



Construction

Summer 2024



Summer 2024 Construction

Agenda

- Project Overview
- Free Shuttle Service
- Communications & Outreach Plan

Project Overview

June 1 – August 31, 2024

Purple Line Construction

- Mezzanine construction and tie-in work at Silver Spring

Safety & Infrastructure Upgrades

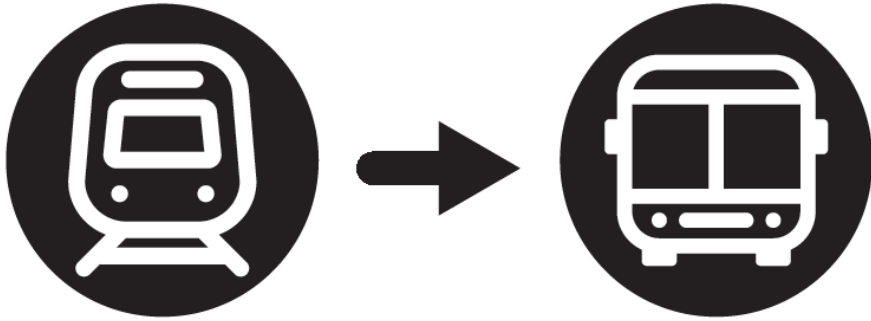
- Fiber cable installation for communication improvement
- Rail infrastructure upgrades: interlocking upgrades, switch machine replacements, tie and rail renewal, and grout pad replacements
- Drainage pump system and standpipe upgrades
- Power and electrical upgrades
- Tunnel and platform light upgrades
- Tunnel leak mitigation

Customer Experience Improvements

- New digital screens, PIDs, and wall information screens
- Overhaul escalators at Fort Totten and Wheaton
- Faregate replacement at Forest Glen and Glenmont
- Updates to station doors, signage, paint, and sidewalk repair



Impacted Stations

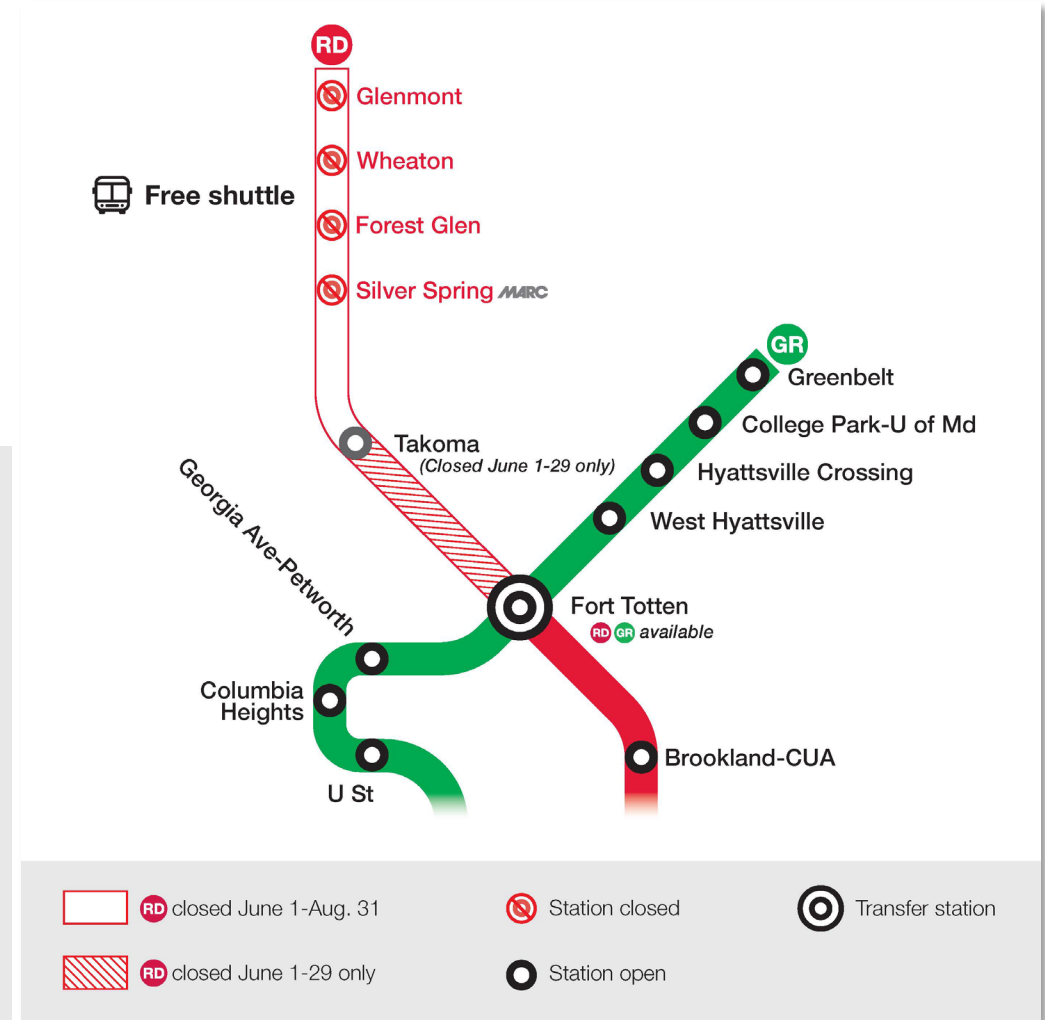


June 1-Aug. 31

- Silver Spring, Forest Glen, Wheaton, and Glenmont closed
- Free shuttle buses will replace trains between Glenmont and Takoma

June 1-29 only

- Closure extended to Fort Totten







Free Shuttle Service

Effective: Saturday, June 1 – Saturday, Aug. 31, 2024

Shuttles available during Metrorail operating hours

Local

Between Glenmont, Wheaton, Forest Glen, Silver Spring, Takoma, and Fort Totten  

Limited 1

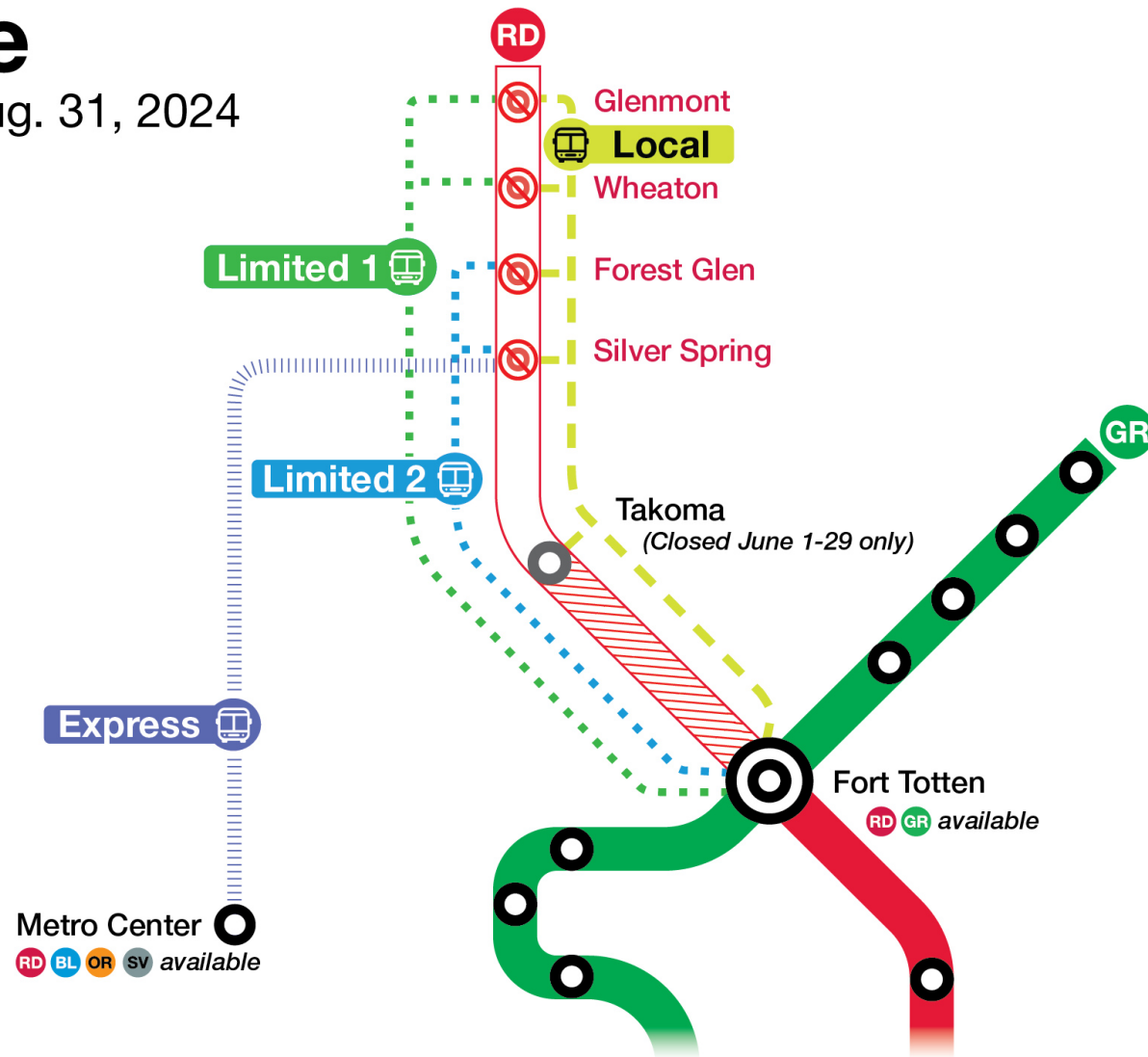
Between Glenmont, Wheaton, and Fort Totten  

Limited 2

Between Forest Glen, Silver Spring, and Fort Totten  

Express (weekdays only)

Between Silver Spring and Metro Center    



 closed June 1-Aug. 31



 closed June 1-29 only

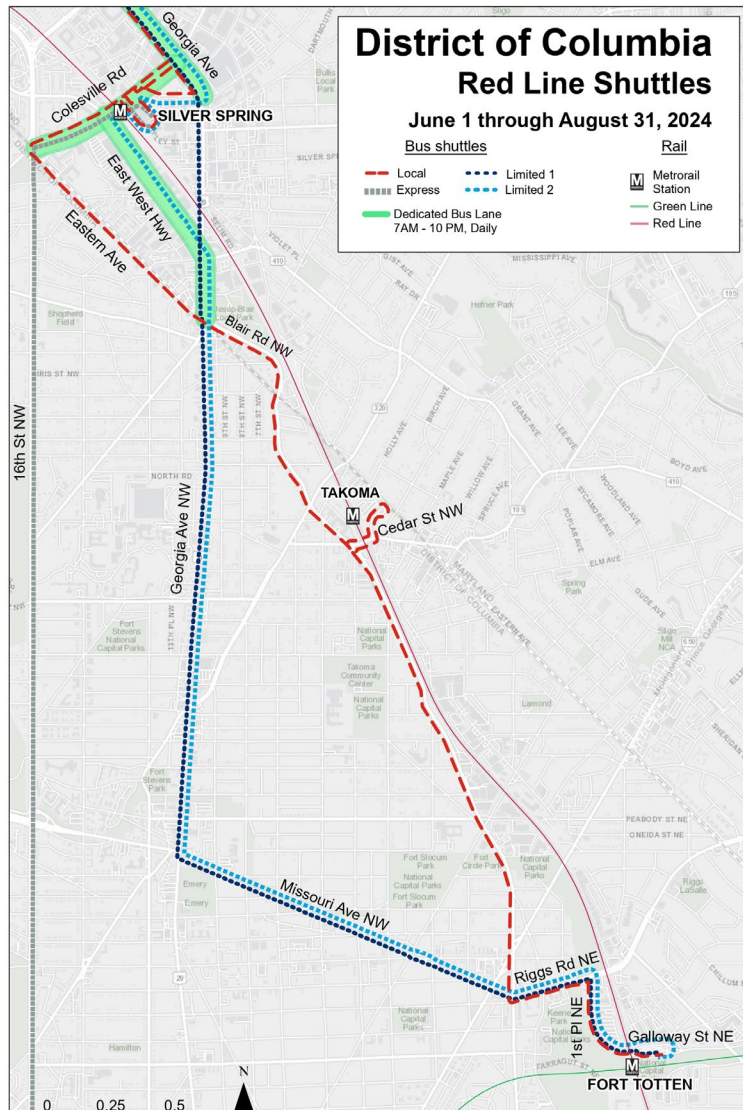
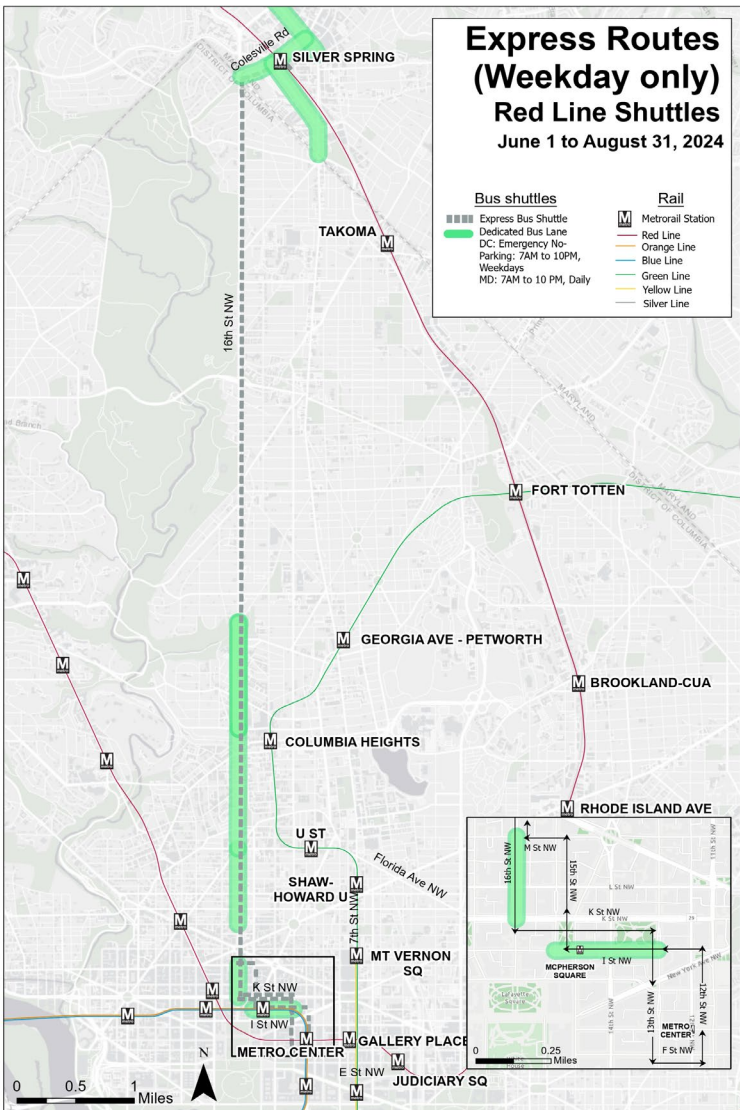
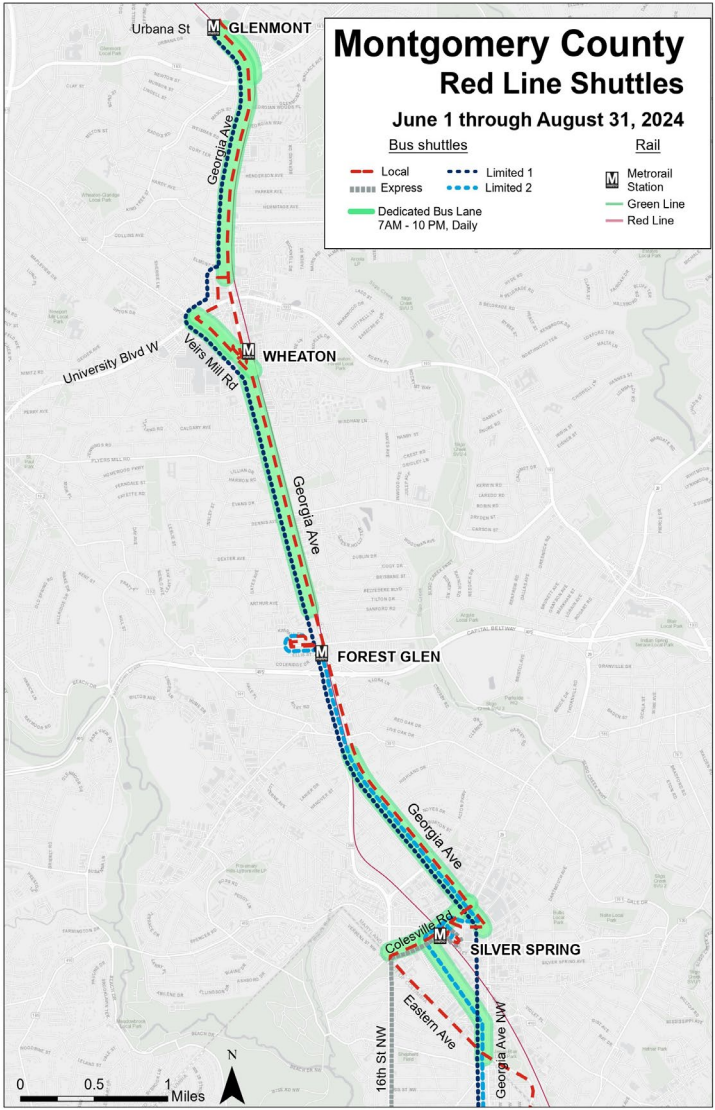
 Station closed

 Station open



 Transfer station

Dedicated Bus Lanes



Communications & Outreach Plan



Pre-closures playbook

Objectives: Build customer awareness of travel alternatives; enhance understanding and trust that the work is necessary

Jan–March 2024

Initial Awareness



- **Media relations**
(overview of work, why it's necessary, shuttle options)
- **Government relations briefings**
- **Communications planning**

April 2024

Travel Alternatives



- **Webpage launch**
(travel alternatives, communications toolkit, e-newsletter sign-up)
- **Communications toolkit**
(ready-to go newsletter text, social media posts, shuttle maps, graphics)
- **Community & partner outreach**
- **Media relations**
(travel alternatives press release)

May 2024

Partner Outreach



- **Community & partner outreach**
(community/business presentations, elected official briefings, internal committee briefings)
- **Email updates**
(CBOs, BIDs, ANCs, elected officials, government relations partners)
- **In-station notification signs**

May 2024

Travel Reminders



- **In-person outreach**
(Street teams at impacted stations with informational brochures)
- **Ramp up social media & advertising**
(multilanguage print ads, geotargeted digital ads, radio, boosted social media)
- **In-station notification**
(digital & print signs, in-station audio announcements)
- **Media relations**
(reminder press release and other tactics)
- **Service alert video** on 7K screens
- **Continued partner coordination**
(brief stakeholders, coordinate with partners)

Communications & Outreach Plan



During & after closures playbook

Objective: Communicate progress, why the work is necessary, customer benefits; customer service at impacted stations; continued customer awareness of travel alternatives

June 2024



- **Customer service street teams**
(w/ tour guide signs on sticks)
- **Customer communications**
(train/in-station announcements, custom shuttle wayfinding signage)
- **Webpage & social media progress updates**
(behind-the-scenes photos and videos)
- **Press release**
announcing reopening date

June–Sept. 2024



- **Welcome back** digital signage
- **Wrap-up social media content** (infographics, videos highlighting accomplishments)
- **Email updates**

Parking & Other Travel Options

- **Free parking** at Glenmont, Wheaton, Forest Glen, Silver Spring, Takoma, and Fort Totten from June 1 – August 31
- **MARC train Brunswick Line** – Service to/from Rockville, Garret Park, Kensington, Silver Spring and Union Station
- Numerous Metrobus and RideOn options available

