



BL

YL

Major Blue and Yellow Line Construction

Communications and Outreach Report

June 2023





BL

YL

About the Project



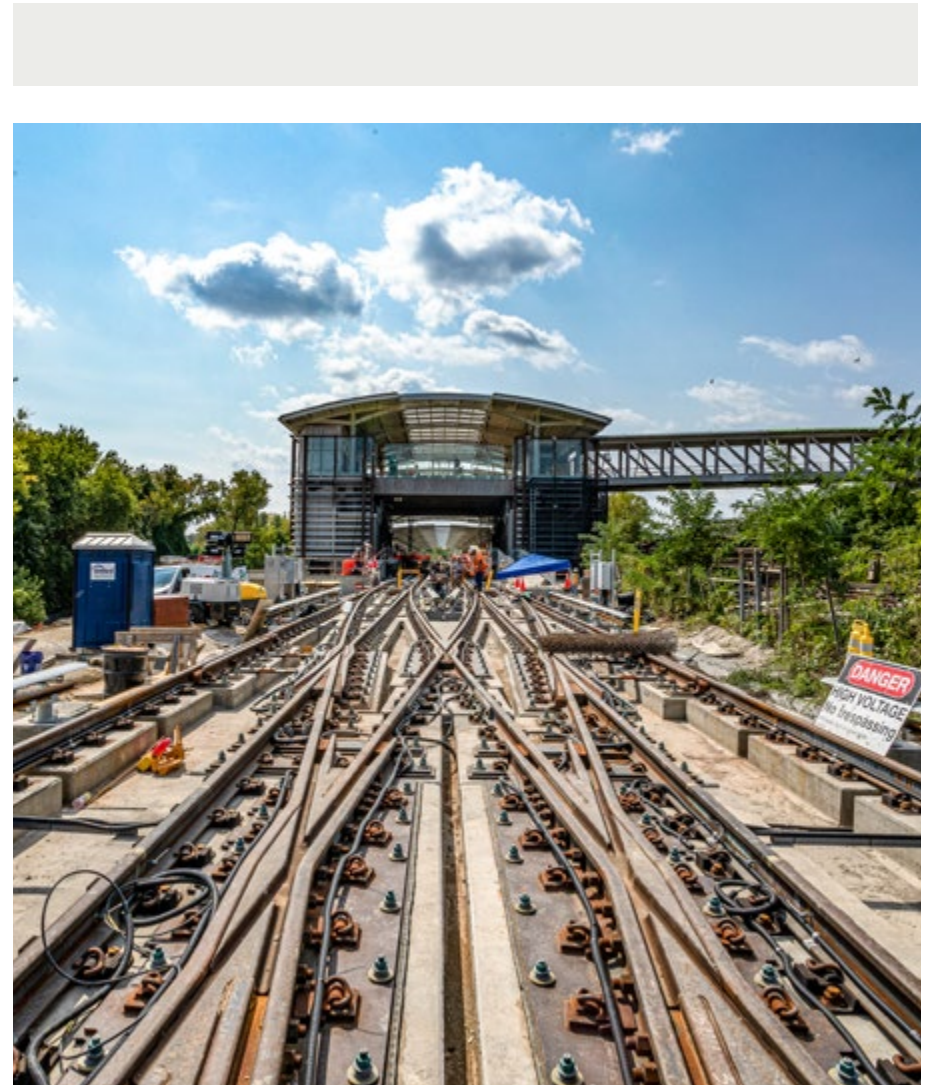
PROJECT OVERVIEW

In September 2022, Metro began constructing new track to connect the future Potomac Yard Station to the Metrorail system, and concurrently, began an eight-month rehabilitation of the Yellow Line tunnel and bridge between Pentagon and L'Enfant Plaza stations.

Due to the Potomac Yard cutover work, six Yellow and Blue Line stations south of Reagan National Airport – Braddock Rd, King St-Old Town, Van Dorn St, Franconia-Springfield, Eisenhower Ave, and Huntington – closed with no rail service from September 10 through November 6.

Metro used a construction strategy that temporarily closed stations with no rail service while crews completed the work. This strategy kept customers and construction crews safe and expedited the process.

During the first phase of this shutdown, Metro provided seven free shuttle options, which allowed customers to travel between the closed stations and their destinations. After the six stations reopened, three shuttles remained to accommodate the Yellow Line closure and provide another transportation option across the Potomac River.



Target Audience & Objectives



COMMUNICATIONS AND OUTREACH STRATEGY

The communications team developed a comprehensive communications plan and outreach campaign in spring 2022 to provide timely project impacts to stakeholders and the public before, during, and after station closures.

Because the project is similar in scope to Metro's Platform Improvement Project (PIP), the communications plan built on best practices and lessons from PIP to apply to this communications effort.

The communications campaign included a mixture of traditional and digital tactics to reach various audiences through multiple channels, including in-person outreach, social media and digital ads, blog updates, e-blasts, advertisements in multilingual newspapers, pop-up events, printed collateral, and signage.

Additionally, the communications plan ensured that Metro met Title VI requirements. Beyond meeting basic requirements, tactics in the plan also met Metro's Public Participation Plan (PPP) standards. The federally mandated, Board-approved PPP meets or exceeds Title VI requirements.

This report summarizes the communications and outreach strategy and results.

CAMPAIGN DURATION

Four months (June 15, 2022 – May 10, 2023)

Target Audiences & Objectives

AUDIENCES

- External: Metro customers, specifically Blue and Yellow Line customers who use stations south of National Airport, all Yellow Line customers, and impacted Blue Line customers; Metro social media followers; local elected officials; jurisdictional partner staff; business/community stakeholders, including business improvement districts, Community-Based Organizations, and homeowners' associations; media members; and the informed public.
- Internal: Metro employees, Metro Board of Directors, and Committees (Riders' Advisory Council, Accessibility Advisory Committee).

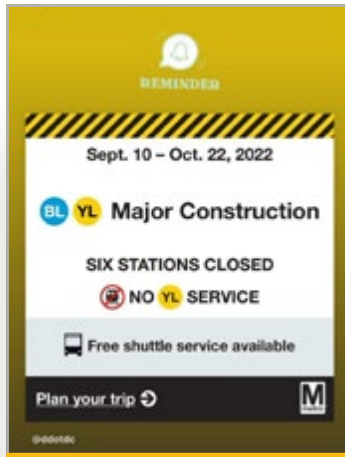
GOAL

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

OBJECTIVES

- Announce project scope, locations, and service impacts.
- Coordinate with internal and external stakeholders.
- Announce service alternatives.
- 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 meet Metro's PPP requirements.
- Highlight Metro's Capital Program and its achievements, including bringing a new infill station online and ensuring the tunnels and bridges are safe for years to come.
- Celebrate the hard work, success, and improvements, and thank customers for their patience during construction.





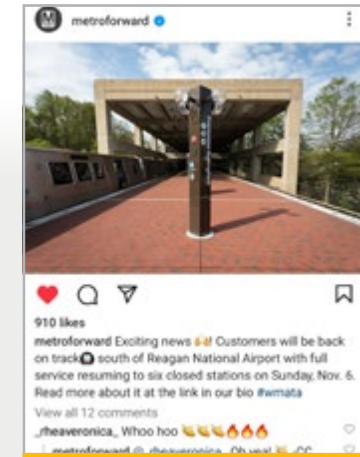
Before Shutdown

May 10, 2022 –
September 9, 2022



During Shutdown

September 10, 2022 –
November 5, 2022



After Shutdown

November 6, 2022 –
May 1, 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
- Pop-up events
- Newsletters and e-blasts
- Blog updates
- Owned and paid media
- Press releases
- Media tours
- Service advisories
- Customer research
- Advertisements in multilingual newspapers



Results

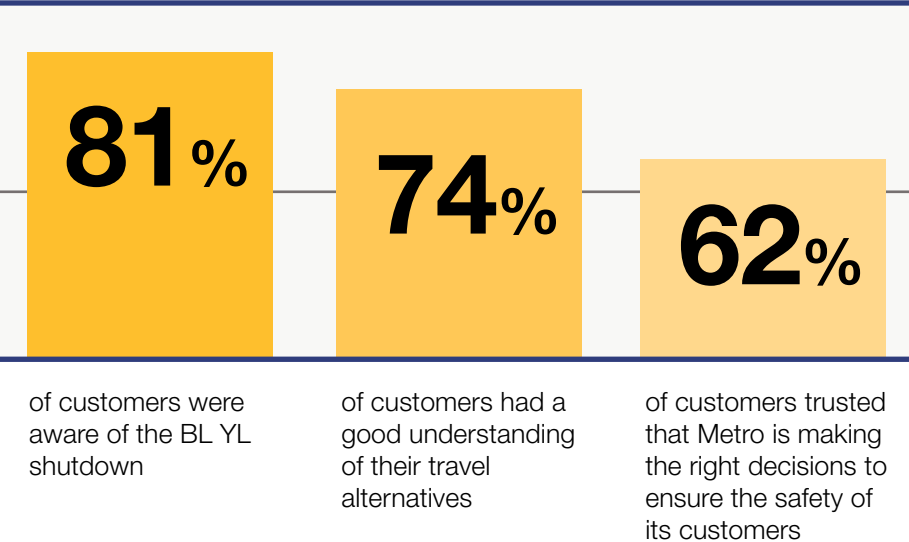
LOOKING BACK ON THE COMMUNICATIONS CAMPAIGN

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

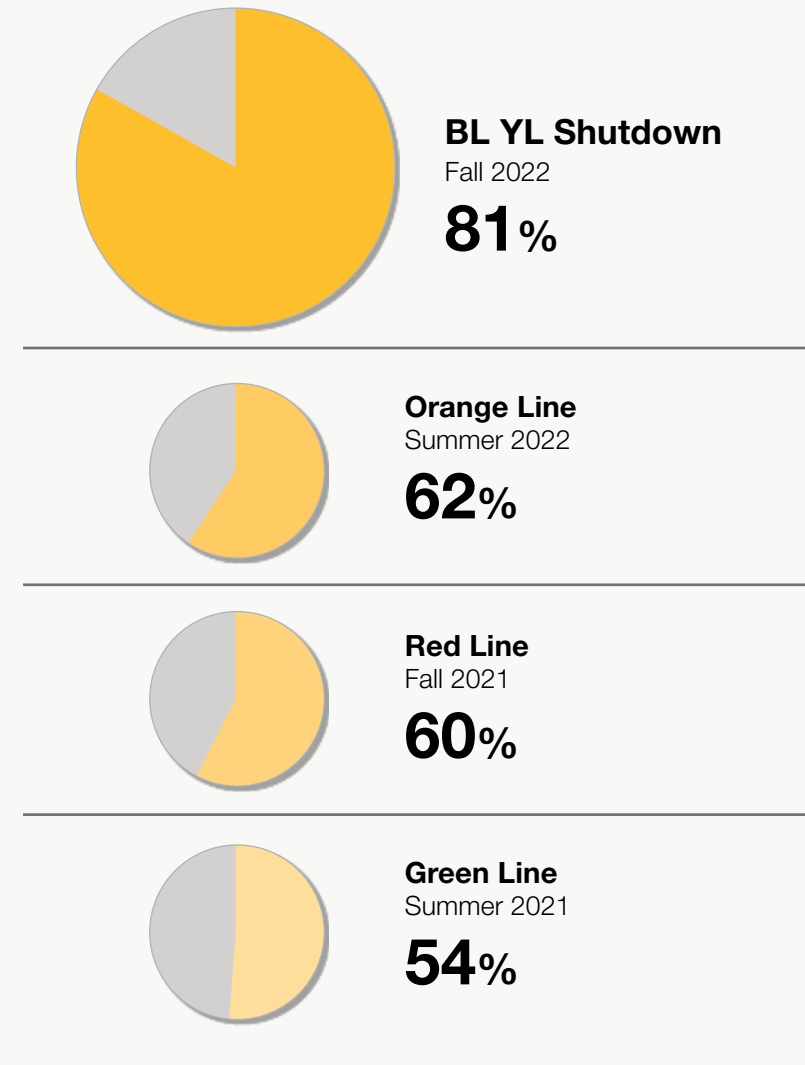
Metro listened to customers to reach the target audiences with the most useful information and adjusted communications tactics and messaging based on their feedback, which resulted in an effective communications campaign for the project. However, customers were still skeptical about construction being completed on time.

Based on the research, awareness of the Major Blue and Yellow Line Construction project was much stronger than the measures of awareness measured during any other shutdowns that occurred during the pandemic (i.e., 2020 to 2022).

KEY PERFORMANCE INDICATORS

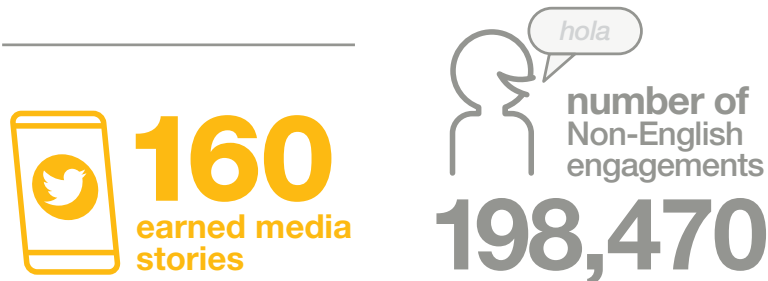
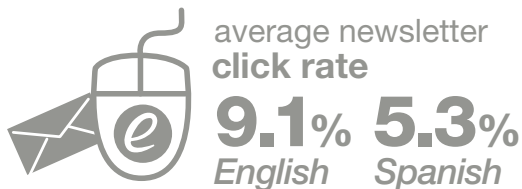


AWARENESS OF SHUTDOWNS



Results

BY THE NUMBERS



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

BL

YL

Results

LOOKING BACK ON THE COMMUNICATIONS CAMPAIGN

- Based on a project survey, **the more frequently a customer rides Metrorail, the more likely they were aware of the shutdown.**
- **The measures of awareness of Metro's Major Blue and Yellow Line Construction were much stronger than those measured during any other shutdowns during the pandemic (i.e., 2020 to 2022).**
- Compared to the past pandemic-era shutdowns (i.e., the summer 2022 Orange Line shutdown, the fall 2021 Red Line shutdown, or the summer 2021 Green/Yellow Line shutdown), **Metrorail riders during this shutdown more likely agreed that:**
 - They are more likely to **know why Metro shut down their station**
 - They **have more trust** that the shutdown is necessary
 - They **have a better understanding** of their alternative travel options
- There was a lack of confidence from customers regarding the timely completion of the Major Blue and Yellow Line Construction.
 - In hindsight, customers were correct to be skeptical as the major construction on the Blue Line was completed on November 6, approximately two weeks behind schedule.

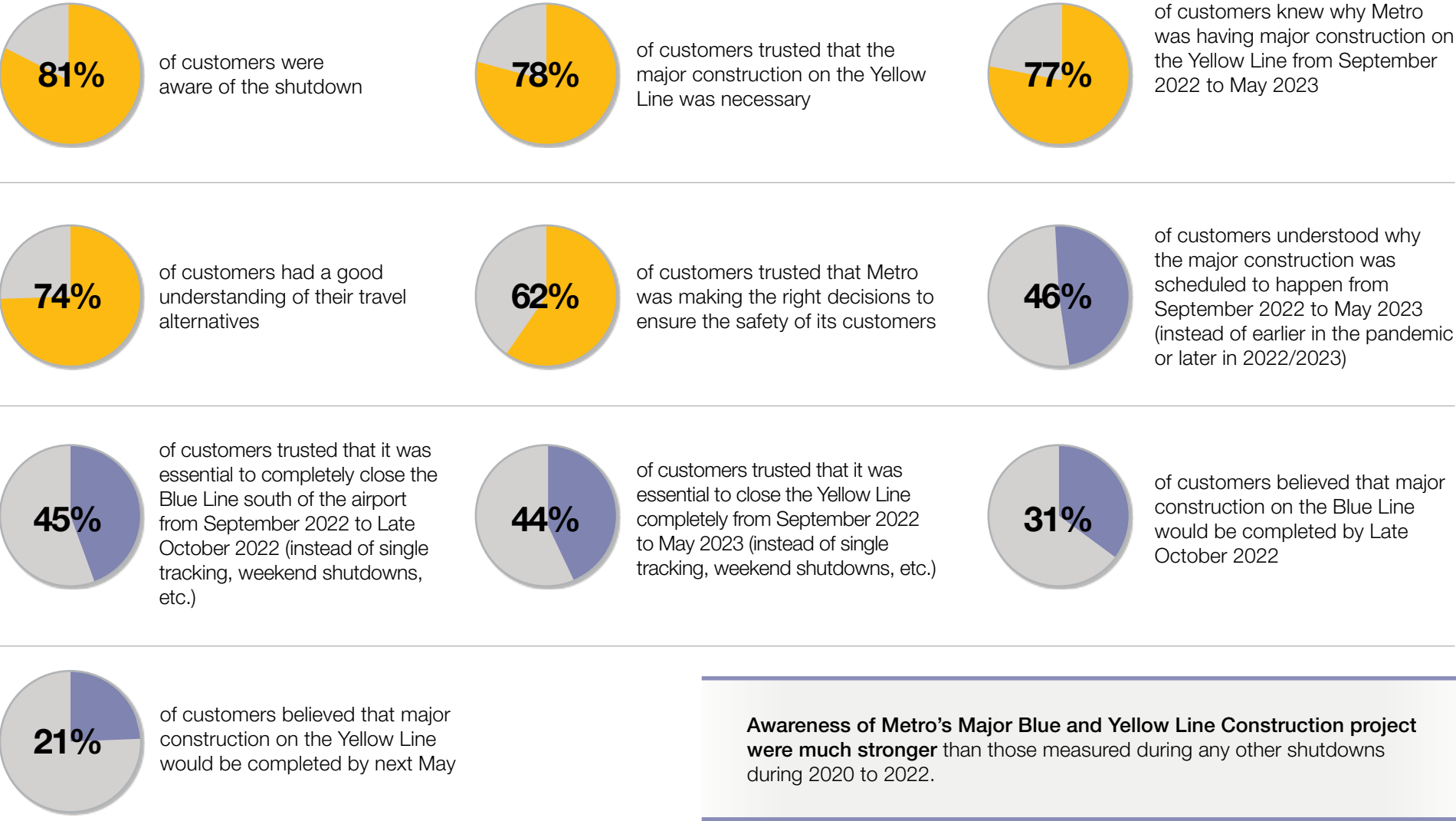
“ I just want to tell you all, ‘Great Work!’ I am new to city life and closures like this make the commute downtown even more intimidating. Your communication has been spot on and I feel confident in the alternatives you have in place. Keep it up! ”

— Ryan Headrick, via Facebook



Results

KEY PERFORMANCE INDICATORS



A Closer Look

GOING DIGITAL:

www.wmata.com/majorconstruction



232,228

Unique
page views

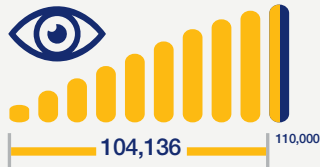


Average time
spent on page:

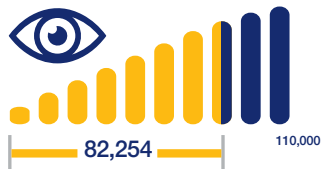
**2 minutes,
36 seconds**

TOP VIEWED PAGES

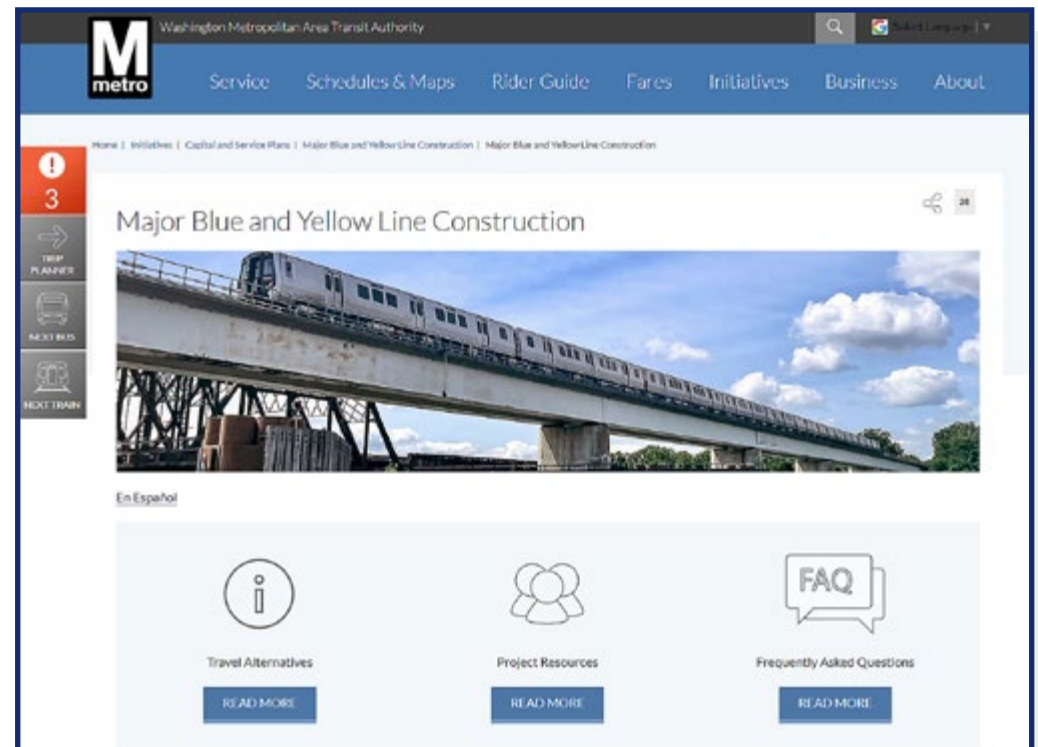
Homepage



Travel Alternatives



FAQs

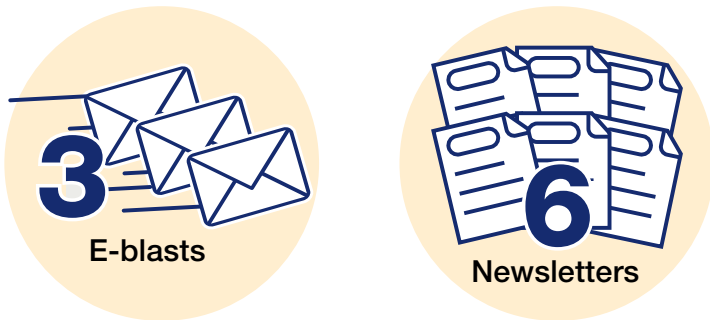


BL

YL

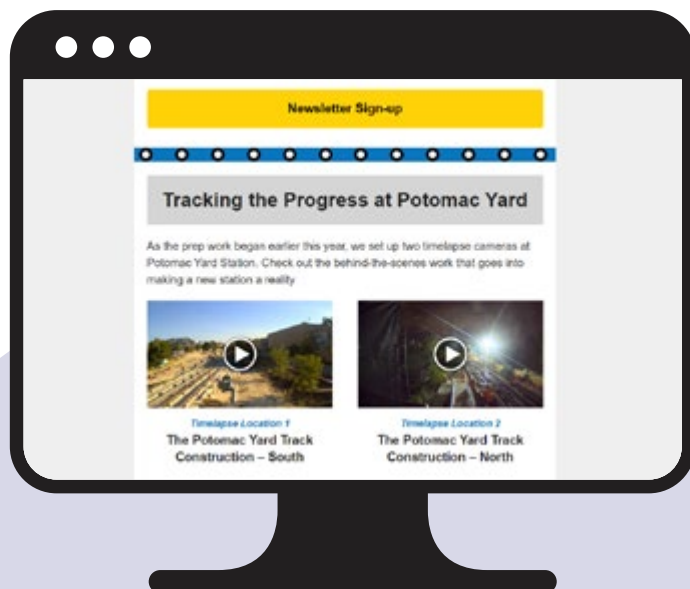
A Closer Look

SHARING UPDATES: NEWSLETTERS

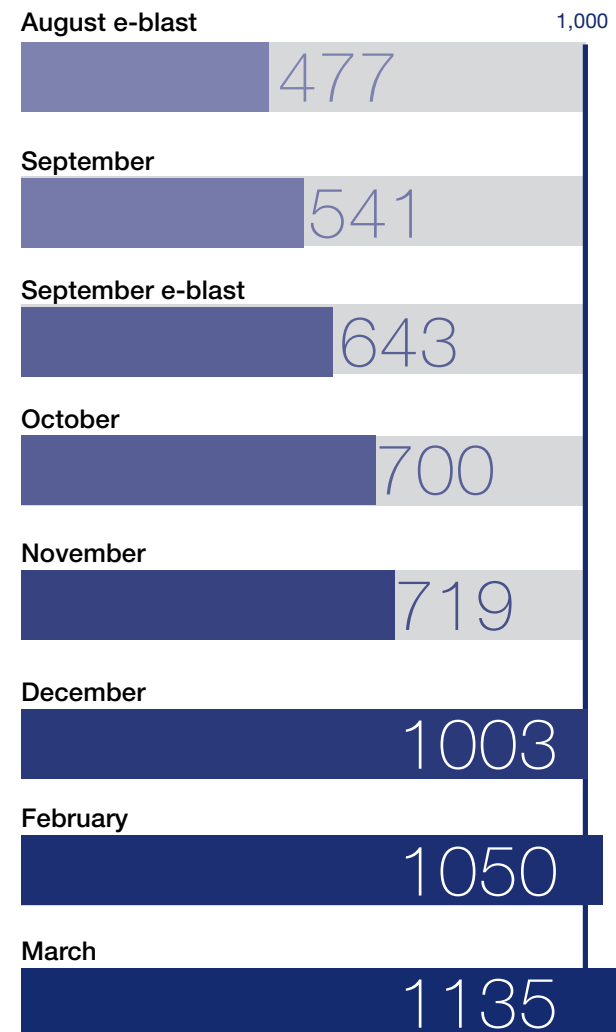


- Total number of newsletter/e-blast recipients

6,559

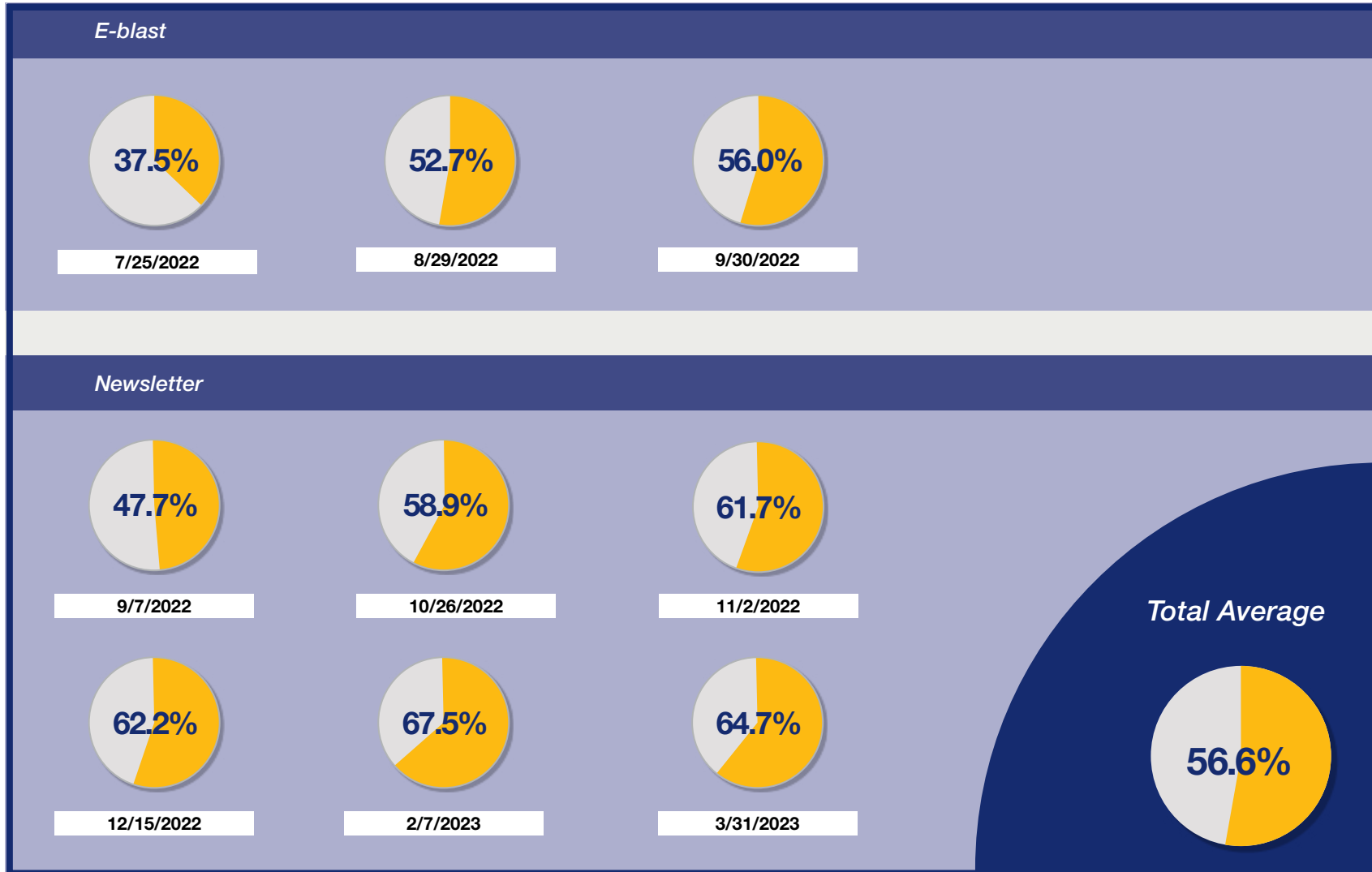


- Number of subscribers by month:



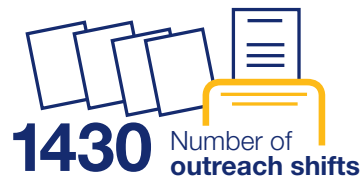
A Closer Look

OPEN RATES

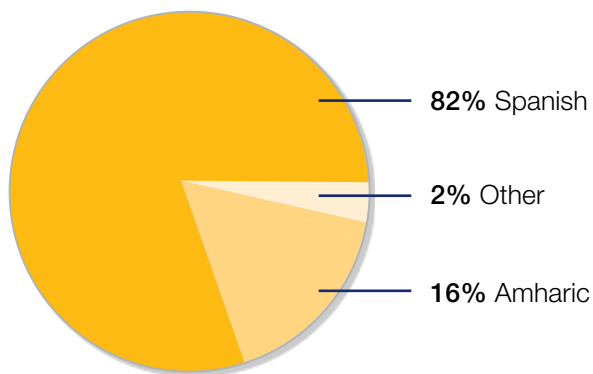


A Closer Look

HELPING HANDS: CUSTOMER OUTREACH



- Percent of non-English engagements:



- Common customer questions:
 - o How long will this station be closed/shut down?
 - o Why is the closure happening on the Yellow Line?
 - o When are the shuttles running?
 - o How often are the shuttles running?
 - o How long will the shutdown be?
 - o How do I get to...?

CUSTOMER SERVICE INQUIRES

- Number of inquiries through customer service department: 285
- Common customer inquiries:
 - o When will the new station open?
 - o What are the travel alternatives during the shutdown?
 - o What time does the shuttle bus leave...?
 - o Suggested directions for shuttle bus drivers

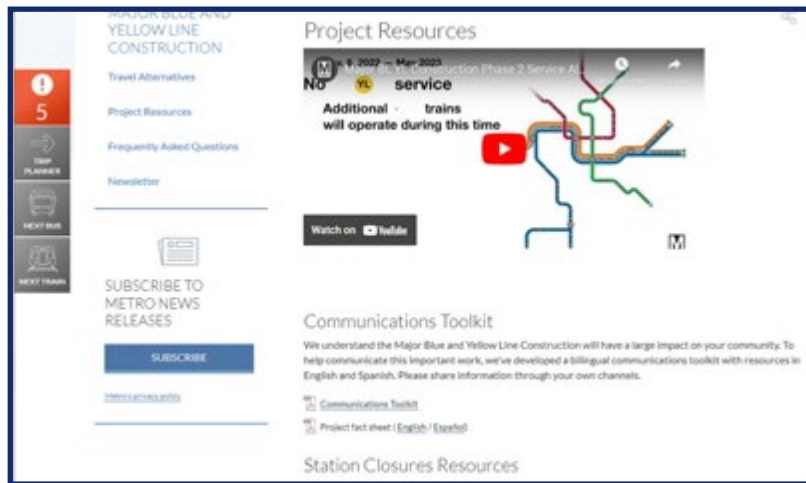


A Closer Look

BUILDING PARTNERSHIPS: STAKEHOLDER OUTREACH

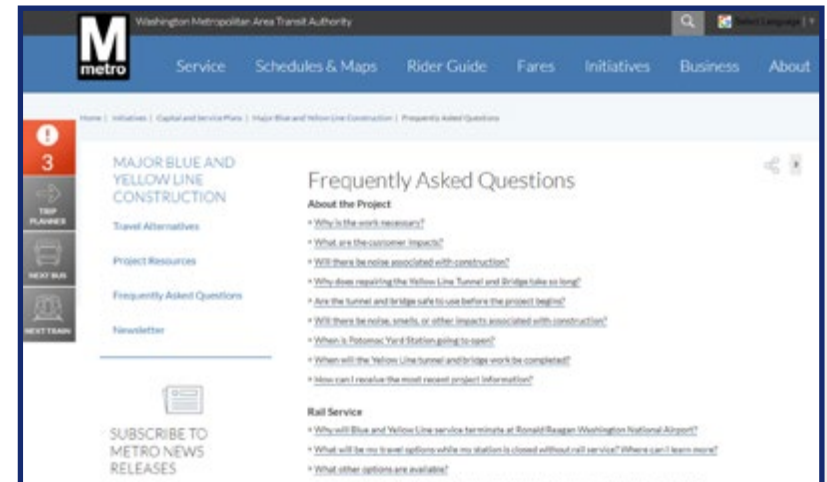
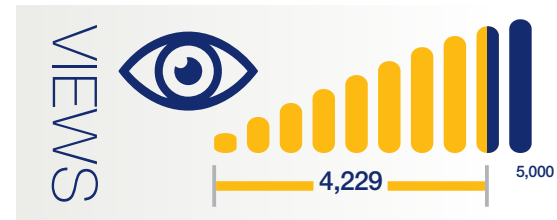
A communications toolkit with English and Spanish resources, including suggested newsletter and social media text, maps, fact sheets, and other project resources, was posted on the project website.

Communications Toolkit



Frequently Asked Questions

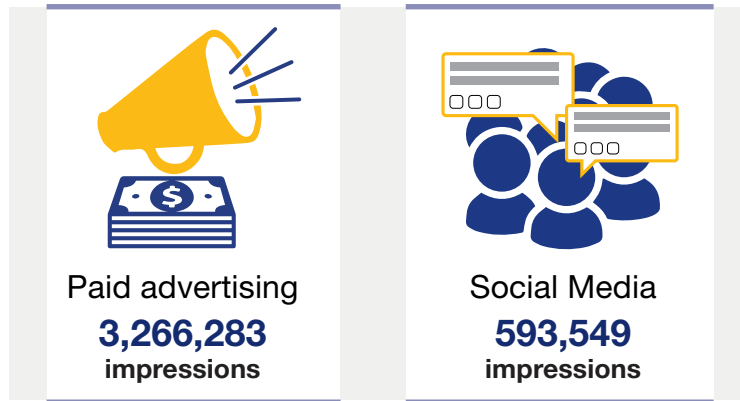
One popular resource, the Frequently Asked Questions page, was viewed 4,229 times.



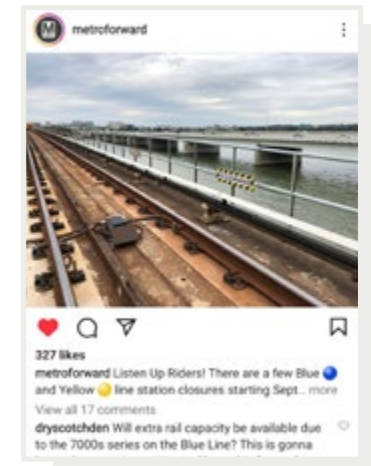
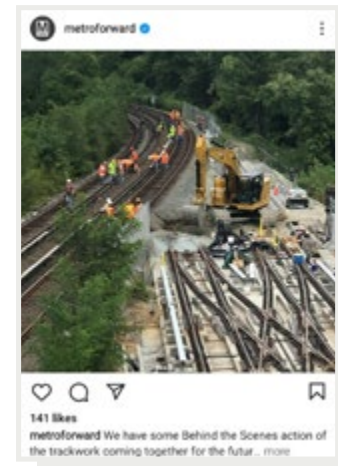
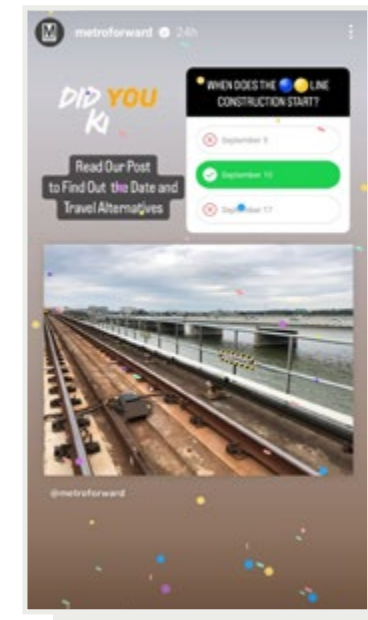
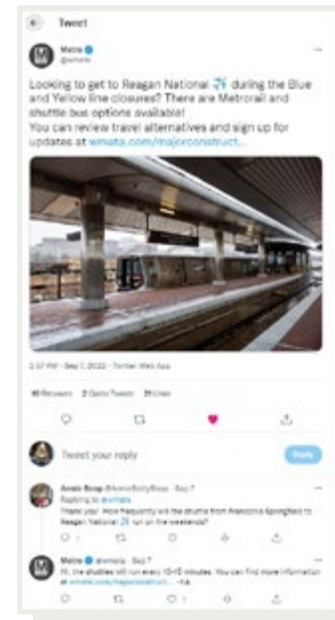
A Closer Look

AMPLIFYING THE MESSAGE: MEDIA & ADVERTISING

- Impressions from paid media:



- Percentage of owned media: 15.4%



A Closer Look

- The advertising campaign delivered more than 3.2 million impressions.

Mobile
Geo-fencing Device



901,372
impressions

Historical Geo-fencing
Mobile Device Full-Screen



249,779
impressions

Live Geo-fencing
Mobile Device



249,175
impressions

Live Geo-fencing Mobile
Device Full-Screen



12,707
impressions

Desktop and
Laptop Display



984,587
impressions

Premium National and
Local News, Weather &
Traffic Networks



311,092
impressions

Streaming Audio
(English & Spanish)



255,842
impressions

YouTube
Pre-Roll Video



158,254
impressions

Site Retargeting



64,651
impressions

Historical Geo-fencing
Mobile Device



78,824
impressions

Key Fact:

The geo-targeted paid media campaign informed key audiences who might not have been exposed to earned media (news stories).



A Closer Look: June – November 2022

BEFORE

77 Media Stories

The Washington Post

GRIDLOCK

Metro's Blue, Yellow line construction will require detours this fall

Bridge and tunnel repair and prep work to open a new station is prompting Metro to reroute passengers

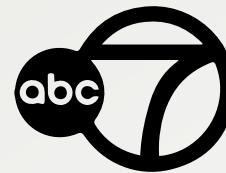


SEP 1, 12:16 PM

A Months-Long Shutdown Is Coming To Parts Of The Blue And Yellow Lines. Here's What You Need To Know

DURING

36 Media Stories



Metro commuters begin to feel impacts of Blue, Yellow line shutdown in Virginia

wtopnews

Opening of Potomac Yard Metro station pushed to next year; track work to stretch into November

BL

YL

A Closer Look: June – November 2022

AFTER

7 Media Stories

4 WASHINGTON

6 Metro Stations Reopen Along Blue and Yellow Lines



FOX 5 WASHINGTON DC

6 Metro stations along Blue, Yellow Lines in Virginia reopen after construction related closure

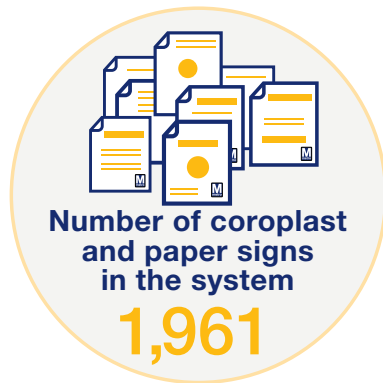


BL

YL

A Closer Look

NAVIGATING CHANGE: STATION SIGNAGE




Free shuttle bus service
Autobús de enlace gratuito

VA-DC Shuttle 1

to Smithsonian, Pentagon City, & Crystal City

RUSH HOUR ONLY | 6:24 a.m. - 9:12 a.m.
SOLO HORAS PICO | 3:24 p.m. - 7:24 p.m.

For more information, call 202-637-1328
Para obtener más información, llame al 202-637-1328
wmata.com/majorconstruction



VA-DC Shuttle 2: to Smithsonian & Pentagon

Monday thru Friday
Lunes a viernes

Sept 12, 2022 – May 2023
12 de septiembre 2022 – mayo 2023

Pennsylvania Ave & 7th St NW


Morning Times

6:59 AM	7:59 AM	8:59 AM
7:11 AM	8:11 AM	9:11 AM
7:23 AM	8:23 AM	9:23 AM
7:35 AM	8:35 AM	
7:47 AM	8:47 AM	

Afternoon Times

3:36 PM	5:00 PM	6:24 PM
3:48 PM	5:12 PM	6:36 PM
4:00 PM	5:24 PM	6:48 PM
4:12 PM	5:36 PM	6:59 PM
4:24 PM	5:48 PM	7:11 PM
4:36 PM	6:00 PM	7:23 PM
4:48 PM	6:12 PM	7:35 PM

For more information, call 202-637-1328
Para obtener más información, llame al 202-637-1328
wmata.com/majorconstruction



STATION CLOSED
ESTACIÓN CERRADA

FREE SHUTTLE SERVICE AVAILABLE
AUTOBUSES DE TRANSFERENCIA GRATUITOS DISPONIBLE



LEARN MORE AT
WMATA.COM/MAJORCONSTRUCTION

OBTENGA MÁS INFORMACIÓN EN
wmata.com/majorconstruction

Major   Construction is underway!

Thank you for your patience

¡Gran   construcción está en progreso!

Gracias por su paciencia



LEARN MORE AT
WMATA.COM/MAJORCONSTRUCTION

OBTENGA MÁS INFORMACIÓN EN
WMATA.COM/MAJORCONSTRUCTION


For more information, call 202-637-1328
Para obtener más información, llame al 202-637-1328
wmata.com/majorconstruction



Temporary Bus Stop Relocation
EFFECTIVE: Sept 10 - Oct 22, 2022

*Reubicación Temporal de la Parada de Autobús
Del 10 de septiembre al 22 de octubre de 2022*


A



Route 350 | Springfield Town Center and Hilton Springfield

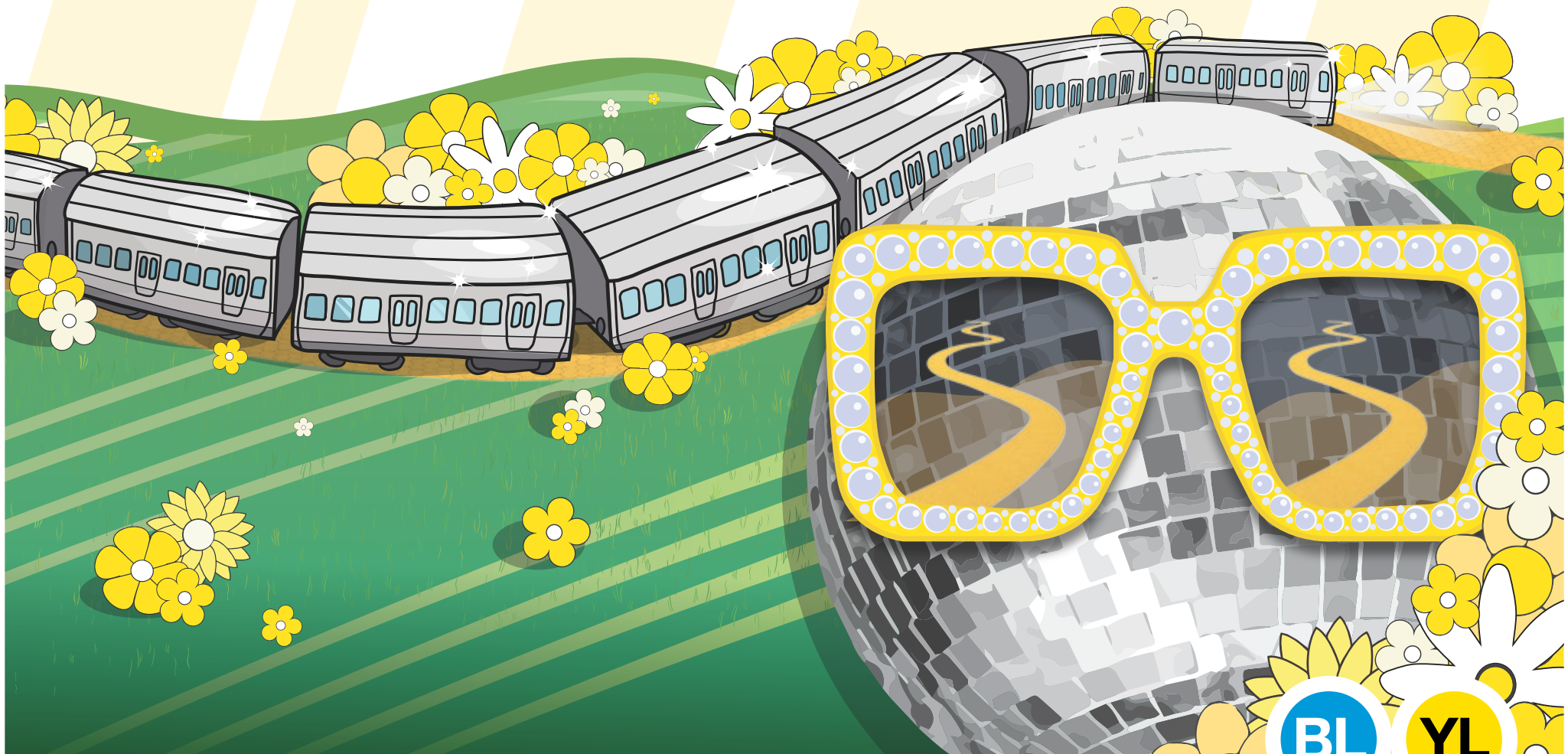
Route 351 | TSA headquarters and NVCC Medical Education Campus

For more information, call 202-637-1328
Para obtener más información, llame al 202-637-1328
wmata.com/majorconstruction






Yellow Line Reopening

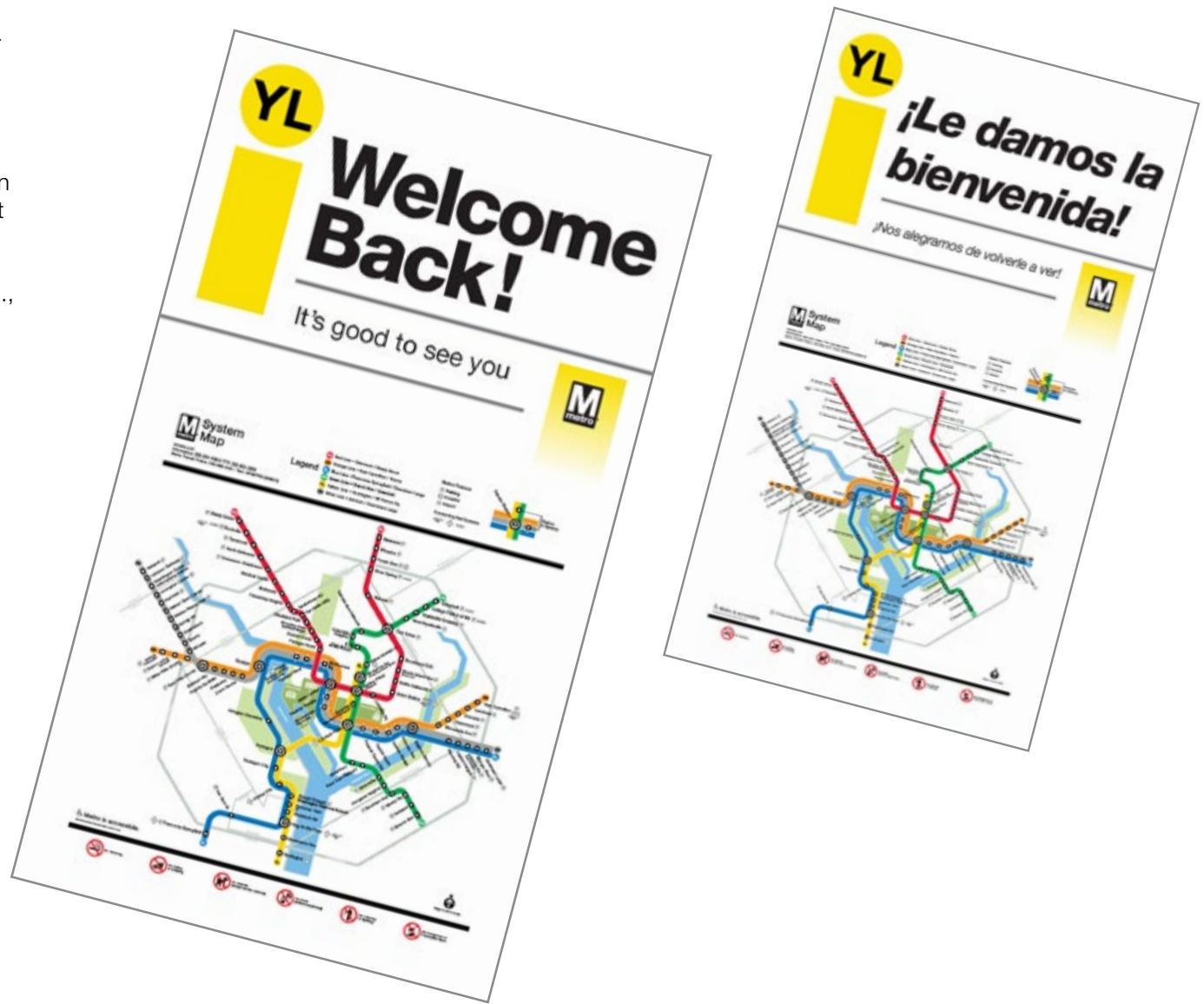


Yellow Line Reopening: April 1 – May 9, 2023

The Yellow Line between L'Enfant Plaza and Pentagon stations was closed for 8 months to rehabilitate the deteriorating Potomac River tunnel and bridge, which were constructed in the 1970s and nearing the end of their useful life expectancies. Rehabilitation work was required to ensure that both structures could function safely for years to come. Construction crews worked around the clock to reconstruct the tunnel and bridge and free shuttle buses were provided to customers while the Yellow Line was closed. On May 7, 2023 at 7:00 a.m., the Yellow Line reopened.

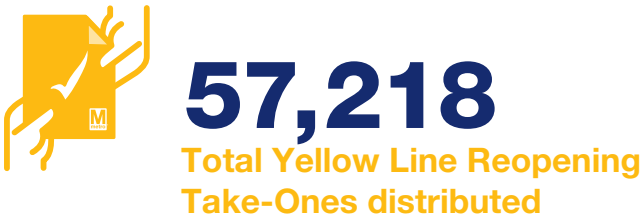
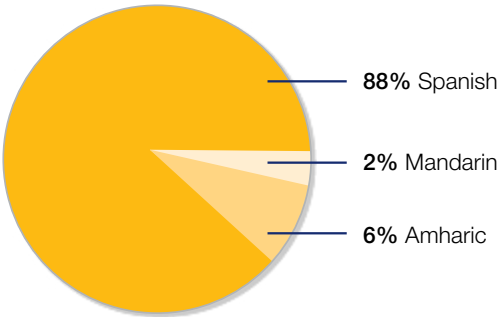
On Saturday, May 6, Metro hosted the Yellow Brick Road event to thank Yellow Line riders for their patience during the 8-month shutdown. Attendees included Metro General Manager and CEO Randy Clarke, the Yellow Line project team, Metro employees, media, government relations staff, and social media contest winners. Guests received a lanyard and a yellow swag bag. The event featured a train tour that departed from L'Enfant Plaza, through the tunnel and on the bridge, arriving at Reagan National Airport. During the tour, the operator stopped at various points to highlight the work completed.

The following information is based on information from April 1 - May 9, 2023



Outreach May 2 – May 9, 2023

- Outreach teams were positioned at Metrorail Stations between Huntington to Greenbelt and Franconia-Springfield and Van Dorn St.
- They informed the public about the Yellow Line reopening and the new Potomac Yard Station opening
- They also distributed yellow Metro-branded tote bags



Outreach May 2 – May 9, 2023

CUSTOMER COMMENTS RECEIVED BY OUTREACH TEAMS AT THE STATIONS

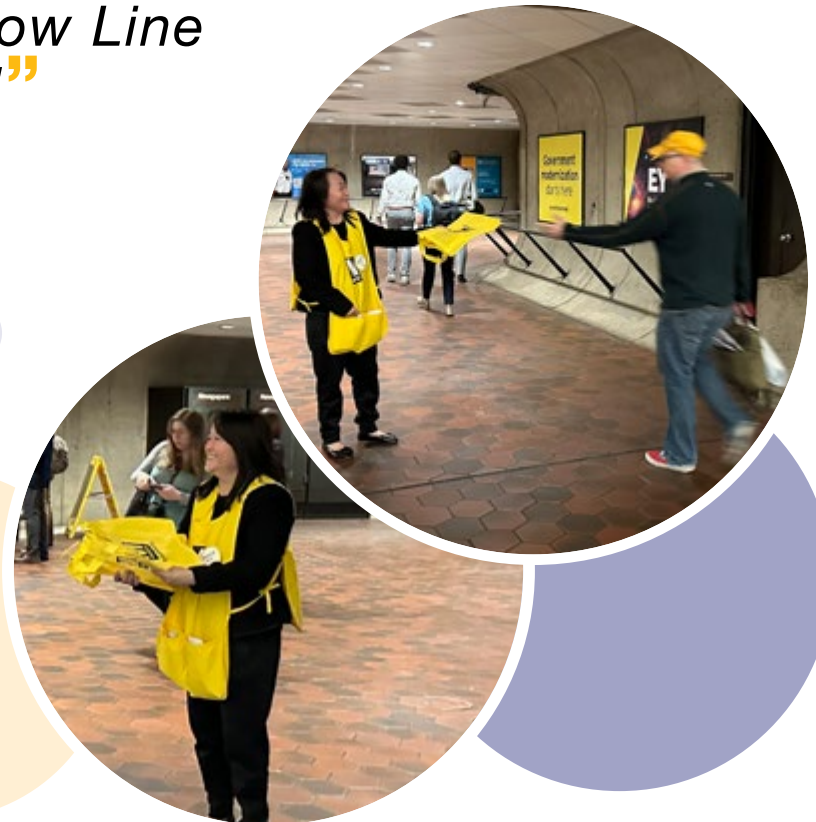
*“**Thank you** for informing me about the reopening.”*

*“I appreciate you being **here for us**.”*

*“**Happy to hear** the Yellow Line will reopen this Sunday!”*

*“Thank you so much for working for Metro, you guys are **so helpful!**”*

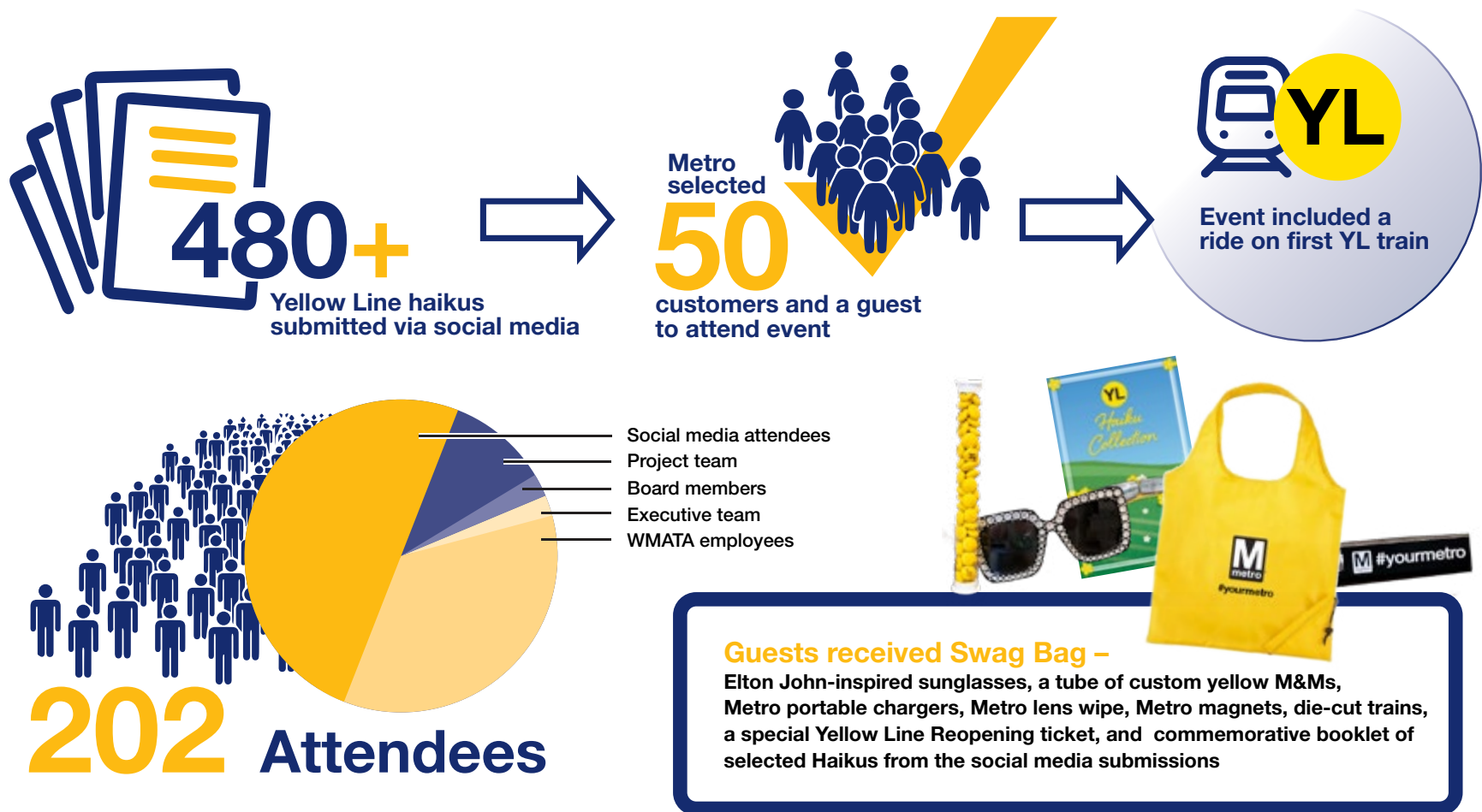
*“Glad you guys are **out here informing customers** about Metro changes.”*



BL

YL

Yellow Brick Road Event – May 6, 2023



“We are thrilled to be celebrating this occasion with our customers who are the true champions of public transit, and all of our project team and staff who worked so hard to complete this project on time and under budget. This is an incredible accomplishment, one in which everyone should be proud, and we cannot say enough how much we appreciate the patience of our customers. This is a great day for Metro, our customers, and the region.” - Randy Clarke





OPENING DATE ANNOUNCED

21 Media Stories

”





BEFORE SERVICE REOPENS

9 Media Stories

“

”

”

(This quote was captured several times after YL reopened on 5/7.)





“

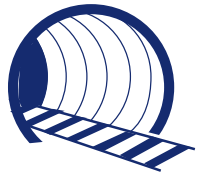
”

“





Project Team Accomplishments



17+
miles of **cables**
removed and replaced

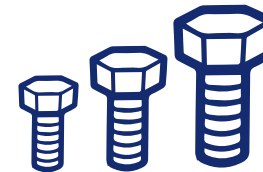
Applied
3 coats of paint
& primer to
steel plates,
some by hand



Worked with more than
40 agencies to obtain
75+ permits

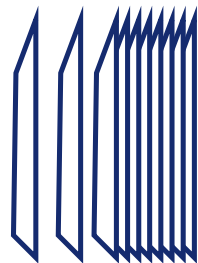


186,500+
square feet of **paint** used

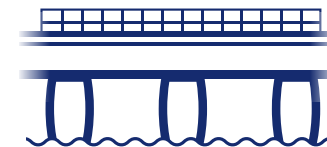


12k+
bolts used

6,200+
linear feet of **fire**
standpipe replaced



1,000+
steel plates replaced



On the bridge, we replaced
88 bearings at **11** piers
& **23** expansion joints

BL

YL

Multilanguage Advertising

Total Impressions: 165,400

Welcome Back!

YL reopens May 7, 2023
between Huntington and Mt Vernon Sq

More service coming soon
GR and YL trains every six minutes starting this summer

Chào mừng quay trở lại!

YL sẽ mở cửa lại vào ngày 7 tháng 5 năm 2023
kết nối Huntington và Mt Vernon Sq

Sắp có thêm dịch vụ
Các tàu GR và YL sẽ đến sau mỗi 6 phút bắt đầu từ hè này

እንኳን ደህና ተመለሱ!

YL ግንቦት 7፣ 2023 (እ.ኤ.አ) በድጋሚ ይከፈታል።
በ Huntington እና በ Mt Vernon Sq መካከል

ተጨማሪ አገልግሎት በቅርቡ ይመጣል
የ GR እና የ YL ባቡሮች ከዚህ በፊት ጀምሮ በየስድስት ደቂቃው

歡迎回來

YL 於 2023 年 5 月 7 日再度開放
Huntington 和 Mt Vernon Sq 段

更多服務即將推出
今年夏天起, GR 和 YL 列車每六分鐘一班

다시 오신 분들 환영합니다!

YL 은 2023년 5월 7일에 재개장함
Huntington 과 Mt Vernon Sq 사이에

추가 서비스가 곧 제공됩니다
GR 과 YL 열차는 이번 여름부터 6분마다 도착할 거예요

¡Le damos la bienvenida!

YL vuelve a abrir el 7 de mayo de 2023
entre Huntington y Mt Vernon Sq

Pronto habrá más servicios
Frecuencia de trenes GR e YL cada seis minutos a partir de este verano



BL YL Newsletter Stats

April 4, 2023

Metro Announces Yellow Line Reopening Date

May 11, 2023

Metro's Major Blue and Yellow Line Construction

Metro Announces Yellow Line Reopening Date



Metro is welcoming customers back to the Yellow Line on Sunday, May 7, 2023, beginning with the start of rail service at 7 a.m. The reopening will mark the completion of extensive rehabilitation work on the Yellow Line tunnel and bridge between Pentagon and L'Enfant Plaza stations.

Following eight months of construction for safety critical repairs, customers will once again have a reliable and convenient connection across the Potomac River between Virginia and DC, instead of only using the Blue Line. This will reduce travel times by as much as 15 minutes and give customers back valuable time. Initially, trains will run every 8 minutes weekdays and every 12 minutes after 9:30 p.m. and on weekends between Huntington and Mt Vernon Square.

"I want to thank our customers for their patience while we completed this critical work to ensure safe, reliable service for decades to come," said General

1261

TOTAL SENT

1722

TOTAL OPENS

OPEN RATE

61%



Big things are happening in May on the Blue and Yellow lines! Thanks to our customers who were so patient and loyal during the eight-month reconstruction of the Yellow Line tunnel and bridge, and the construction of Potomac Yard. We are excited to see you out there!

The Yellow Line is OPEN!

🔔 It's official! 🔔 The Yellow Line tunnel and bridge have reopened! Customers can cross over the Potomac River between Virginia and DC again, with Yellow Line trains every eight minutes on weekdays and every 12 minutes after 9:30 p.m. and on weekends. Remember, the Yellow Line now goes between Huntington and Mt Vernon Sq. stations, and the Green Line continues to serve stations north of Mt. Vernon Sq.

Yellow Brick Road Tour

We want to thank the lucky group that joined us on the Yellow Brick Road Tour and helped us celebrate the reopening of the Yellow Line. With more than 12,000 bolts and more than 1,000 steel plates installed, the tunnel and bridge

1282

TOTAL SENT

1272

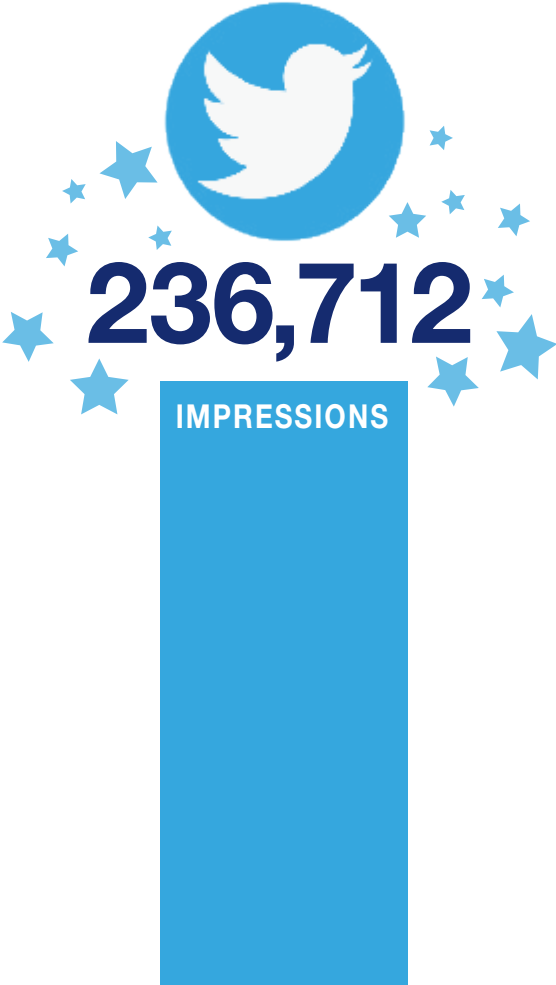
TOTAL OPENS

OPEN RATE

60.3%

Social Media Stats for the Yellow Line Reopening

April 1 - May 10, 2023



BL

YL

Additional Details

APPENDIX A: CUSTOMER DEMOGRAPHICS

Station	Minority %	Low-Income %	Asain %	African American %	Latino %	Top LEP Languages
Braddock Rd	24%	6%	4%	10%	6%	—
Crystal City	36%	7%	7%	18%	8%	Spanish, Chinese
Eisenhower Ave	34%	4%	5%	19%	3%	Spanish
Franconia-Springfield	38%	7%	7%	18%	9%	—
Huntington	37%	9%	5%	19%	10%	Spanish
King St–Old Town	39%	8%	10%	18%	8%	—
L’Enfant Plaza	44%	3%	7%	28%	6%	—
Metro Center	35%	7%	6%	18%	8%	Chinese
Pentagon	41%	6%	6%	23%	9%	—
Pentagon City	42%	8%	11%	18%	10%	Spanish
Ronald Regan Washington National Airport	41%	18%	6%	25%	9%	Chinese
Van Dorn St	44%	9%	5%	29%	10%	Spanish, Amharic
Route	Minority %	Low-Income %	Asain %	African American %	Latino %	Top LEP Languages
11Y	33%	0%	6%	16%	11%	—
16C	82%	50%	13%	41%	38%	Spanish
16Y	46%	10%	14%	16%	16%	Spanish



Additional Details

APPENDIX B: STATION RIDERSHIP

Station	2022 Weekday Ridership	August 2022 Weekday Ridership	September 2022 Weekday Ridership	October 2022 Weekday Ridership
Metrorail System	226,977	240,290	261,406	269,490
Braddock Rd	1,322	1,854	542	300
Crystal City	3,706	3,793	4,638	4,928
Eisenhower Ave	619	766	633	3
Franconia-Springfield	1,812	2,350	858	5
Huntington	2,118	2,605	1,328	4
King St–Old Town	2,287	2,810	1,368	3
L'Enfant Plaza	5,725	6,497	6,197	6,637
Metro Center	8,499	8,743	10,074	11,266
Pentagon	4,607	5,165	5,916	6,434
Pentagon City	4,295	4,749	4,757	4,910
Ronald Regan Washington National Airport	3,707	3,914	4,166	4,507
Van Dorn St	867	1,101	1,090	0
Route	2022 Weekday Ridership	August 2022 Weekday Ridership	September 2022 Weekday Ridership	October 2022 Weekday Ridership
11Y	179,312	186,319	213,206	219,863
16C	785	782	875	976
16Y	283	311	359	363



Additional Details

AVERAGE WEEKDAY SHUTTLE RIDERSHIP (ALL ROUTES) BY WEEK

Week	Phase	Weekday Ridership
1	Phase 1	13,984
2		14,064
3		14,297
4		14,389
5		14,349
6		15,659
7		15,017
8		14,974
9		1,034
10	Phase 2	1,219
11		564
12		1,213
13		1,247
14		943

