



2024 **RD** Construction

**Communications
and Outreach Report**

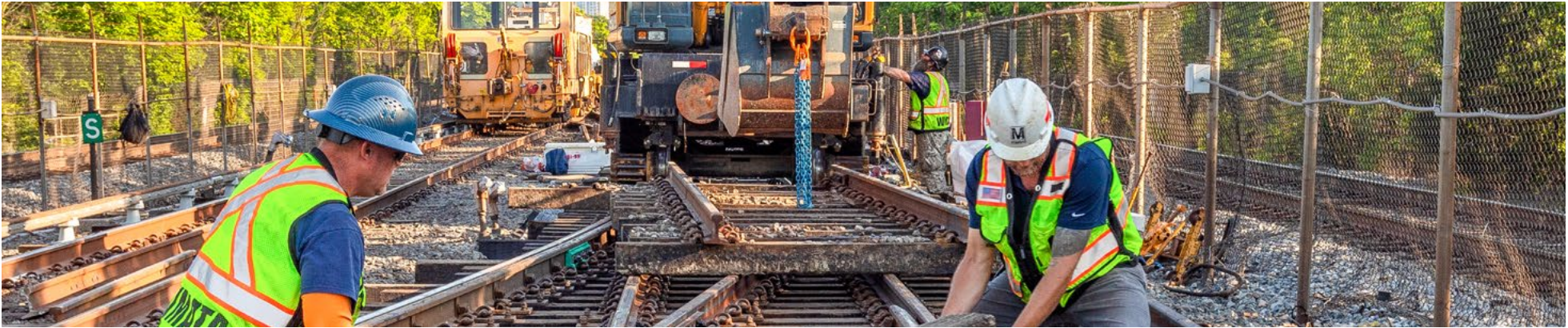
September 2024



Legend

- RD closed June 1-Aug. 31
- RD closed June 1-29 only
- Station closed

About the Project



Project Overview

From Saturday, June 1 through Saturday, August 31, 2024, Metro completed a three-month construction project on the Red Line to perform critical safety repairs, perform essential maintenance, and improve the customer experience in coordination with the construction of a new mezzanine at the Silver Spring Station for the future Maryland Transit Administration (MTA) Purple Line.

During construction, Red Line service was not available between Glenmont and Takoma stations. In addition, the closure extended to Fort Totten from Saturday, June 1 to Thursday, June 27, 2024, closing Takoma station.

During the shutdown, Metro:

- Replaced six switch machines, 6,000 feet of grout pads, and 12 train control processors to improve ride quality.
- Installed more than 102,000 linear feet of fiber-optic cables between Glenmont and Fort Totten. The cable improves signal and communications systems, and paves the way for next-generation train signaling systems.
- Restored 6,500 square feet of concrete and repaired 857 leaks between Glenmont and Fort Totten.

- Replaced 6,500 feet of deteriorated rail to improve the safety of the rail network and train service on the Red Line.
- Replaced 345 signs at entrances, mezzanines, and platforms to improve way-finding experience and access to information.
- Added 650 insulators to the third rail power cables. The insulation provides a moisture barrier and will ensure the safe and efficient operation of the electrified third rail, which provides power to the trains.
- Cleaned 40,000 feet of track bed and 8,500 feet of drains.

Free shuttle buses replaced trains during the shutdown.

In response to customer feedback and construction in the area, Metro introduced two new express shuttle options on Monday, July 1, to provide customers with direct, one-stop options for their trips. The new Forest Glen Express shuttle provided service between the Forest Glen and Fort Totten stations. The new Silver Spring Express shuttle provided service between the Silver Spring and Fort Totten stations.

Communications and Outreach Strategy



Metro conducted an extensive communications and outreach campaign to ensure customers were aware of the impacts and 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 and the 2023 Summer and Winter Construction projects 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, coordination with local stakeholders and governments, social media posts, digital ad campaigns, advertisements in multilingual newspapers, printed collateral, 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 18 - August 31, 2024)

Target Audience and 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

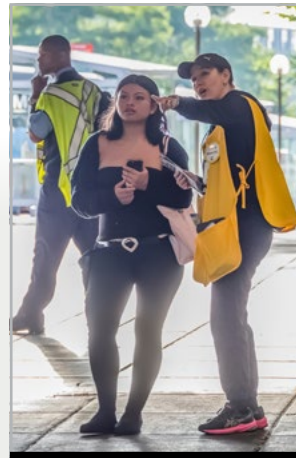
- Announce project scope, locations, service impacts, and travel alternatives.
- Coordinate with internal and external stakeholders.
- Drive customer awareness of project impacts and alternatives.
- Provide customer service at impacted stations.
- Provide ongoing project updates.
- Promote return to 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.





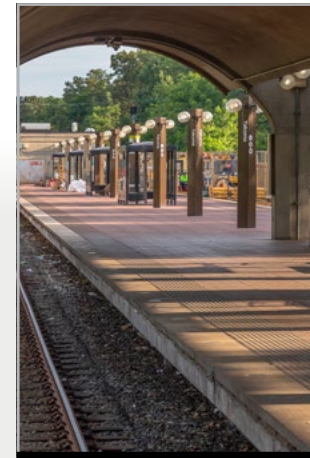
Before Shutdown

May 18, 2024



During Shutdown

June 1 - August 31, 2024



After Shutdown

September 1 - 4, 2024

Tactics

- Web page
- Stakeholder meetings
- Business community meetings
- Stakeholder toolkit
- Customer signage
- E-newsletter
- Fact sheet
- Service and station maps
- Handouts
- Photo and video content
- Employee communications
- In-person outreach
- Owned and paid media
- Press releases
- Service advisories
- 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.

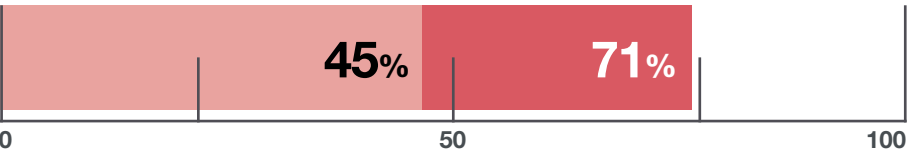
Metro used the information from prior planned trackwork efforts to determine the most effective tools and tactics. The team also used the feedback received during the previous closures to adjust communications techniques for the summer work.

The Customer Research team conducted surveys before, during, and after the Red Line construction. For all phases, the customers that were surveyed indicated they used Metrorail in the last 30 days.

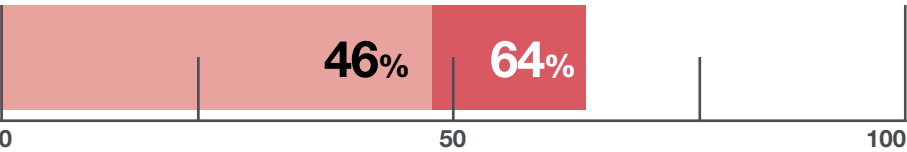
AWARENESS OF ALTERNATIVE TRANSPORTATION OPTIONS

Before April 22-24 After May 30-31

Public awareness of alternative transportation options increased by 26 percent after the two week notification campaign.

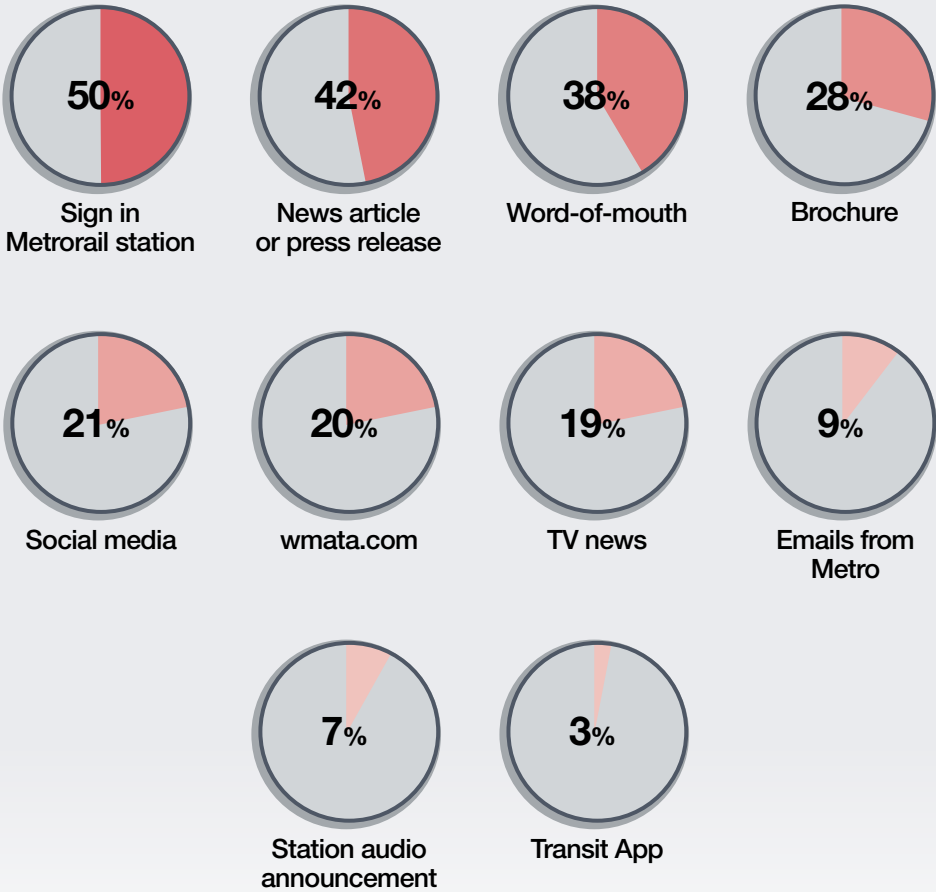


Public awareness of the purpose of the Red Line closure increased by 18 percent after the two week notification campaign.



AWARENESS OF CLOSURE

The awareness of the June 1 - August 31, 2024 closure was initially at 73 percent. Awareness rose to 90 percent after the two week notification campaign. Respondents indicated that they found out about the service change during the two week notification campaign, through the following methods:



Results

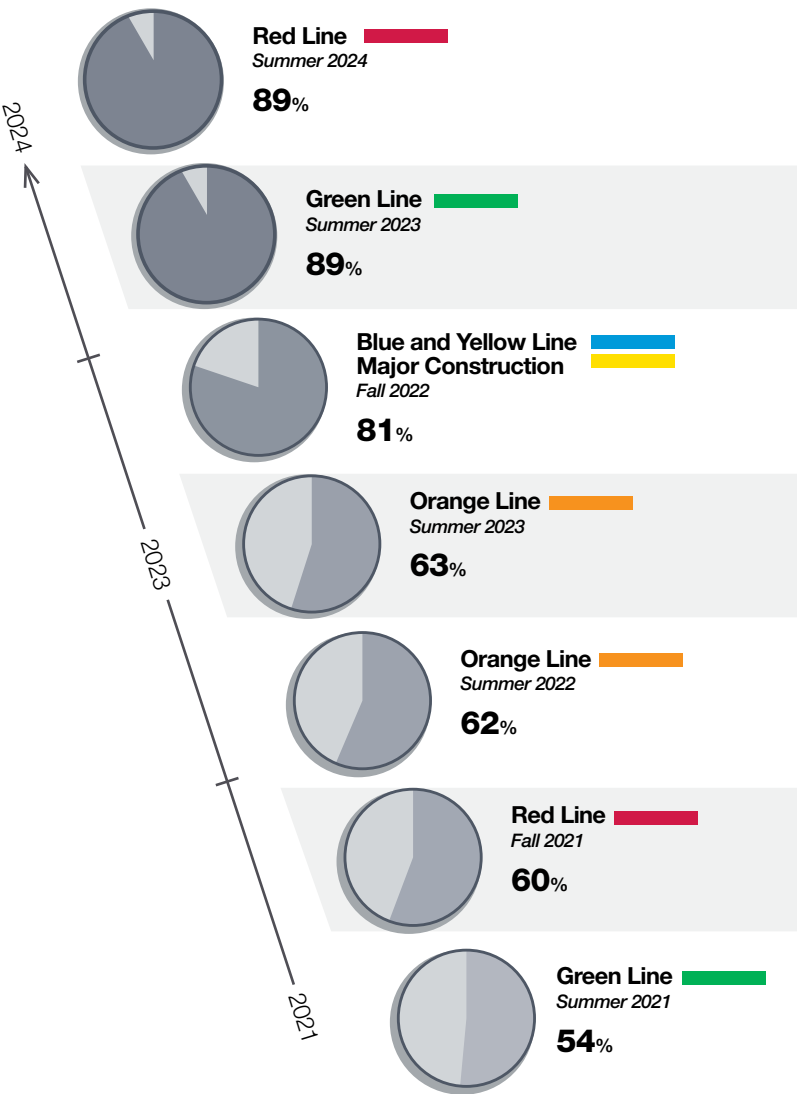
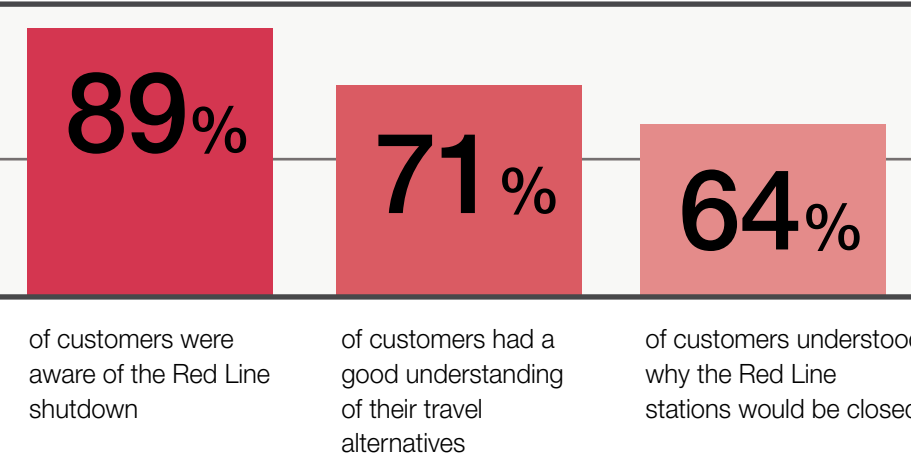
LOOKING BACK ON THE COMMUNICATIONS CAMPAIGN

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

Metro listened to customers, delivered relevant information to their target audiences, and adjusted their communications tactics and messaging based on customer feedback. The result: an effective communications campaign for the project.

Based on the research, awareness of the Summer 2024 Red Line Construction project was much stronger than past shutdowns. Customer awareness reached 89%, matching the awareness levels of the Summer 2023 Green Line closure and showing an impressive 35% increase over the Summer 2021 Green Line closure.

KEY PERFORMANCE INDICATORS



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

Results

By the Numbers



34,490+
take-ones distributed



1,585,900+
media impressions



2,380+
wayfinding and
notification
signs



average newsletter
click rate
11%



580
newsletter recipients



shuttle bus
trips provided
to customers
969,500+



55
social media posts



320
QR code scans



86
earned media
stories



average
newsletter
open rate
63%*



121,400+
unique web
page views



621,850+
customer engagements

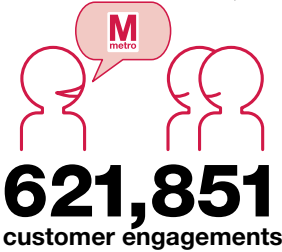
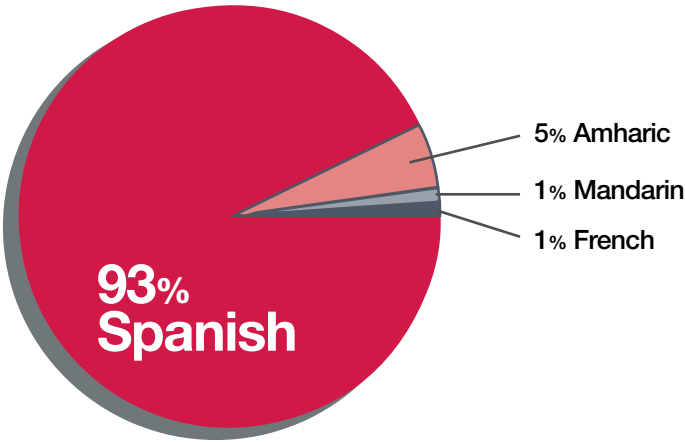
*The average open rate for a similar newsletter is 21 percent

A Closer Look

Helping Hands: Customer Outreach

Percent of non-English engagements: **31.7%**

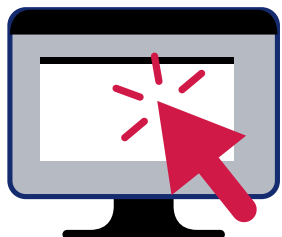
Total non-English engagements: **194,498**



Metro staff provided information about the closure, assisted customers navigate the free shuttle bus service as well as ensured they on were going in the right direction on the platforms.

Website

A PROJECT INFORMATION HUB WAS HOSTED AT **WMATA.COM/MAJORCONSTRUCTION**.



Unique homepage views
95,194



Project Resources Page
1,085 page views

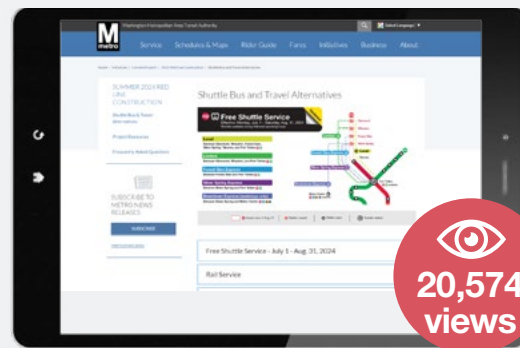


Average time spent on page
68 seconds

Going Digital

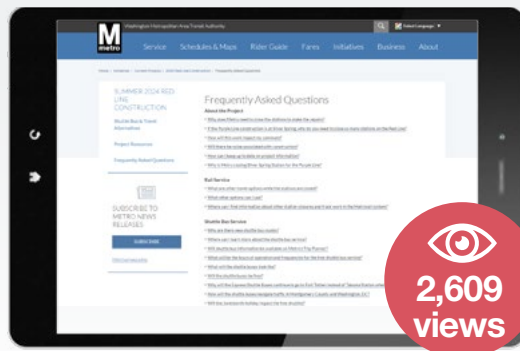
SHUTTLE BUS AND TRAVEL ALTERNATIVES

The most visited page on the website was the Travel Alternatives page. Due to service impacts, the team created an extensive list of Metrobus and other local bus options, as well as provided more detailed shuttle information.



FREQUENTLY ASKED QUESTIONS

Similar to other closures, the Frequently Asked Questions page was a popular resource. It was viewed 2,609 times.



Building Partnerships

Stakeholder Outreach and Communications

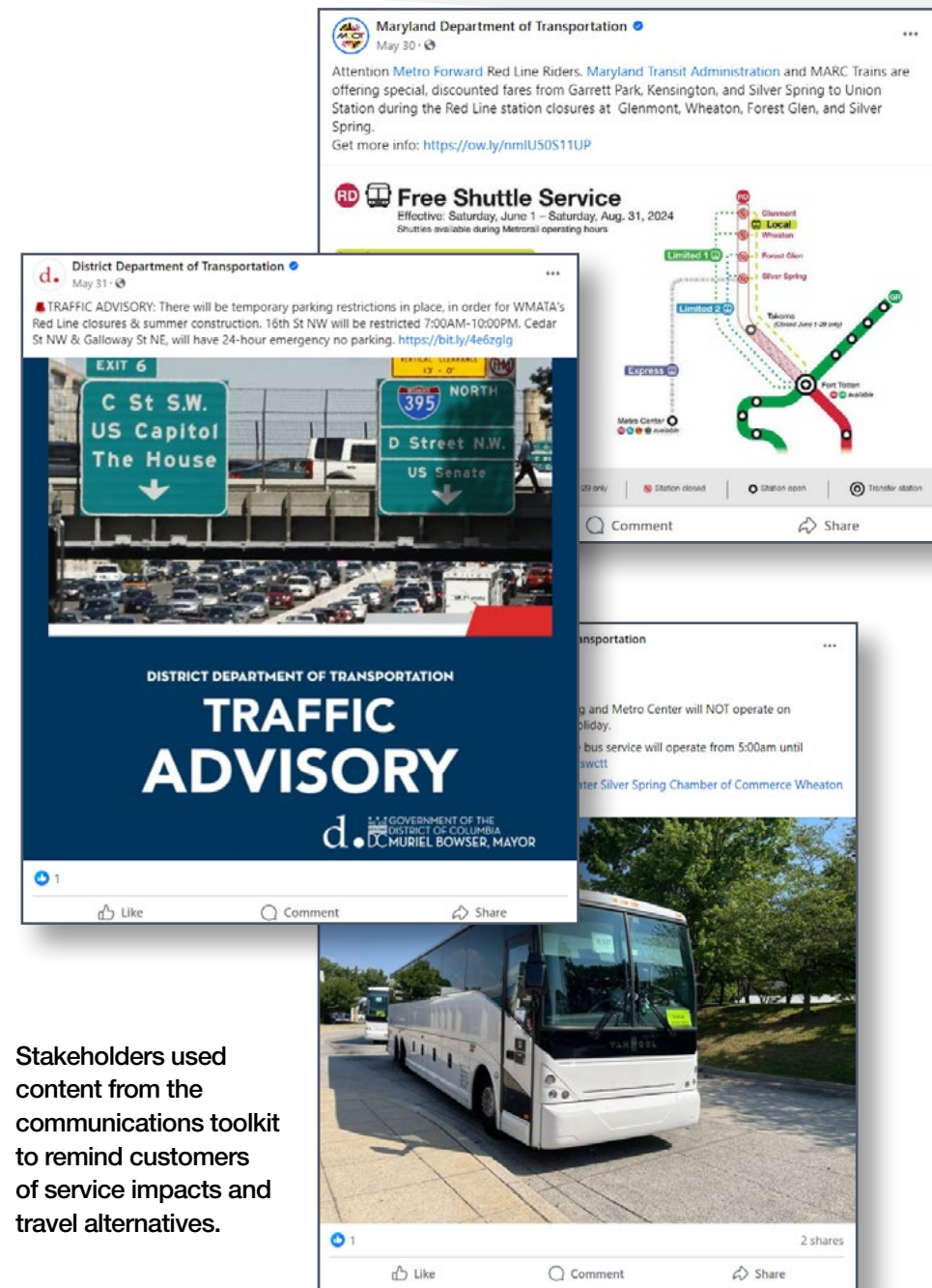
The team created a bilingual social media toolkit with images and suggested posts before and during the closure. An updated version was released in late June to help stakeholders inform their audiences about the new shuttle patterns. Stakeholders used the toolkit to spread awareness on their social media platforms.

Stakeholders who utilized the toolkit include:

- Maryland Department of Transportation
- Montgomery County Department of Transportation
- Northern Virginia Transportation Commission
- District Department of Transportation
- Washington Area Bicyclist Association

An essential partnership was created with the DC Department of Transportation (DDOT), Maryland Department of Transportation (MDOT SHA), and Montgomery County Department of Transportation (MCDOT) to establish “Bus Only” lanes in crucial travel corridors during the closure. In partnership with MDOT SHA, more than seven miles of bus-only lanes were created along sections of Georgia Ave between Glenmont and Silver Spring, as well as signal timing adjustments to prioritize buses. In the District, Metro engaged with DDOT on signal timing and additional mitigations, which provided faster, more reliable shuttle bus service and other measures that alleviated congestion.

Metro, MCDOT, MDOT SHA, DDOT, and other impacted agencies held weekly meetings to discuss concerns and exchange experiences to ensure the best possible service for customers.



Stakeholders used content from the communications toolkit to remind customers of service impacts and travel alternatives.

Building Partnerships

The team also provided Montgomery County with 1,500 brochures to disseminate among their departments to amplify the travel alternatives.

The outreach team communicated with 325 individuals to provide Red Line updates to 178 community-based organizations that provide direct services to communities. The team provided updated schedule and shuttle information, which started on July 1, a link to the project website, and an invitation to subscribe to the e-newsletter.

Metro also launched the Metro Messages effort in June. This virtual meeting series is designed to connect with community leaders and share timely information. The team invited more than 614 individuals who work with 374 community-based organizations to participate in a virtual conversation about ongoing Metro projects. During its inaugural call, Metro shared information on several efforts, including Better Bus, fare and service changes, and the Summer 2024 Red Line closure.

Additionally, the marketing team partnered with Downtown Silver Spring to offer discounts to more than 15 shops and restaurants during the closure. Metro customers showed their SmarTrip® card to receive their discount.



Updated
actualizado



Service Changes

Mon., July 1 –
Sat., Aug. 31, 2024

 → 

Cambios en el servicio

Del lunes 1 de julio al
sábado 31 de agosto de 2024





New Express Shuttles begin July 1

To reduce travel times, two new express shuttles are now available. These shuttles will operate every day during Metrorail hours.

See inside for details.

Los nuevos autobuses de traslado expreso comienzan el 1 de julio

Para reducir los tiempos de viaje, ya están disponibles dos nuevos autobuses de traslado expreso. Estos autobuses funcionarán todos los días en horario de Metrorail.

Consulte el interior para obtener más detalles.

Travel Alternatives Alternativas de viaje

Bus Options Opciones de autobuses

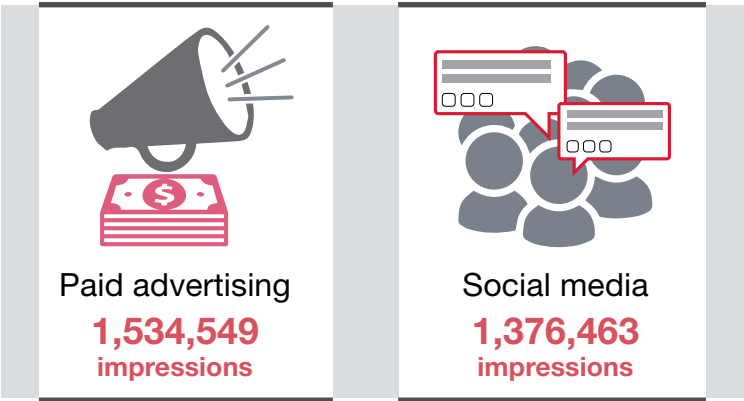
Glenmont	metrobus C8, Y2, Y7, Y8
	10, 26, 31, 33, 48, 53
Wheaton	metrobus C2, C4, Q2, Q4, Q6, Y2, Y7, Y8
	4, 7, 8, 9, 31, 34, 37, 38, 48
Forest Glen	metrobus Q2, Q4, Y2, Y7, Y8
	7, 8
Silver Spring	metrobus 70, 79, F4, J1, J2, Q2, Q4, S2, S8, Y2, Y7, Y8
	1, 4, 5, 8, 9, 11, 12, 13, 14, 16, 18
Takoma	metrobus S2, S4, S8, 62, 63, F1, K2
	12, 13, 14, 16, 18
Fort Totten	metrobus 60, 64, 80, E4, F6, K2

Other Rail Options Otras opciones ferroviarias

AMSC is offering \$3 promotional one-way fares from Garrett Park, Kensington, and Silver Spring to Union Station on the Brunswick Line.

For more information, visit mta.maryland.gov/MTA-WMATA-RedLine

Social Media and Advertising



 **678,205**
impressions

 **776,269**
impressions

 **131,509**
reach

Videos, shuttle maps, and behind-the-scenes footage of crews were posted on Metro's social media platforms.

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 comprehensive advertising campaign, which included print and digital ads, delivered more than **1.5** million impressions. The click through rate for the campaign was **1.18%**, which is above the industry average 0.21%.

Geo-targeted high-impact mobile banners (Spanish and Mandarin)



597,547
impressions

Transit app



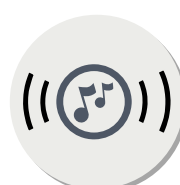
258,412
impressions

Paid and boosted advertisements on social media



187,186
impressions

Geo-targeted digital audio, also known as streaming radio (Spanish)



349,590
impressions

Local print publications (Spanish, Chinese, Vietnamese, Amharic, Korean)



329,000
impressions

Print Ads

RD Plan Ahead for RD Service Changes in Summer 2024

Saturday, June 1 – Saturday, August 31

Free shuttle buses replace trains between Glenmont and Takoma for Purple Line construction

The closure will extend to Fort Totten from June 1 - 29 only.

Legend:
 - Closed June 1-Aug 31
 - Closed June 1-29 only
 - Station closed
 - Station open
 - Transfer station

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

M metro

Digital Ads

RD Plan ahead for service changes in Summer 2024

Saturday, June 1 – Saturday, August 31

Free shuttle buses replace trains between Glenmont and Takoma

Station closed

PLAN YOUR TRIP

M metro

RD Planifique con anticipación para el servicio cambios en el verano de 2024

Del sábado 1 de junio al sábado 31 de agosto

Servicio gratuito de autobús reemplaza trenes entre Glenmont y Takoma

Estación cerrada

PLANIFIQUE SU VIAJE

M metro

RD 提前规划，畅享服务 2024 年夏季的变化

6月1日周六 - 8月31日周六

免费专线班车服务 替换 格伦蒙特 (Glenmont) 和塔科马 (Takoma) 之间的火车服务

车站关闭

计划您的行程

M metro

Navigating Change: Station Signage

We created a comprehensive sign installation plan which detailed the placement of each sign at all impacted stations. The 300+ page document included English, Spanish, banners, blades, flags, and ground decals. At the Silver Spring Station, braille signs were created and placed at the station gates and bus bays to support the local low-vision community.



2,382
printed signs posted
systemwide



320
QR code
scans

**Free Shuttle Service**
Servicio de autobuses

Improvements in Progress

No RD  **STATION CLOSED**
Effective: June 1 to August 31, 2024



 **F**

Free Shuttle Bus Service
Servicio de autobús gratuito

Local (Southbound) Shuttle
Wheaton, Forest Glen, Silver Spring,
Takoma, and Fort Totten **RD GR**

 202-637-7000
wmata.com/majorconstruction
@wmata



Improvements in Progress

No RD  **STATION CLOSED**
Effective: June 1 to August 31, 2024

Free shuttles available

Local Northbound Shuttle
Bus Bay **RD**

Limited 2 Northbound Shuttle
Bus Bay **RD**

Local Southbound Shuttle
Bus Bay **RD**

Limited 2 Southbound Shuttle
Bus Bay **RD**


Express (weekdays only) / Exp
Bus Bay **RD**



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FORT TOTTEN — VICINITY MAP **MAPA DEL VECINDARIO**

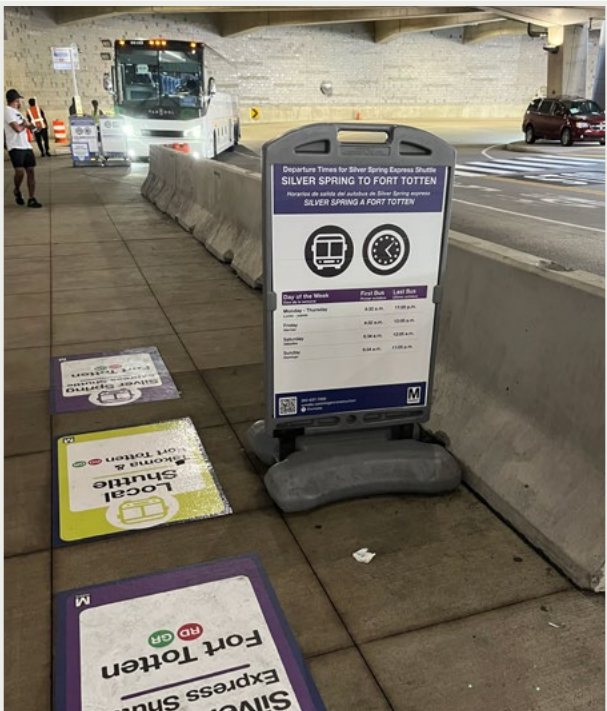


Temporary Bus Service and Boarding Locations
El servicio de autobús temporal y lugares para abordar

Route	Destination	Bus Bay	Route	Destination	Bus Bay
METRO SHUTTLE BUS			METROBUS		
Local Northbound	To Glenmont	RD	80	Georgia Ave-Petworth	RD
Limited 1 Northbound	To Forest Glen	RD	84	Federal Triangle	RD
Limited 2 Northbound	To Glenmont	RD	82	Ivy City	RD
METROBUS FREQUENT SERVICE			84	Piggs Park	RD
80	MtPherson City	RD	86	New Carrollton	RD
84	Friendship Heights	RD	82	Takoma	RD
86	White Oak	RD	80	FDA/HR	RD
Metro Access			81	Arlington	RD
			82	Calverton	RD

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@wmata





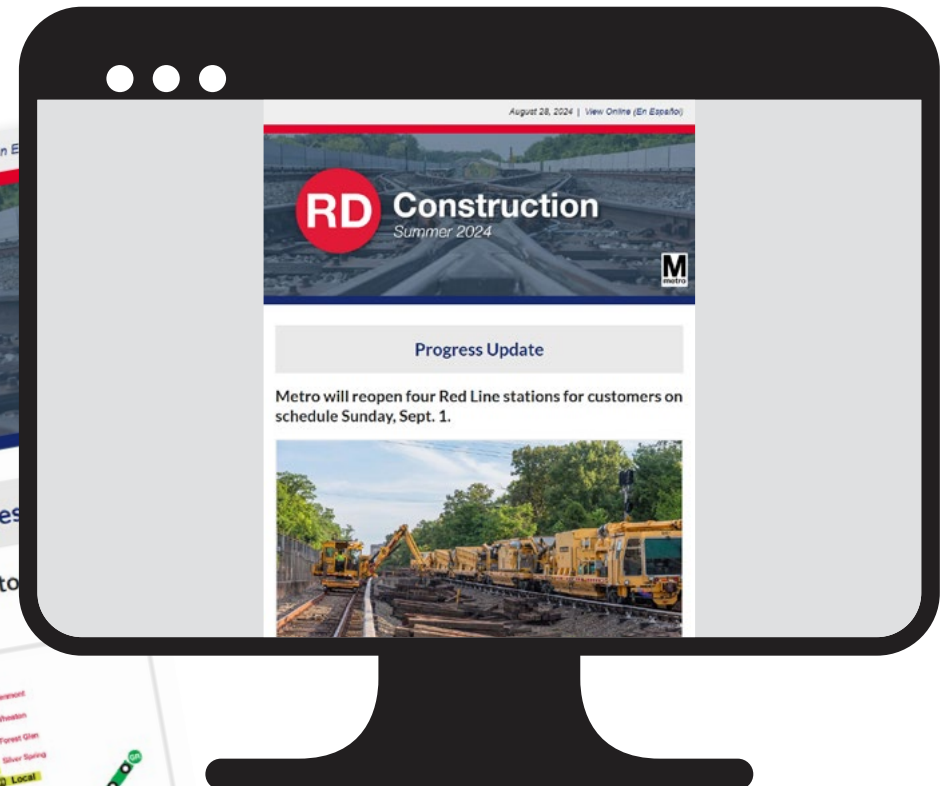
A Closer Look

SHARING UPDATES: NEWSLETTERS

7 newsletters distributed

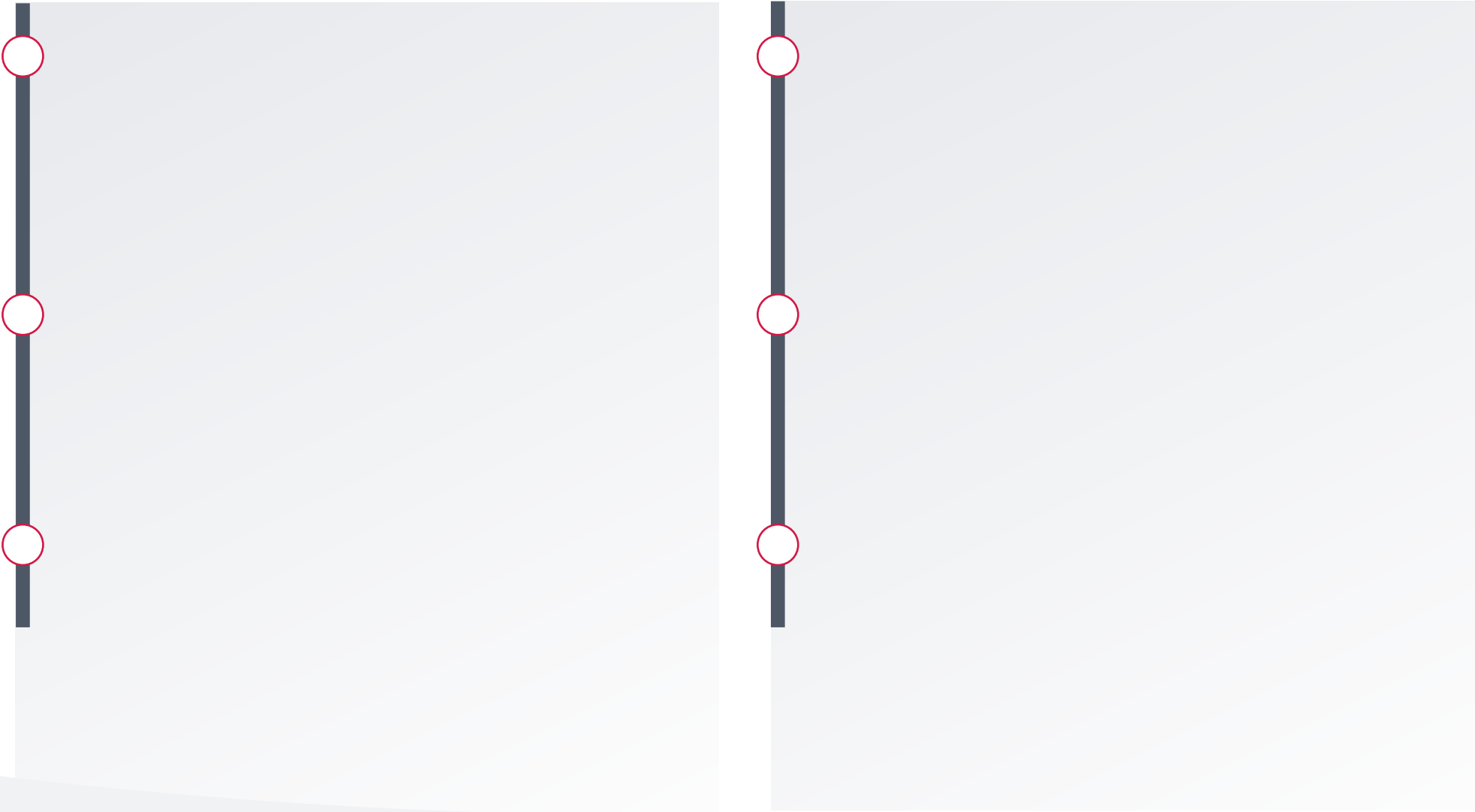
580 subscribers with an open rate of about 62%
(20% is considered successful)

2,555 total number of newsletter recipients



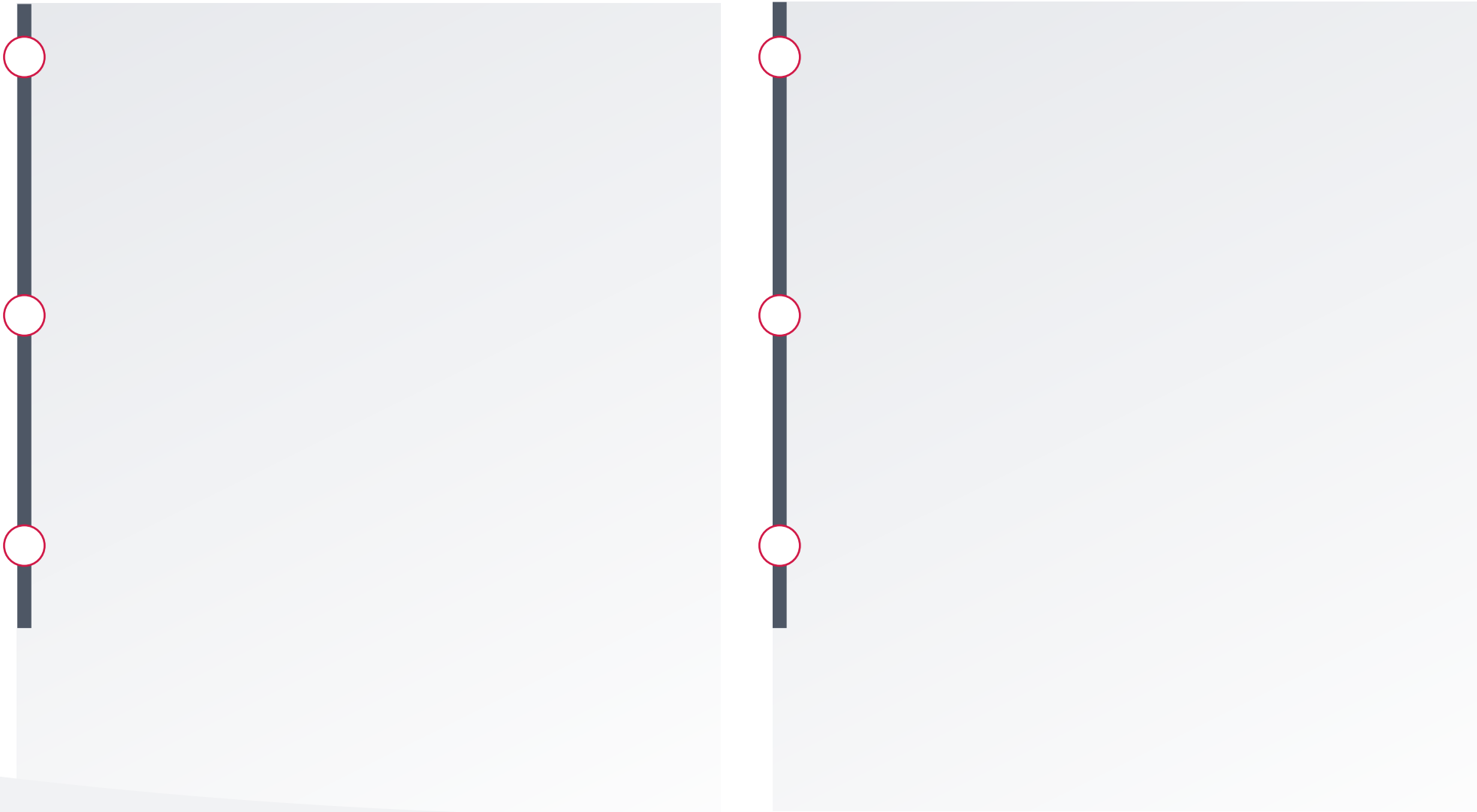
Media Stories

Before Earned Media - 46 Stories



Media Stories

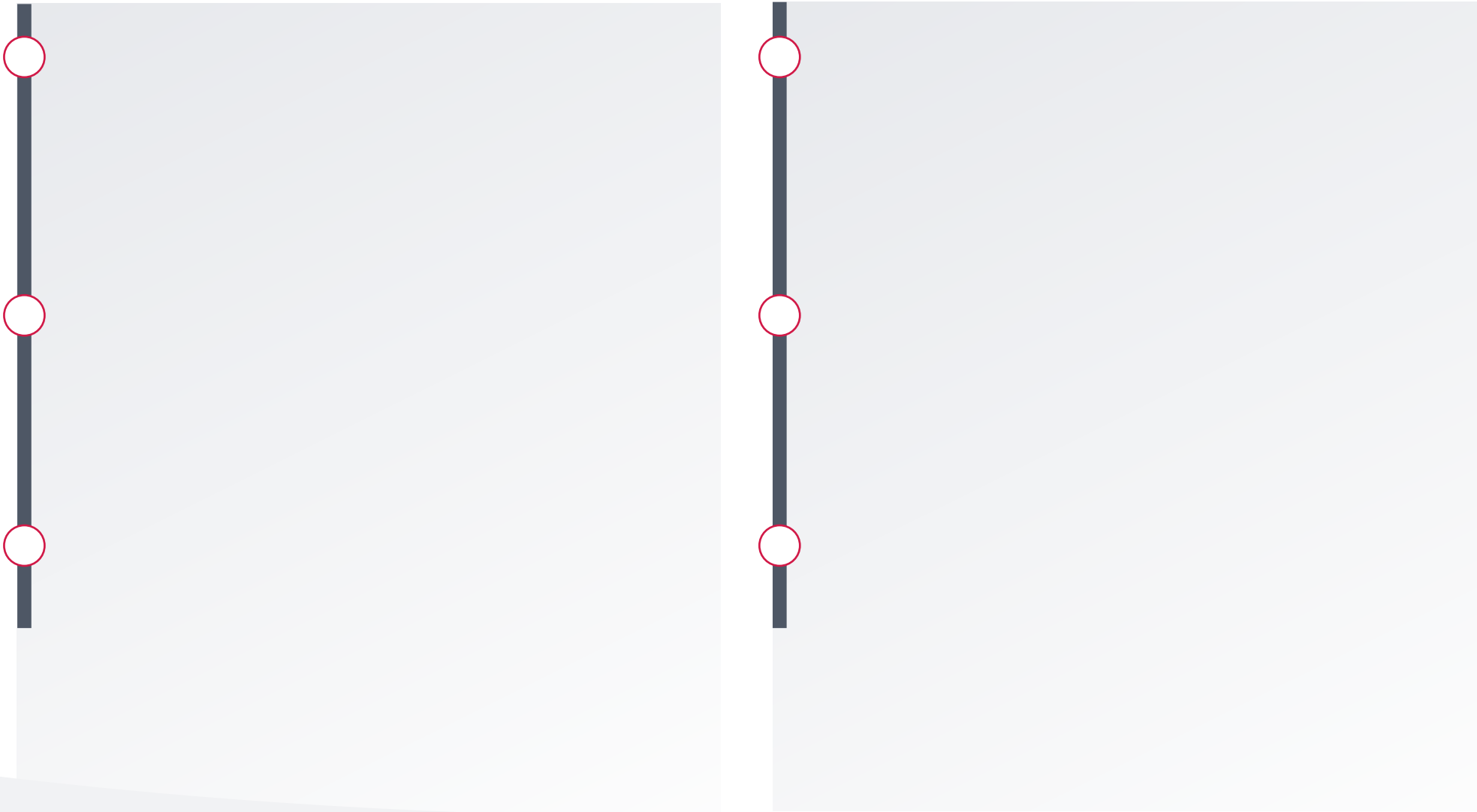
During Earned Media - 33 Stories



Media Stories

After

Earned Media - 7 Stories



Accomplishments

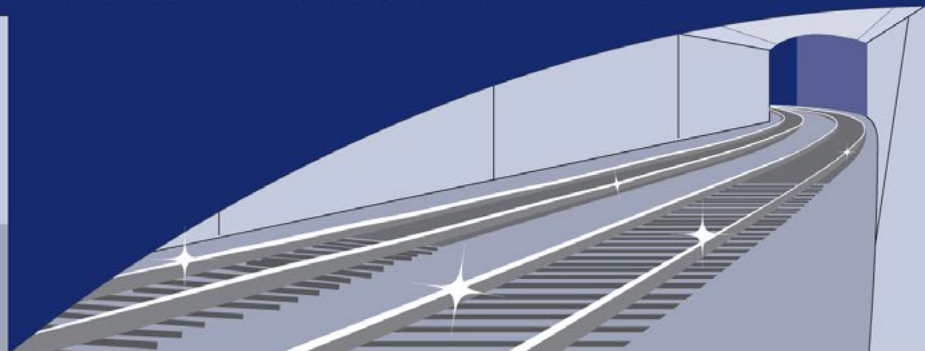
25 tons of concrete

were used to restore safety walkways,
used in case of emergency



6,500 feet of rail were replaced

between Fort Totten and Glenmont stations



**857 areas were repaired to prevent
leaks and flooding**



102,000 feet of fiber optic cable

were installed between Fort Totten
and Glenmont stations

