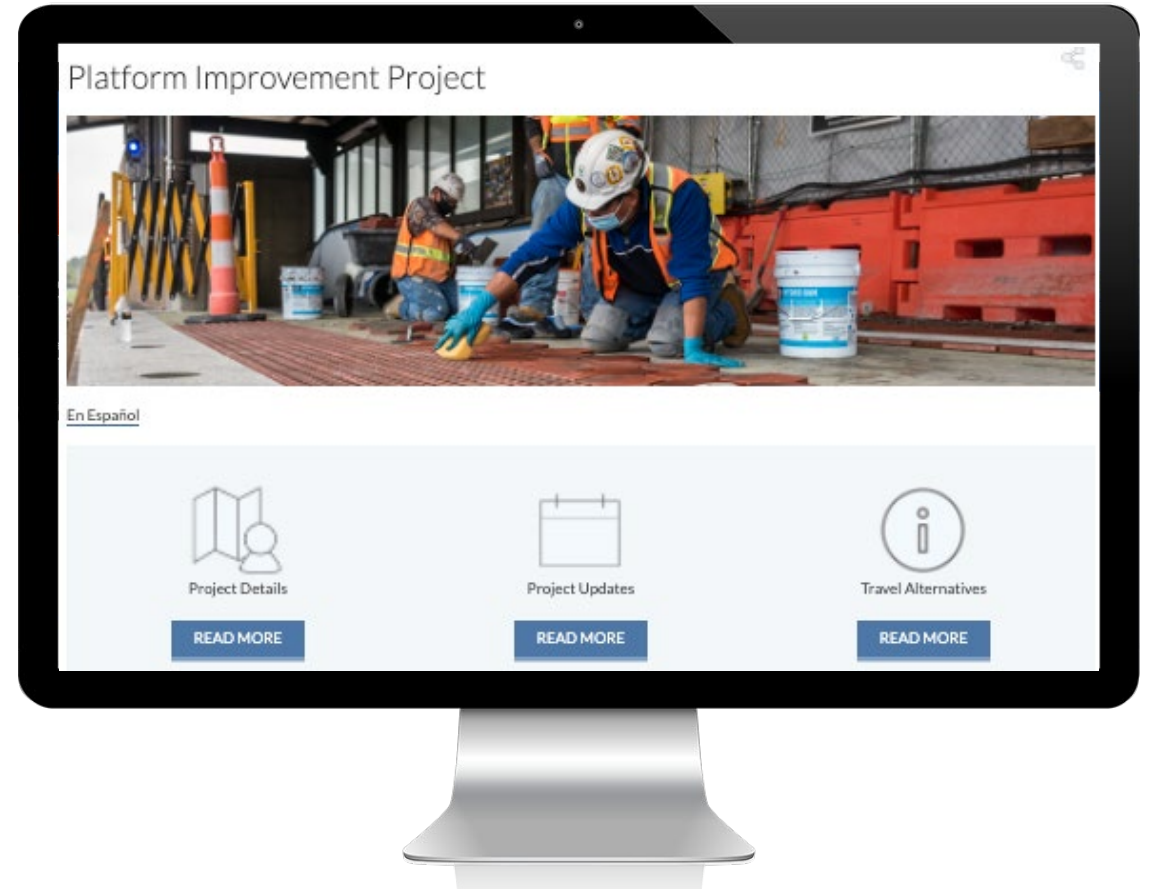
- Limited stops at Deanwood, Minnesota Ave & Stadium-Armory



Communications Efforts

Project Information: wmata.com/platforms

- Project overview
- Service impacts
- Travel alternatives
- Shuttle maps & frequencies
- Communications toolkit
- Project updates (newsletter)



Project webpage

Communications Toolkit

- Scroll to the bottom of the wmata.com/platforms until you see “Communications Toolkit Now Available”
- Click on “Read more”
- English and Spanish resources available:
 - Project fact sheet
 - Maps
 - Newsletter and social media text
 - Frequently Asked Questions
 - Photo gallery
 - This summer campaign graphics

Communications Toolkit Now Available

To help communicate this important work and associated service changes, we've developed a bilingual communications toolkit with resources in English and Spanish for your organization.

[Read more](#)



Stakeholders are invited to include the following approved messages on your own channels when communicating to the public about the Platform Improvement Project newsletter. Thank you for your assistance in communicating this important information.

Options available for April and May 2022.

Topic: Encourage audiences to sign up for the project's newsletter.

Graphics:



Facebook or Newsletter Posts

English	Spanish
Metro's Platform Improvement will close New Carrollton, Cheverly, Landover, Deanwood & Minnesota Ave from May 28-September 5.	Por las mejoras de plataformas de Metro se cerrará New Carrollton, Cheverly, Landover, Deanwood y Minnesota Ave del 28 de mayo al 5 de septiembre.
Stay chill with Metro's Platform Improvement Project newsletter. Visit wmata.com/platforms to sign up #wmata	Para su tranquilidad, revise el boletín del Proyecto de mejora de plataformas de Metro. Ingrese en wmata.com/platforms para registrarse #wmata

Twitter Posts

English	Spanish
From May 28 to Sept. 5, five Orange Line Metro stations are closing. Stay chill with Metro's Platform Improvement Project newsletter. Visit wmata.com/platforms to sign up #wmata	Del 28 de mayo al 5 de septiembre, cerrarán cinco estaciones de la línea naranja. Para su tranquilidad, revise el boletín del Proyecto de mejora de plataformas de Metro. Ingrese en wmata.com/platforms para registrarse #wmata

This summer, be on the ball **OR**

Sign Up Now!

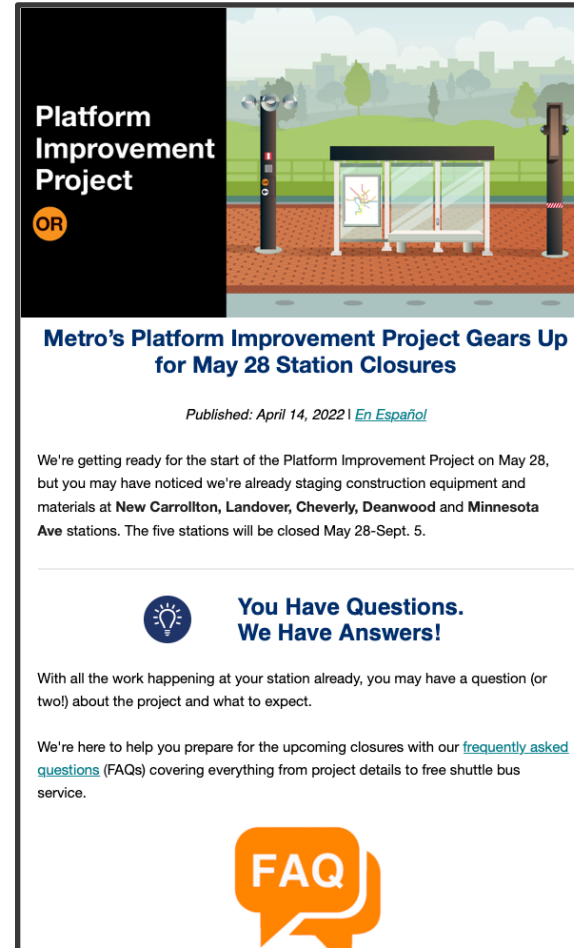


◀ wmata.com/platforms
5 **OR stations closing May 28-Sept. 5**
Sign up for project updates.



Project Newsletter

- Exclusive content from the project team
- Behind the scenes photos and videos
- Important service information
- Opportunities to share feedback



Project newsletters (English and Spanish) from April 14, 2022

What to Expect Next

- Prior to station closures
 - Pop-up events at the five closed stations
 - Bilingual outreach teams
 - Paid media – print & digital advertising
 - In-station signage
 - Newsletters
- During station closures
 - Bilingual outreach teams
 - Wayfinding and shuttle bus service signage
 - Newsletters
 - Social media updates



Outreach staff assisting a customer

Q&A Session