



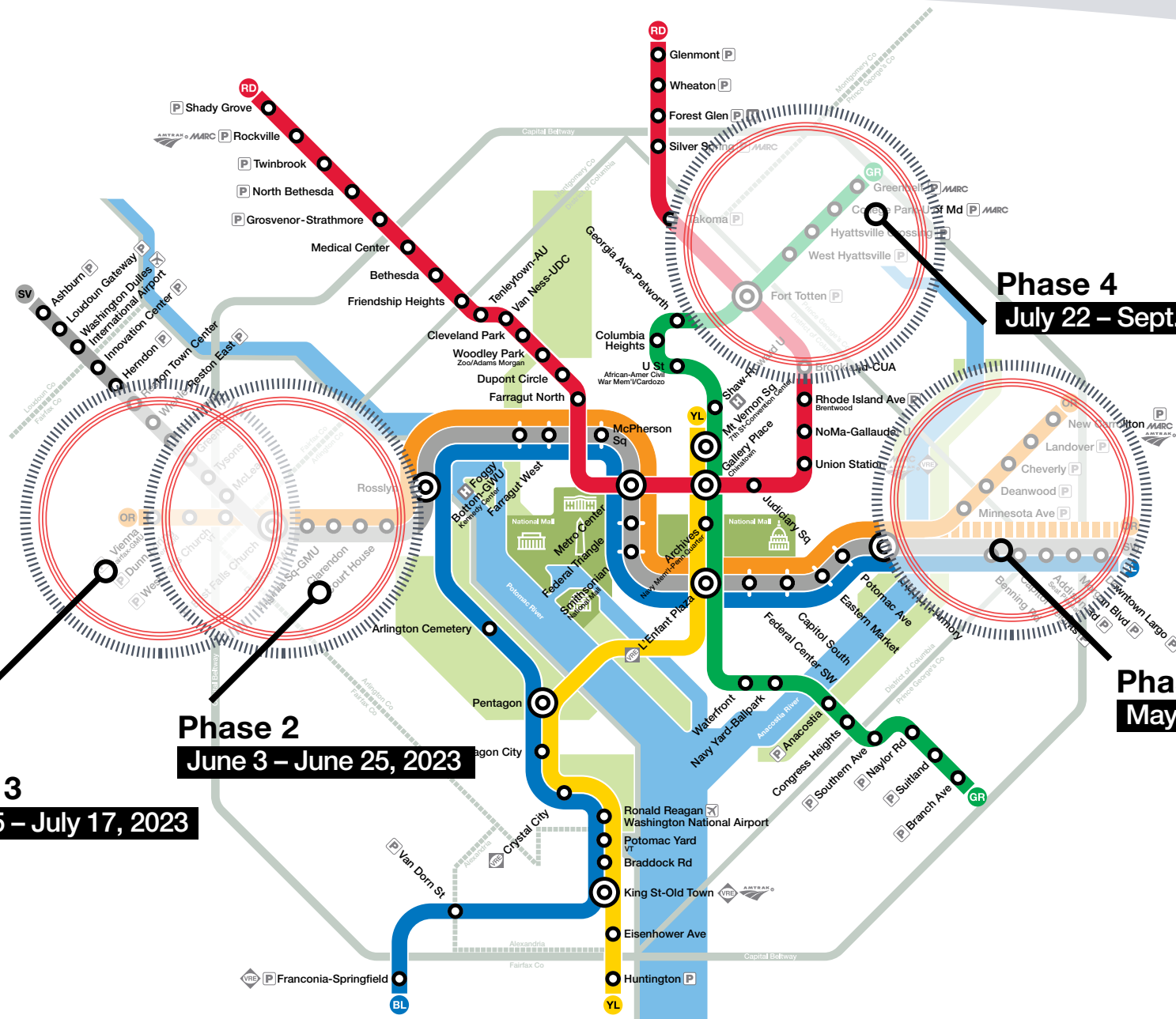
2023 Summer Construction



Communications and Outreach Report

NOVEMBER 2023





About the Project



Project Overview

In May 2023, Metro began a four-part initiative to increase reliability and advance system modernization for our customers. This work included roof waterproofing on the eastern portion of the Orange Line, fiber-optic cable installation and rail replacement on the western Orange Line, and fiber-optic cable installation on the northern Green Line.

Metro used a phased approach to complete construction efficiently and with minimal interruption to customers. The four phases were as follows:

1. Orange Line - Cheverly to Minnesota Ave – During the 10-day project, there was single tracking to allow for structural work, and roof waterproofing on canopies at the Minnesota Ave, Deanwood, and Cheverly stations were also completed by installing over 20,000 square feet of new roofing. This provides more than 4,200 customers daily protection from the elements.

2. Orange and Silver Lines - Ballston-MU to Vienna and McLean and West Falls Church to Vienna – During the 44-day shutdown, crews installed 26 miles of new rail between Ballston-MU and Vienna stations. The new rail replaced the original 40-year-old rail, making this section of track more reliable.

Customers are already seeing the benefits in this area of Orange Line. Reliability for the track section that underwent rail replacement, improved over 50 percent in the month after the shutdown. Crews also replaced two diamond interlockings on the Orange Line.

3. Green Line - Fort Totten to Greenbelt – During the 44-day shutdown, crews upgraded the fiber-optic cables to provide a foundation for advanced communications-based technology to improve service reliability and operate more efficiently. Communications-Based Train Control systems, equipment automation, real-time communications, and state-of-the-art security cameras depend on fiber optic cables supporting higher capacity and bandwidth over longer distances with less interference. Enabling these technologies will help reduce the need for future maintenance that would disrupt Metrorail service.

Metro provided free shuttle options during all phases of the construction projects, which allowed customers to travel between the closed stations and get to their destinations.



Communications and Outreach Strategy



Metro conducted an extensive communications and outreach campaign to ensure customers were aware of the impacts and the travel alternatives available to help them complete their journeys during construction. The communications and outreach effort informed and engaged Metro customers, stakeholders, and other target audiences; built awareness of why the work was necessary; and communicated the benefits to communities around the impacted stations.

The team used lessons learned from Metro's Blue and Yellow Line Major Construction, completed earlier in the year, to build a plan and create materials that would resonate with customers. The communications plan included a mixture of traditional and digital tactics to reach various audiences through multiple

channels. Tactics included in-person outreach at impacted Metro stations, social media posts, digital ad campaigns, advertisements in multilingual newspapers, printed collateral, postcard mailings, and signage.

The communications plan ensured Metro met Title VI requirements and Metro's federally-mandated and Board-approved Public Participation Plan (PPP). This report summarizes the communications and outreach strategy and results.

Campaign Duration

Four months (May 12, 2023 – September 5, 2023)



Target Audience & Objectives

Audiences

- External: Metro customers, elected officials, interagency/government stakeholders, community stakeholders, and media
- Internal: Metro employees, Metro Board of Directors, and Committees (Riders' Advisory Council, Accessibility Advisory Committee)

Goal

Inform customers, strengthen regional partnerships, and build public trust through relevant, prompt, and transparent communications.



Objectives

- Announce project scope, locations, service impacts, and travel alternatives.
- Coordinate with internal and external stakeholders.
- Drive customer awareness of project impacts and alternatives.
- Provide customer service at impacted stations.
- Provide ongoing project updates.
- Promote return to service to retain ridership.
- Prioritize customer and employee safety and fiscal responsibility.
- Ensure communication and outreach materials, activities, and tactics to meet Metro's PPP requirements.
- Show the "why" and "how" behind the work – why it is necessary and how customers will benefit from the improvements.
- Celebrate the hard work, success, and improvements, and thank customers for their patience during maintenance and modernization.





Before Shutdown

April 17 - May 11, 2023



During Shutdown

May 12 - Sept. 4, 2023



After Shutdown

Sept 5 - 30, 2023

Tactics

- Web page
- Stakeholder coordination
- Email communications
- Customer signage
- Fact sheet
- Service and station maps
- Handouts
- Photo and video content
- Employee communications
- In-person outreach
- Newsletters and e-blasts
- Owned and paid media
- Press releases
- Media tours
- Service advisories
- Customer research
- Advertisements in multilingual newspapers
- Digital advertising



Results

LOOKING BACK ON THE COMMUNICATIONS CAMPAIGN

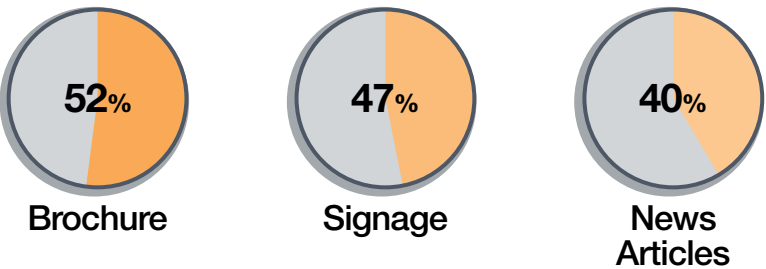
Metro used several Key Performance Indicators (KPIs) throughout the project phases to gather insight into customer behavior and sentiments while measuring the success of the communications campaign.

Metro used the information received from prior planned trackwork efforts to determine the most effective tools and tactics. The team also used the feedback received during the closures to adjust communications techniques from each phase of the summer work.

The Customer Research team conducted surveys for both phases of the Orange Line work and the Green Line phase. For all phases, the customers that were surveyed indicated they used Metrorail in the last 30 days.

ORANGE LINE

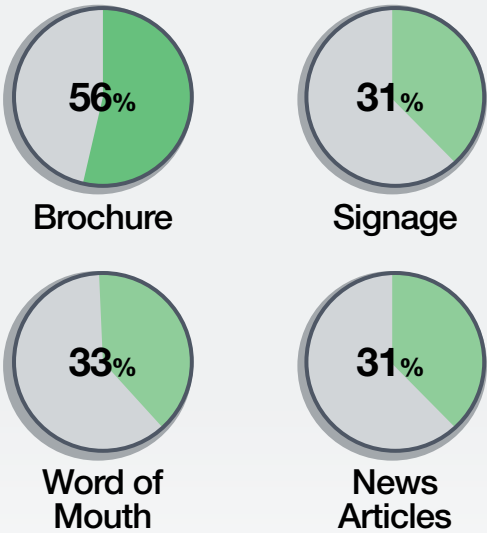
The awareness of the June 3 – 25, 2023 closure was initially at 31 percent. Awareness rose to 63 percent when another survey was performed two days before the closure. Respondents indicated that they found out about the service change through the following:



GREEN LINE

Following the work on the Orange Line, the team began work on the Green Line from July 22 – September 4, 2023. When awareness was measured in late June, 52 percent of customers who responded to the survey indicated they were aware of the upcoming work. A dramatic increase was seen in mid-July as awareness rose to 89 percent when customers were surveyed again one day before the closure. This is a 37 percent increase in awareness and is higher than previous summer shutdowns dating back to 2019.

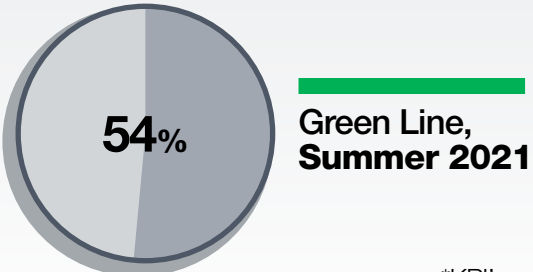
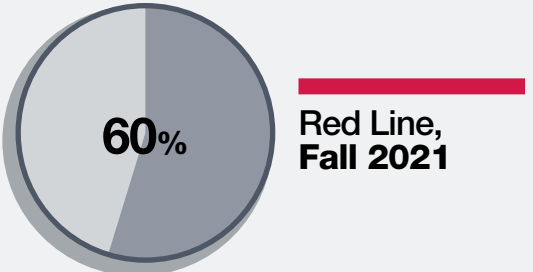
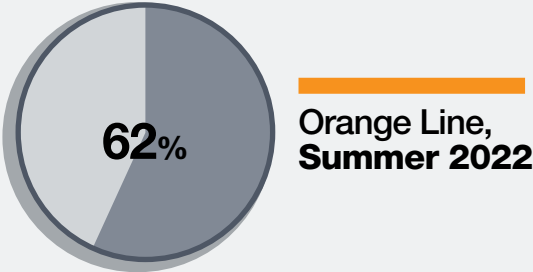
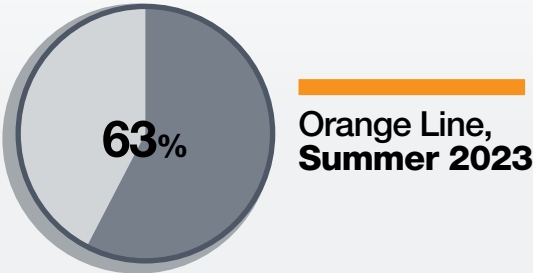
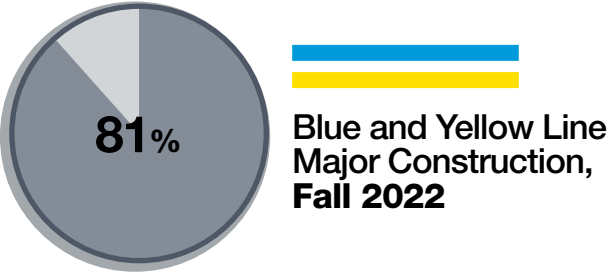
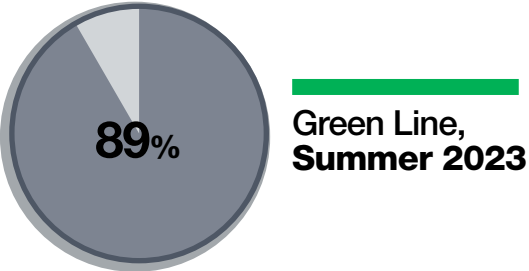
Those who were aware of the closure indicated that they received the information from the following methods:



Results

In addition to the tactics used during the Orange Line closures, in order to increase awareness, the team also sent 25,000 postcards to homes within a one-mile radius to three of the impacted Green Line stations and a two-mile radius of Greenbelt Station (the terminal station of the Green Line).

AWARENESS OF CLOSURE (AS MEASURED ONE TO TWO DAYS BEFORE EACH INDIVIDUAL CLOSURE)

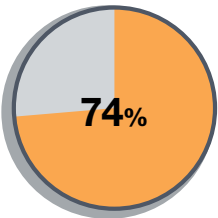


*KPI's were measured one or two days before each closure

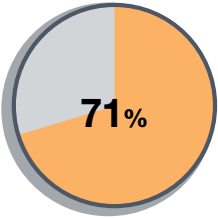


Results

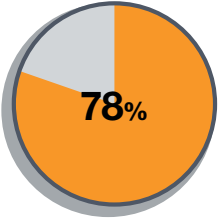
ORANGE LINE



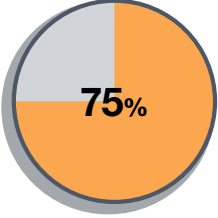
of customers trusted that the Orange Line closure was necessary



of customers had a good understanding of their travel options

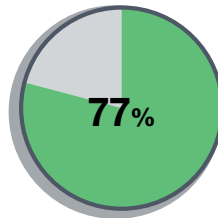


of customers knew why Metro closed the Orange Line

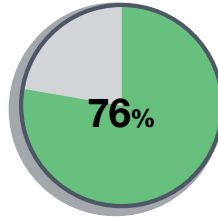


of customers trusted that Metro was making the right decision to ensure the safety of customers

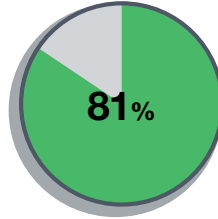
GREEN LINE



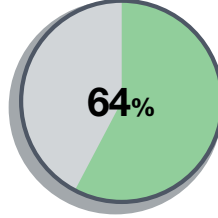
customers knew why Metro closed the Green Line



of customers had a good understanding of their travel options



of customers knew why Metro closed the Green Line



of customers trusted that Metro was making the right decision to ensure the safety of customers

KEY FACTS:

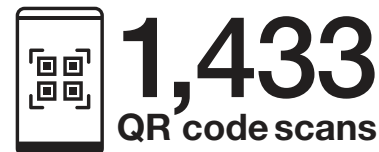
Awareness of the Green Line phase of the 2023 Major Construction project had the best awareness of any closure since the start of the pandemic, including last year's Major Blue and Yellow Line Construction.

Green Line customers indicated they had a good understanding of their travel options. Between the first and second surveys, awareness increase by 16 percent, which indicated that outreach, brochures and signage played a crucial role.



Results

TOTAL BY THE NUMBERS



*The average open rate for a similar newsletter is 21 percent



Website

UNIQUE PAGE VIEWS
wmata.com/2023majorconstruction

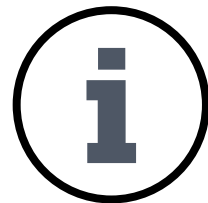


77,863

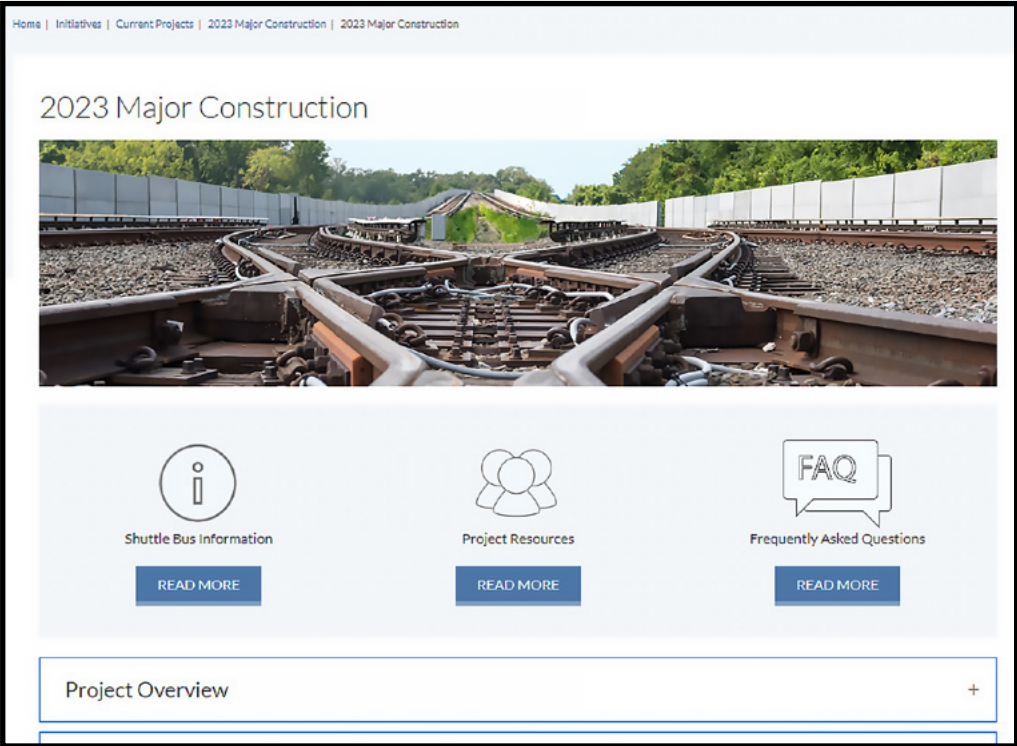
Unique
page views



Average time
spent on page
35 seconds



Project Resources
1,617



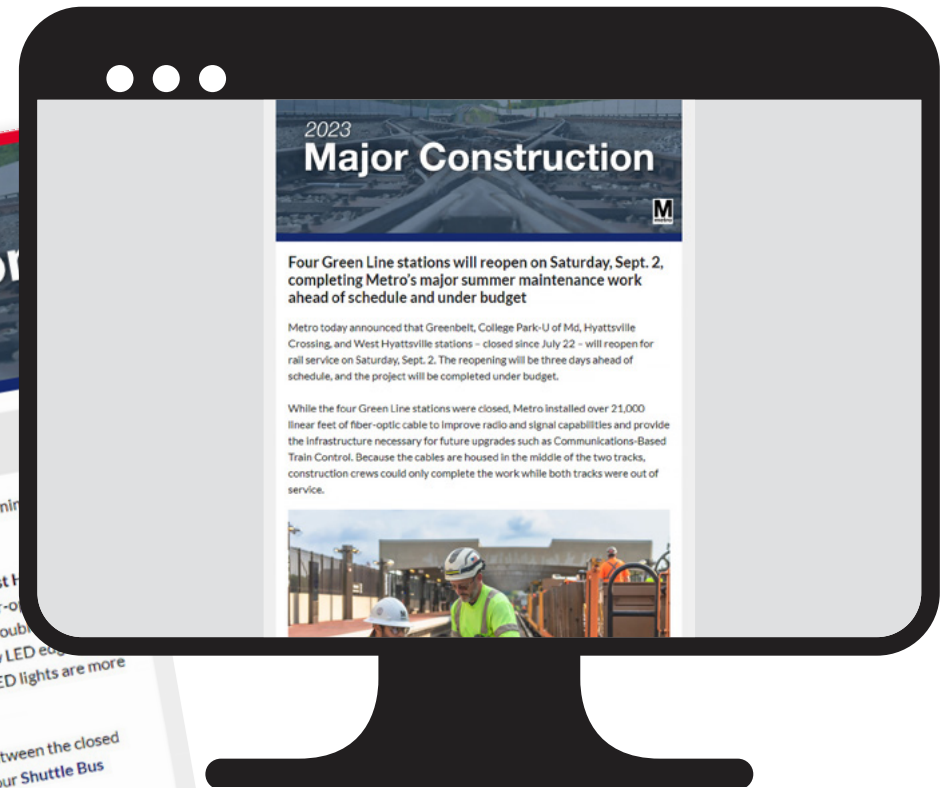
A Closer Look

SHARING UPDATES: NEWSLETTERS

5 newsletters distributed

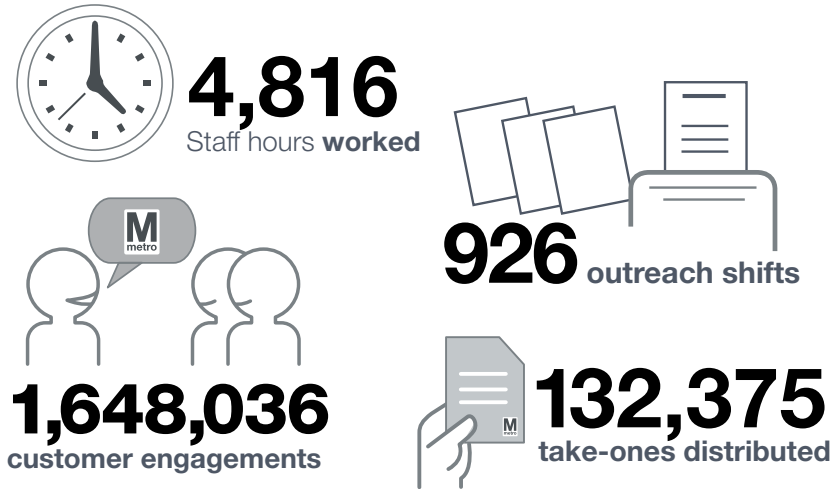
456 subscribers with an open rate of about 50%
(20% is considered successful)

1,925 total number of newsletter recipients

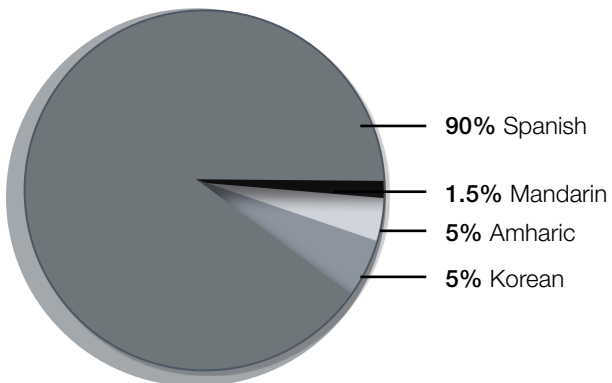


A Closer Look

HELPING HANDS: CUSTOMER OUTREACH



- Percent of non-English engagements: **20.6%**



COMMON CUSTOMER QUESTIONS (FROM STREET TEAMS)

- o How long will the station stay closed?
- o Why is this station closing?
- o Will there be shuttle buses available?
- o What time will shuttles start?
- o What time does the shuttle stop running?

CUSTOMER SERVICE INQUIRIES

- o Number of inquiries – 148
- o Common inquiries
 - Rail delays
 - Shuttle service (delays, long lines, crowded busses, not enough buses, drivers not knowing the route)
 - Parking (charged regular price for parking, not enough parking)

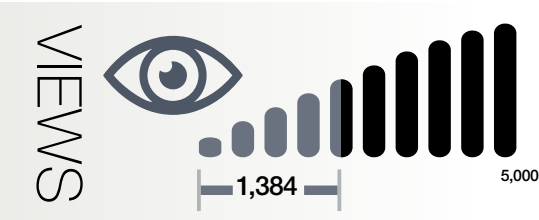
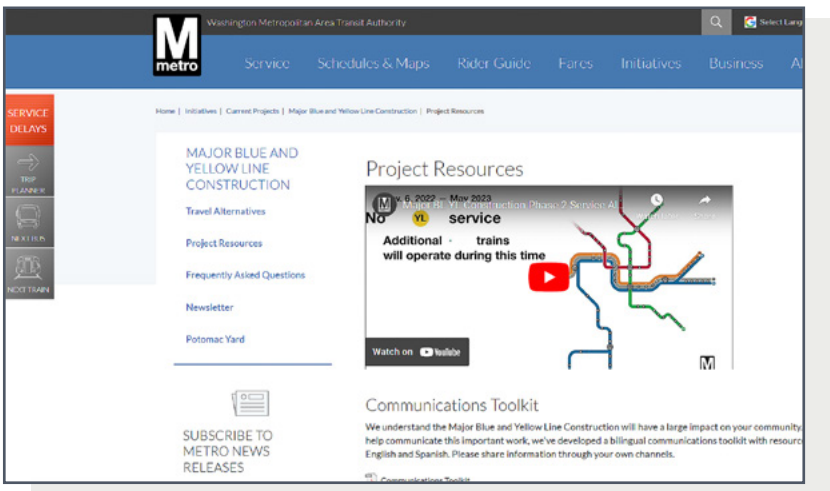


Building Partnerships

GOING DIGITAL

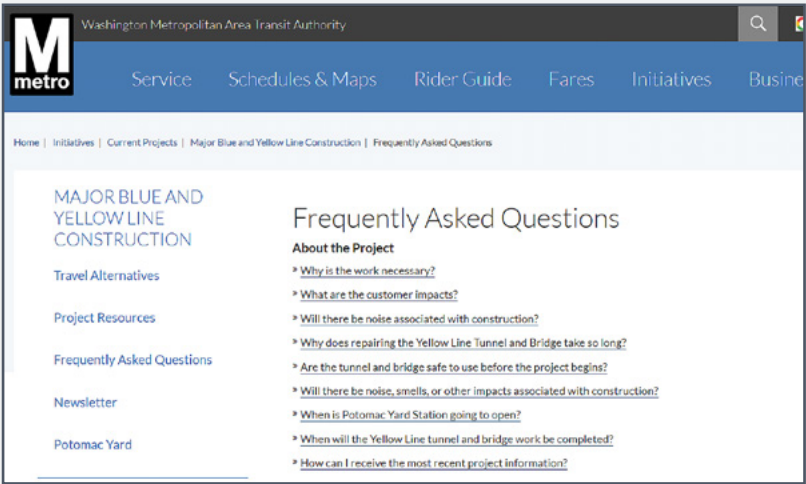
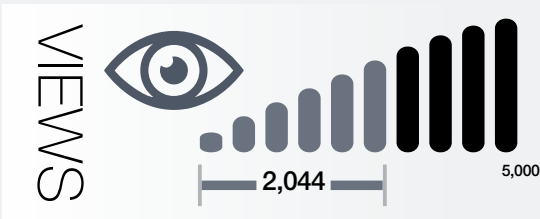
Three communications toolkits with English and Spanish resources, including suggested newsletter and social media text, maps, fact sheets, and other project resources, were posted on the project website.

Communications Toolkit



Frequently Asked Questions

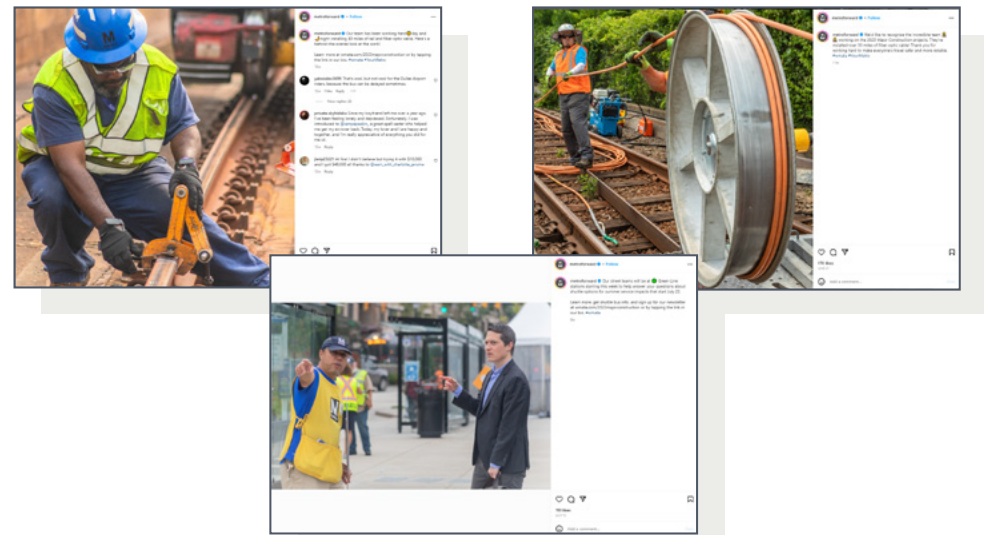
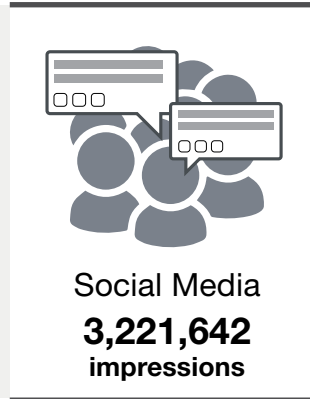
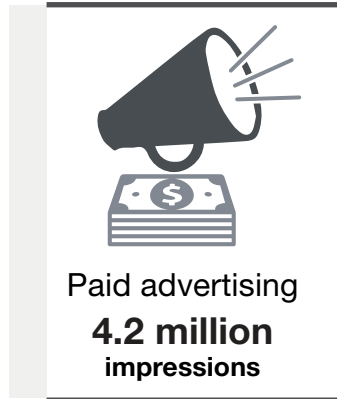
One popular resource, the Frequently Asked Questions page, was viewed 2,044 times.



A Closer Look

AMPLIFYING THE MESSAGE: MEDIA & ADVERTISING

- Impressions from paid media:

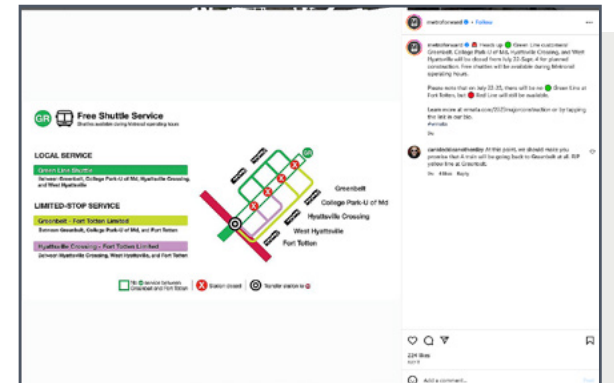
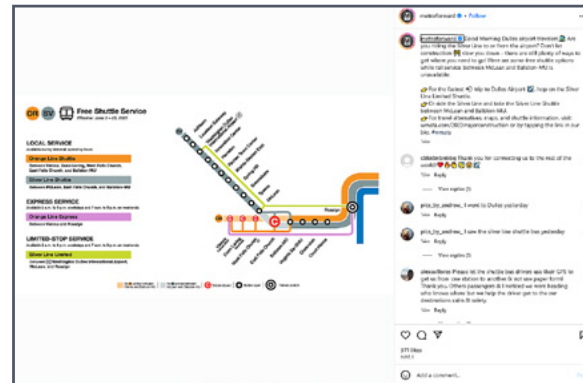


- Percentage of owned media: 15.4%

 **783,287**
impressions

 **2,438,355**
impressions

 **218,930**
reach



Note: Reach is the total number of unique users who have seen the content at least once.
Impressions is the number of times the content is being seen.



Advertising



THE ADVERTISING CAMPAIGN DELIVERED MORE THAN 4.2 MILLION IMPRESSIONS

Geo-targeted High-impact Mobile Device (English and Spanish)



345,132
impressions

Geo-targeted Cross Platform Display (desktop and laptop) (English and Spanish)



1,248,501
impressions

Washingtonpost.com



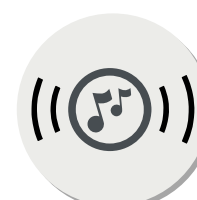
242,399
impressions

Premium Local News, Weather, Traffic Networks (Broadcast Radio Stations)



1,067,068
impressions

Geo-targeted Digital Audio, also known as Streaming Radio (English and Spanish)



440,602
impressions

Local Print Publications (English, Spanish, Chinese, Korean)

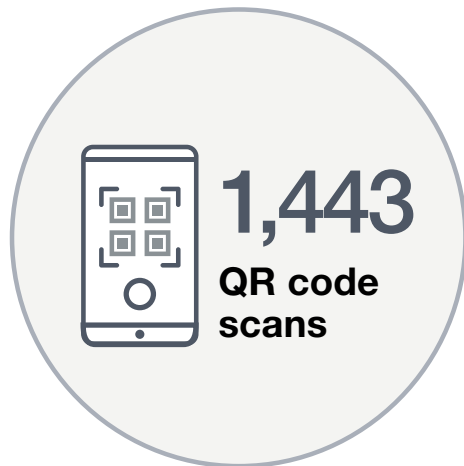


896,080
impressions



Navigating Change: Station Signage

NAVIGATING CHANGE: STATION SIGNAGE



**Friday, May 12 –
Sunday, May 21, 2023**

OR

PLANNED WORK STATION ROOF WATERPROOFING

OR Trains every 20-24 minutes between Stadium-Armory and New Carrollton

Ballston-MU
BUS SERVICE AND BOARDING LOCATIONS
 SERVICIO DE AUTOBÚS Y LUGARES DE EMBARQUE

Effective: June 3 - June 25, 2023
 Del sábado, 3 de junio al domingo, 25 de junio de 2023

LEGEND
 Leyenda
 ● Temporary Bus Stop
 Parada de autobús temporal
 ● Bus Stop
 Parada de autobús
 ● Elevator
 Ascensor
 ● Escalator
 Escalera mecánica

Route	Destination	Bus Stop	Route	Destination	Bus Stop	Route	Destination	Bus Stop
METROBUS SHUTTLES			METROBUS			ART-ARLINGTON TRANSIT		
1A	Shannon Park to Vienna	1A	1A	Vienna Station	1A	41	Columbia Pike	41
1B	Shannon Park to McLean	1B	1B	Quinn Loring	1B	41	Courthouse	41
2A	Shannon Park to Arlington	2A	2A	Quinn Loring	2A	42	Pentagon	42
2B	Shannon Park to Pentagon	2B	2B	Hunting Point	2B	43	Virginia Hospital Center	43
2C	Shannon Park to Crystal City	2C	2C	Pentagon	2C	44	East Falls Church	44
2D	Shannon Park to Tysons Corner	2D	2D	Crystal City	2D	45	East Falls Church	45
2E	Shannon Park to South Lakes	2E	2E	Tysons Corner	2E	46	East Falls Church	46
2F	Shannon Park to South Lakes	2F	2F	South Lakes	2F	47	East Falls Church	47
2G	Shannon Park to South Lakes	2G	2G	Penn Quarter	2G	48	East Falls Church	48
2H	Shannon Park to South Lakes	2H	2H	Northwest	2H	49	East Falls Church	49
2I	Shannon Park to South Lakes	2I	2I	Hunting Point	2I	50	East Falls Church	50

For more information, call 202-637-7000
Para obtener más información, llame al 202-637-7000
wmata.com/2023majorconstruction

TEMPORARY PARKING CLOSURES
 CIERRES TEMPORALES DE ESTACIONAMIENTO

Effective: April 2023 for approximately six months
Duración: Abril de 2023 durante aproximadamente seis meses

- Due to maintenance and solar carport construction at the station, there will be temporary Kiss & Ride and parking closures at the station.
- Vehicles parked in marked construction zones will be subject to towing. If your vehicle is towed, please call Metro Transit Police at 202-962-2121.
- Be prepared for loud noises throughout construction. For your safety, stay clear of the construction zone and follow all posted signs.

Debido al mantenimiento y la construcción de una cochera solar en la estación, habrá cierres temporales de Kiss & Ride y estacionamiento en la estación.

- Los vehículos estacionados en zonas de construcción marcadas estarán sujetos a remolque. Si su vehículo es remolcado, llame a la Policía de Tránsito de Metro al 202-962-2121.
- Esté preparado para ruidos fuertes durante la construcción. Por su seguridad, manténgase alejado de la zona de construcción y siga todas las señales publicadas.

For more information / Para más información

wmata.com
 202-637-1328



PHASE 1: MAY 12 – 21, 2023




OR Single Tracking

Roof Repair at Minnesota Ave, Deanwood, Cheverly




Outreach



41,742
Customer engagements



21,639
Take-ones



63 Outreach shifts
(at stations)



252
Staff hours
worked



5,746
Non-English
engagements

CUSTOMER QUOTES

“I’m glad you guys let me know, I’m starting a job next week and this will affect my commute, so I appreciate you letting me know.”

“Keep up the great work and thank you for all your help. We wouldn’t know where to go if it weren’t for you all being out here.”

“You guys are great, thanks so much!”

COMMON CUSTOMER QUESTIONS (FROM STREET TEAMS)

- o What does ‘single tracking’ mean?
- o Will single tracking only be during rush hour?
- o When does this start?
- o How long will the construction be?
- o Will Metro provide any shuttle buses?
- o How do I get to Reagan/Dulles Airport?

CUSTOMER SERVICE INQUIRES

- o Number of inquiries – 5
- o Common inquiries
 - Rail delays
 - Shuttle service

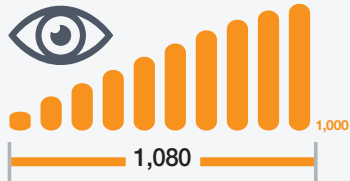


Website Views

Overall – 2,577 views

TOP VIEWED PAGES

Travel Alternatives



FAQs



Project Resources



SOCIAL MEDIA IMPRESSIONS



396,332
impressions



1,228,338
impressions



137,806
reach



Signage

NAVIGATING CHANGE: STATION SIGNAGE



TEMPORARY PARKING CLOSURES
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For more information / Para más información

wmata.com
202-637-1328

M metro

Friday, May 12 – Sunday, May 21, 2023

PLANNED WORK
STATION ROOF WATERPROOFING

OR Trains every 20 minutes between Stadium-Armory and New Carrollton

Stadium-Armory

Landover

Cheverly

Deanwood

Minnesota Ave

New Carrollton

Single Tracking

202-637-1328
wmata.com/2023MajorConstruction
@wmata

M metro

Friday, May 12 – Sunday, May 21, 2023

PLANNED WORK STATION ROOF WATERPROOFING

OR Trains every 20-24 minutes between Stadium-Armory and New Carrollton

Stadium-Armory

Landover

Cheverly

Deanwood

Minnesota Ave

New Carrollton

Single Tracking

M metro

Effective: May 13-14 and May 20-21, 2023
Efectivo del 13-14 de Mayo y 20-21 de Mayo de 2023

Free shuttle bus service
Autobús de enlace gratuito

Express Shuttle

To Stadium-Armory



Media Stories

EARNED MEDIA - 28 STORIES

Construction Work Begins Friday



PHASE 2: JUNE 3 – 25, 2023



OR SV Closure

Between Vienna and Ballston-MU



Outreach



CUSTOMER QUOTES

“This brochure has good information, thank you!”

“You guys always have so much patience, thank you!”

“Great to have this information!”

“Thank you so much for the wonderful job you guys are doing.”

“You guys are doing a great job!”

COMMON CUSTOMER QUESTIONS (FROM STREET TEAMS)

- o How many stations are closing?
- o How long is the closure?
- o Why are the stations closing?
- o How often will the shuttle buses run?

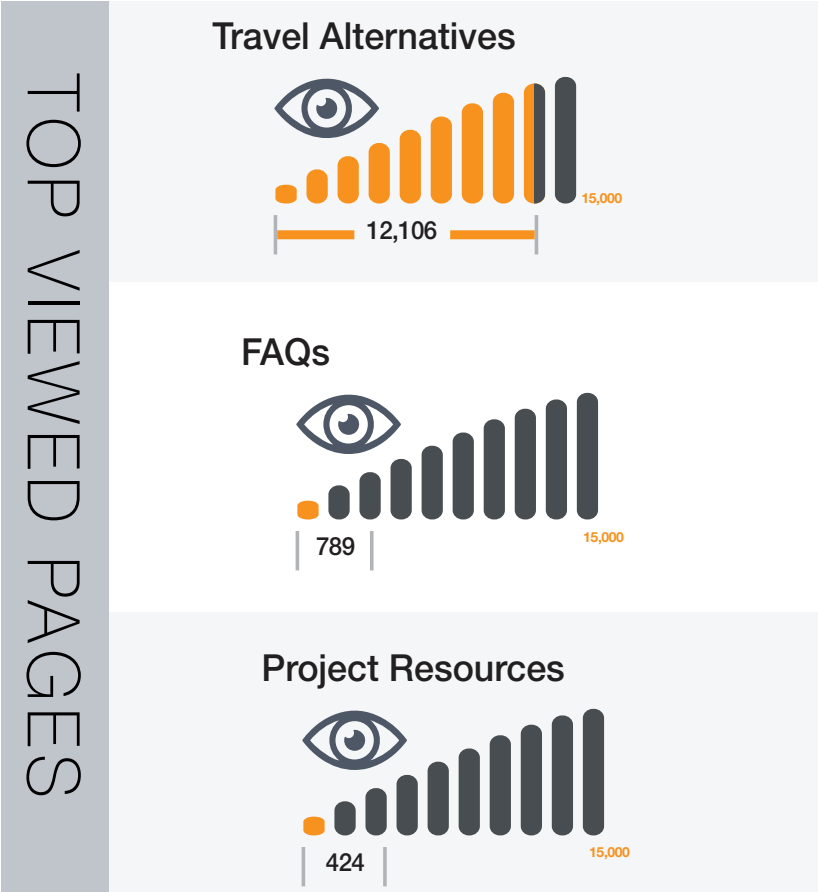
CUSTOMER SERVICE INQUIRES

- o Number of inquiries – 108
- o Common inquiries
 - Shuttle service
 - 5 commendations
 - 80 trip planning inquiries



Website Views

Overall – 29,817 views



SOCIAL MEDIA IMPRESSIONS



69,130
impressions



566,953
impressions



43,936
reach



Signage

NAVIGATING CHANGE: STATION SIGNAGE



908
printed signs posted
systemwide

June 3 – June 25, 2023


2023 Major Construction


No **OR** service between
Ballston-MU & Vienna.

OR

SV

No **SV** service between
Ballston-MU & McLean.

 Free shuttle service available

Get shuttle info 



June 3 – June 25, 2023

2023 Major Construction

OR

SV

No **OR** service between
Ballston-MU & Vienna.

No **SV** service between
Ballston-MU & McLean.

 Free Shuttle Service

Free local, express, and limited-stop shuttles available every day.

LOCAL SERVICE

Available during normal operating hours

Orange Line Shuttle

Local service between Vienna, Dunn Loring, West Falls Church,
East Falls Church, and Ballston-MU stations.

Silver Line Shuttle

Local service between McLean, East Falls Church,
and Ballston-MU stations.

EXPRESS SERVICE

Available until 9 p.m.

Orange Line Express

Express service between Vienna and Rosslyn stations.

LIMITED-STOP SERVICE

Available until 9 p.m.

Silver Line Limited

Limited-stop service between 16 Washington Dulles International Airport,
McLean, and Rosslyn stations.

Shuttles operate every 5-10 minutes



For more information, call 202-637-7000 or go to [wmata.com/2023major](https://wmata.com/2023majorconstruction)

June 3 – June 25, 2023

2023 Major Construction

No **OR** service between
Ballston-MU & Vienna.

No **SV** service between
Ballston-MU & McLean.

 Free Shuttle Service

Free local, express, and limited-stop shuttles available every day.

LOCAL SERVICE

Available during normal operating hours

Orange Line Shuttle

Local service between Vienna, Dunn Loring, West Falls Church,
East Falls Church, and Ballston-MU stations.

Silver Line Shuttle

Local service between McLean, East Falls Church,
and Ballston-MU stations.

EXPRESS SERVICE

Available until 9 p.m.

Orange Line Express

Express service between Vienna and Rosslyn stations.


LIMITED-STOP SERVICE

Available until 9 p.m.

Silver Line Limited

Limited-stop service between 16 Washington Dulles International Airport,
McLean, and Rosslyn stations.

Shuttles operate every 5-10 minutes



For more information, call 202-637-7000 or go to wmata.com/2023majorconstruction

June 3 – June 25, 2023

2023 Major Construction

OR


SV

No **OR** service between
Ballston-MU & Vienna.

No **SV** service between
Ballston-MU & McLean.

 Free shuttle service available

Get shuttle info 

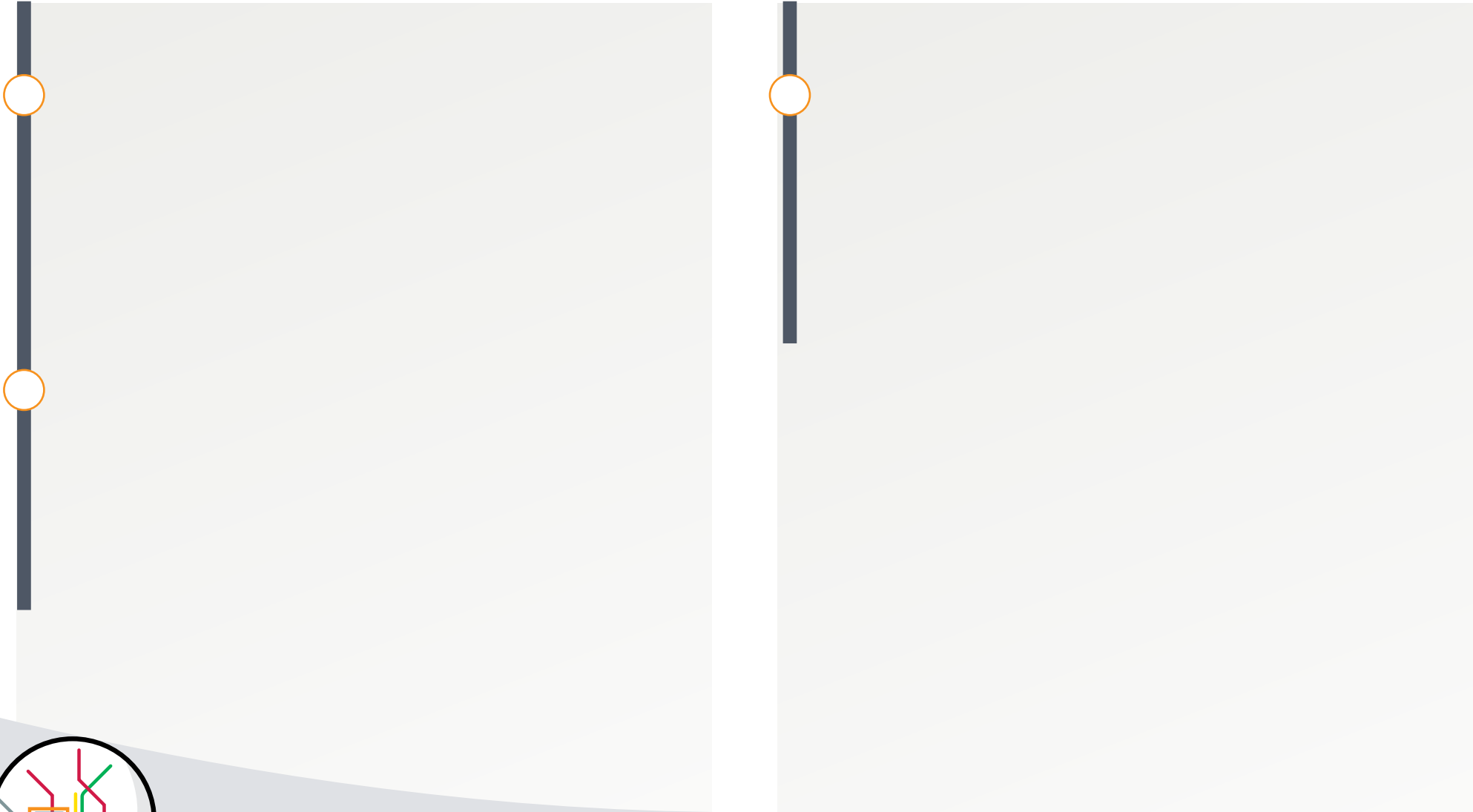


Summer Construction 2023
Communications & Outreach Report

24

Media Stories

EARNED MEDIA - 32 STORIES



PHASE 3: JUNE 25 – JULY 17, 2023

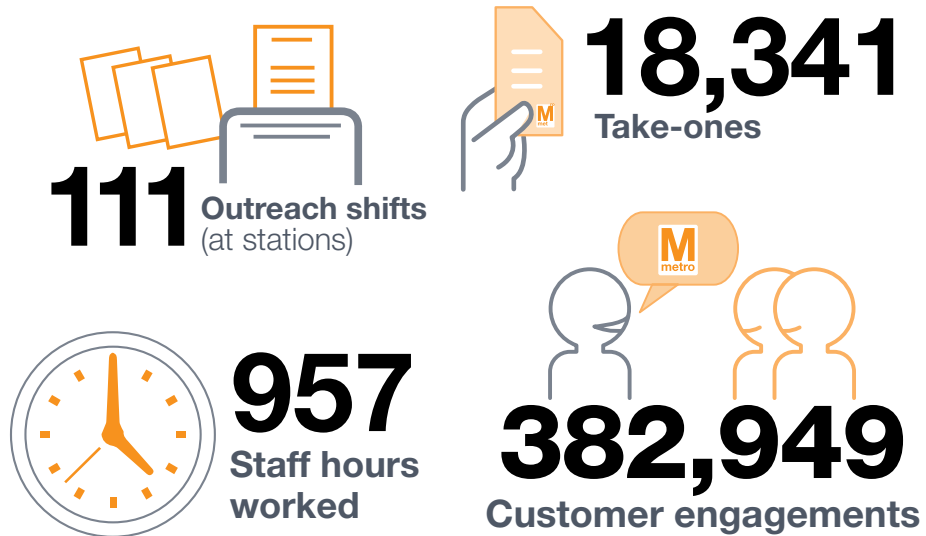


OR Closure

Between Vienna and West Falls Church



Outreach



CUSTOMER QUOTES

“Grateful you were here to let us know. We’re only here visiting so we had no idea.”

“Thank you so much for being here on this very hot day helping us!”

“The set up is well done on informing the change.”

“You all have been so nice at all the stations helping out along the way! Thank you guys!”

COMMON CUSTOMER QUESTIONS (FROM STREET TEAMS)

- o How long will the station stay closed?
- o How do I get to Metro center?
- o What time does the shuttle stop running?
- o When will the station reopen?
- o Are the shuttle buses free?

CUSTOMER SERVICE INQUIRES

- o Number of inquiries – 31
- o Common inquiries
 - Rail delays
 - Shuttle delays
 - 2 commendations
 - 11 trip planning inquiries

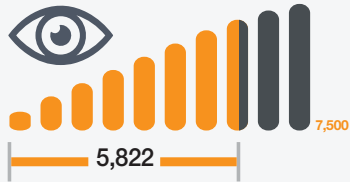


Website Views

Overall – 14,927 views

TOP VIEWED PAGES

Travel Alternatives



FAQs



Project Resources



SOCIAL MEDIA IMPRESSIONS



212,983

impressions



158,094

impressions



37,188

reach



Paid Advertising

Digital Audio



103,184
impressions

Digital Audio
Spanish



43,270
impressions

Mobile



141,158
impressions

Digital Banners



501,245
impressions



June 26 – July 16, 2023 No **OR** service between Vienna & West Falls Church due to track work.

Free Shuttle Service

Orange Line Shuttle
Between Vienna, Dunn Loring, and West Falls Church

For more information, call 202-637-7000 or go to wmata.com/2023majorconstruction

June 26 – July 16, 2023 No **OR** service between Vienna & West Falls Church due to track work.

Free Shuttle Service

Orange Line Shuttle
Between Vienna, Dunn Loring, and West Falls Church

For more information, call 202-637-7000 or go to wmata.com/2023majorconstruction

June 26 – July 16, 2023
2023 Major Construction

No **OR** service between Vienna & West Falls Church due to track work.

Free shuttle service available

Plan your trip ➔

26 de junio - 16 de julio de 2023
Construcción principal del 2023

No hay servicio entre Vienna y West Falls Church por obras en las vías.

Servicio de traslado gratuito disponible

Planifique su viaje ➔

Media Stories

EARNED MEDIA - 32 STORIES



PHASE 3: JULY 22 – SEPT. 4, 2023



GR Closure

Between Fort Totten and Greenbelt



Outreach



CUSTOMER QUOTES

“Great energy! Making Monday not feel so bad even with the shutdown, thank you!”

“Thank you for the reminder. I did see the shutdown information on Facebook, but I did forget!”

“Really appreciate the extra help today! You guys are awesome!”

“I would be lost without you guys.”

COMMON CUSTOMER QUESTIONS (FROM STREET TEAMS)

- o Why is this station closing?
- o How long will it be closed?
- o What time will shuttles start?
- o Where will the shuttles be?
- o How often are the shuttles running?

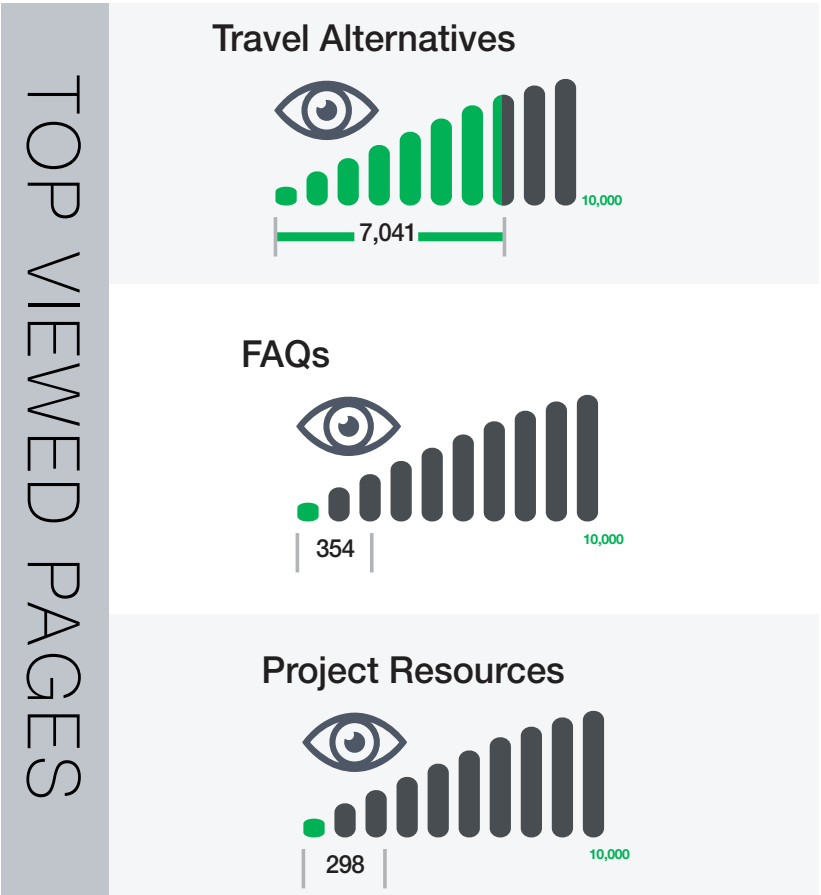
CUSTOMER SERVICE INQUIRES

- o 27 concerns
 - shuttle service delays
 - parking
- o 4 commendations
- o 19 trip planning inquiries



Website Views

Overall – 13,625 views



SOCIAL MEDIA IMPRESSIONS



104,842
impressions



484,970
impressions



42,243
reach



Paid Advertising

Digital Audio



104,208
impressions

Digital Audio Spanish



42,058
impressions

Mobile



100,652
impressions

Digital Banners



502,120
impressions

July 22 – Sept. 4, 2023

GR

No **GR** between Fort Totten and Greenbelt due to planned construction.

Free shuttle service available

[Plan your trip](#) ➔

July 22 – Sept. 4, 2023

GR

No **GR** between Fort Totten and Greenbelt due to planned construction.

Free shuttle service available

[Get shuttle info](#) ➔

July 22 – Sept. 4, 2023

GR

No **GR** between Fort Totten and Greenbelt due to planned construction.

Free shuttle service available

[Get shuttle info](#) ➔

Del 22 de julio al 4 de septiembre de 2023

GR No habrá servicio entre Fort Totten y Greenbelt debido a obras programadas.

Servicio de autobús gratuito disponible

[Planifique su viaje](#) ➔

M metro



Postcard

DISTRIBUTED MORE THAN 25,000 POST CARDS
FOR THE GREEN LINE SHUTDOWN



BACK

FRONT



Signage

NAVIGATING CHANGE: STATION SIGNAGE



Effective: Saturday, July 22 – Monday, September 4, 2023

PLANNED WORK

TEMPORARY BUS STOP RELOCATION

RTA 302 and USDA Shuttle will be relocating from Bus Bay B to Bus Bay C

202-637-7000
wmata.com/2023MajorConstruction
@wmata

EFFECTIVE: JUNE 26 - JULY 8, 2023
Efectivo: 26 de junio a 8 de julio de 2023

ADA drop off for Kiss & Ride is relocated to the space in front of the Capital Bike share bike rack.

ADA drop off for Kiss & Ride is relocated to the space in front of the Capital Bike share bike rack.

202-637-7000
wmata.com/2023MajorConstruction
@wmata

Free Shuttle Bus Departure Times to Greenbelt
Tiempos de salida de los autobuses de enlace gratuitos hacia Greenbelt

Day of the Week Día de la semana	First Bus Primer autobús	Last Bus Último autobús
MONDAY-THURSDAY LUNES-JUEVES	5:17 a.m.	12:47 a.m.
FRIDAY VIERNES	5:17 a.m.	1:47 a.m.
SATURDAY SÁBADOS	7:17 a.m.	1:47 a.m.
SUNDAY DOMINGO	7:17 a.m.	12:47 a.m.

202-637-7000
wmata.com/2023MajorConstruction
@wmata

Green Line Shuttle

to College Park-U of Md, Hyattsville Crossing, and West Hyattsville

Service Advisory

Saturday, July 22 – Monday, Sept. 4
Four stations closed

- GR Greenbelt
- GR Hyattsville Crossing
- GR College Park-U of Md
- GR West Hyattsville

Free shuttle buses replace trains

Welcome Back!

It's good to see you

Service Advisory

Saturday, July 22 – Monday, Sept. 4
Four stations closed

- GR Greenbelt
- GR College Park-U of Md
- GR Hyattsville Crossing
- GR West Hyattsville

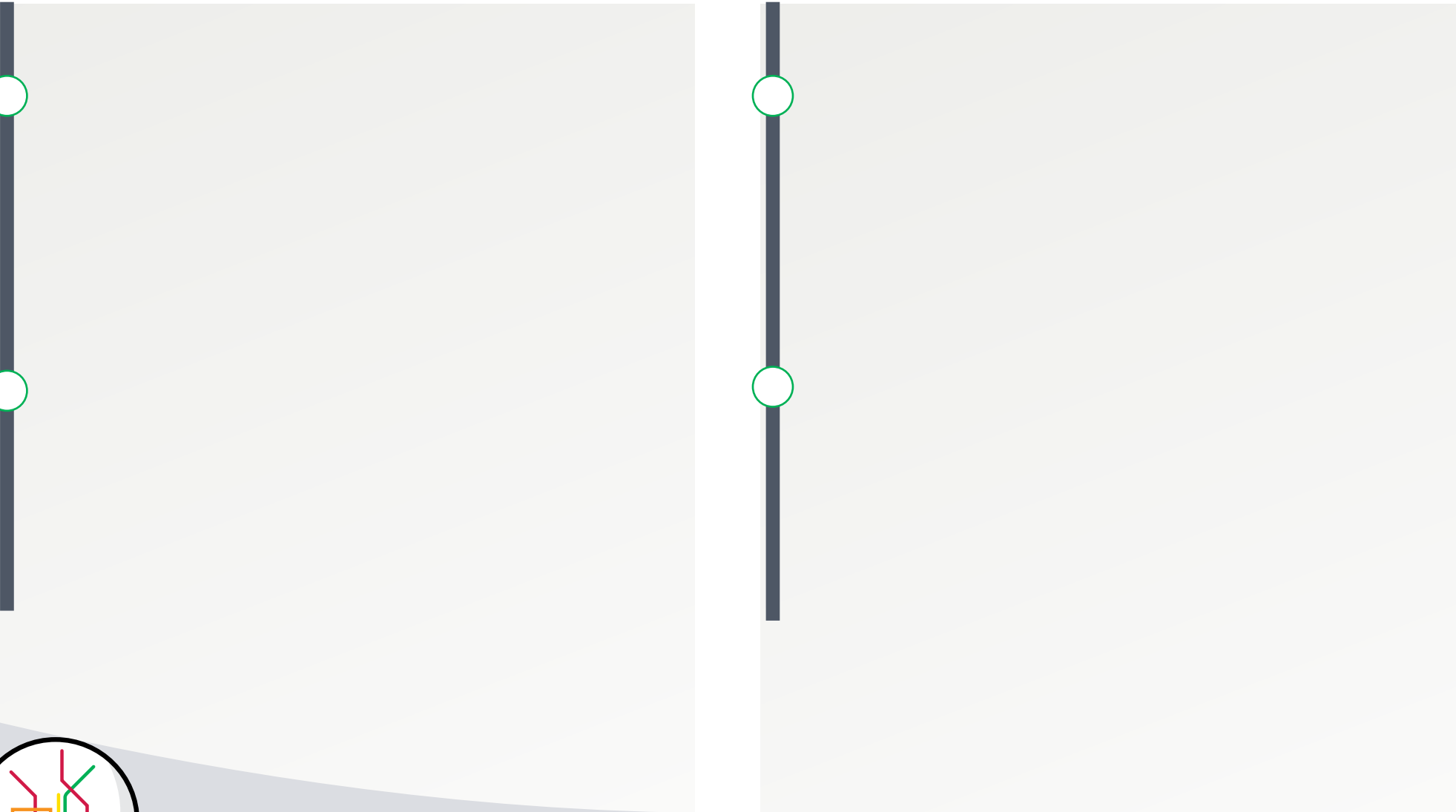
Free shuttle buses replace trains

Travel information and assistance:
wmata.com @wmata 202-637-7000

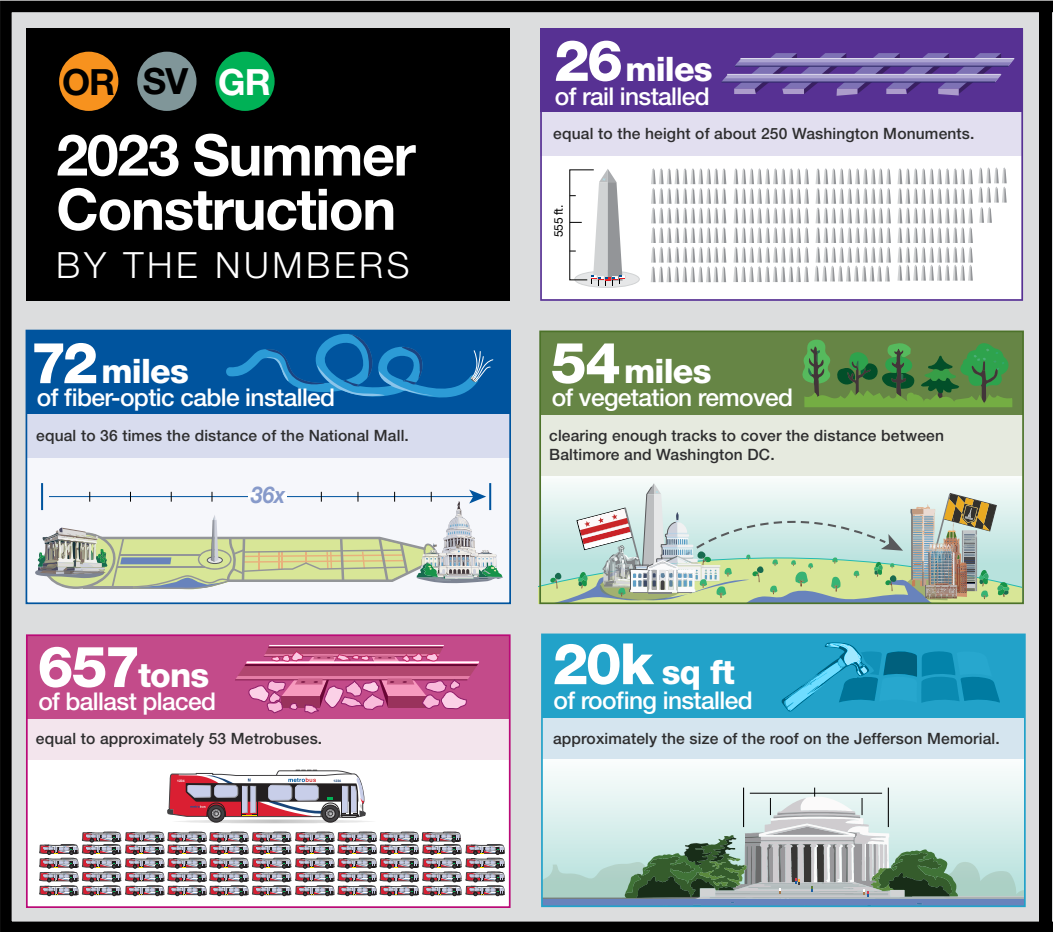
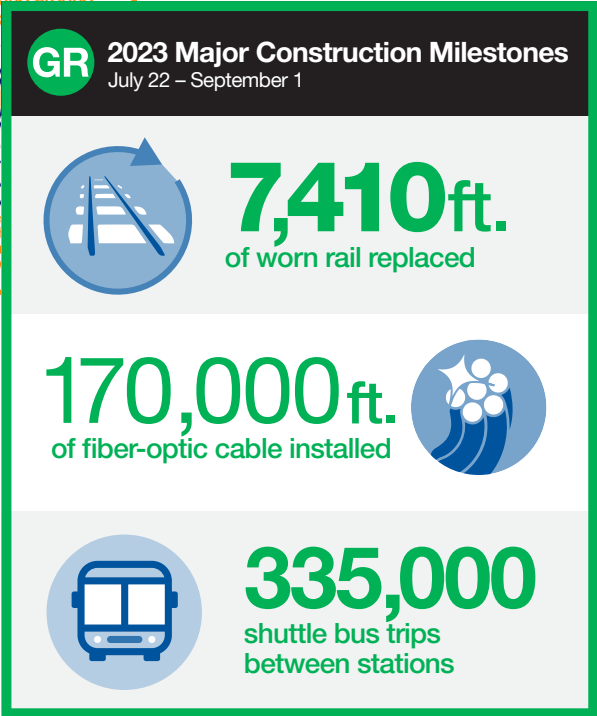


Media Stories

EARNED MEDIA - 17 STORIES



Construction Infographics



Newsletters

Newsletter Date	Headline	Total Sent (# of contacts)	Total Delivered (Total Participants)	Total Opens	Unique Opens	Open Rate %	Total Clicks	Unique Clicks	Click Thru Rate #	Total Undeliverables
Friday, 6/2/2023	2023 Major Construction	334	333	342	179	57.1	45	15	4.5	1
Friday, 6/2/2023	2023 Major Construction - Correct Notice (Updated Information)	334	333	263	159	47.7	12	9	2.7	1
Wednesday, 6/21/2023	Get Ready for the Next Phase	374	373	320	184	49.3	18	8	2.1	1
Friday, 7/21/2023	Get Ready for the Next Phase	432	431	431	228	52.9	29	15	3.5	1
Tuesday, 8/29/2023	Four Green Line stations will reopen on Saturday, Sept. 2, completing Metro's major summer maintenance work ahead of schedule and under budget	456	455	452	255	56	6	4	0.9	1
	AVERAGE	386	385	361.6	201	52.6	22	10.2	3.1	1

