Communications Toolkit Resource Guide



Rockville Canopy Replacement Project August 2021





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Metro Partners,

Thank you for helping spread the word about Metro's upcoming *Rockville Canopy**Replacement Project. When complete, the new platform canopy will provide increased safety and customer enhancements to our Rockville Station customers.

About the Project

As Metro previously communicated in June 2021, Shady Grove and Rockville stations will be closed from September 11 through December 4, 2021. Free shuttle bus service will be available at the closed stations.

Closing the stations completely, instead of overnight work, single tracking and weekend outages, increases worker and customer safety and the overall efficiency of the project. Using this strategy, work that would normally take years can be completed in months. As a result, this project will start immediately following the completion of the summer *Platform Improvement Project*, which closed four stations and one rail yard on the Yellow and Green lines, and the *Tunnel Ventilation Pilot Project* on the Red Line.

Communications Toolkit

As the region returns to work, we understand the Rockville Canopy Replacement Project will have a large impact on your community. To help communicate this important work and associated service changes, we've developed a multi-lingual communications toolkit full of resources you can share with your community and constituents Resources are available in English, Spanish, Korean and Chinese (simplified). Please share the information through your own channels.

Click here to access the online Communications Toolkit

Using the Toolkit

This document is designed to serve as a guide to the resources in the online communications toolkit.

Need more information on the toolkit or have feedback? Contact Metro with questions, feedback about the toolkit or translation requests and visit wmata.com/rockvillecanopy for additional project information.





Stakeholders are invited to include the following approved messages in your newsletters and communications to the public. Thank you for your assistance in communicating this important information.

Click here to download the newsletter text in multiple languages:

- English
- Español/Spanish
- 한국어/Korean
- 中文 (简体)/Chinese (simplified)

Publish Date: August 1-31 **Topic:** Project Announcement

OPTION 1

Headline:

Metro's closure of Shady Grove and Rockville begins September 11

Photo:

Rockville Canopy Wide Shot.jpg



Messaging:

Shady Grove and Rockville stations will be closed with no rail service from September 11 through December 4, 2021. Crews will demolish and rebuild the aging canopy structure over the platform at Rockville Station. Free shuttle bus service will connect the closed stations and Twinbrook Station, where customers can connect to the rail system.

Shady Grove Station will also be closed since trains will not be able to pass through the active construction site at Rockville Station.

Visit wmata.com/rockvillecanopy for free shuttle bus information and to sign up for updates on this project.





OPTION 2

Headline:

Metro's Rockville Canopy Replacement Project begins September 11

Photo:

Rockville Shuttle Bus Map.png



Messaging:

Service Information

Shady Grove and Rockville stations will be closed with no rail service from September 11 through December 4, 2021. Crews will demolish and rebuild the aging canopy structure over the platform at Rockville Station. Free shuttle bus service will be available to connect the closed stations and Twinbrook Station, where customers can connect to the rail system.

Shady Grove Station will also be closed since trains will not be able to pass through the active construction site at Rockville Station.

Project Overview

Metro is advancing its Capital Improvement Program to ensure safety and reliability across the Metro system. At Rockville Station, work will begin in September to replace the canopy where the concrete beam structures, original to construction in the 1980's, are deteriorating. The new platform canopy will retain the same historic design of the original canopy and continue to shield customers from sun, rain and snow as well as extend the life of the platform's escalators. Customers will find new customer experience improvements when the project is completed, including brighter, more efficient LED lighting, new public service announcement speakers, additional Passenger Information Displays (PIDS) and upgraded security cameras.

Visit wmata.com/rockvillecanopy for project information and to sign up for updates on this project.





Publish Date: September 5-10

Topic: Reminder Posts

OPTION 1

Headline:

Reminder: Rockville and Shady Grove stations will be closed starting

September 11

Photo:

Rockville Skylight Before.jpg



Messaging:

Starting this Saturday, September 11-December 4, Shady Grove and Rockville stations will be closed, without rail service, for the Rockville Canopy Replacement Project. Construction crews will be working around the clock to demolish and replace the platform canopy at Rockville Station and install other customer experience improvements.

Convenient travel options, including free shuttle bus service will be available between Shady Grove, Rockville and Twinbrook stations. Red Line trains will operate at normal service levels between Glenmont and Twinbrook stations.

Information on free shuttle bus service and project details, including an option to *sign up for updates* is available at *wmata.com/rockvillecanopy*.



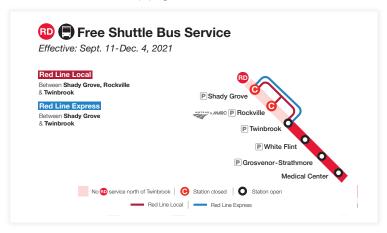
OPTION 2

Headline:

Reminder: Rockville and Shady Grove stations will be closed starting September 11 through December 4, 2021

Photo:

Rockville Shuttle Bus Map.png



Messaging:

Starting this Saturday, September 11-December 4, Shady Grove and Rockville stations will be closed, without rail service, for the Rockville Canopy Replacement Project. Construction crews will be working around the clock to demolish and replace the platform canopy at Rockville Station and install other customer experience improvements.

To support Metro's goals of safety and reliability, customers at Rockville Station will also benefit from new, more efficient LED lights, an upgraded speaker system for station announcements, new digital screens for passenger information and new CCTV cameras for improved security.

Service Information:

- Free shuttle bus service will be available between Shady Grove, Rockville and Twinbrook stations.
- Red Line trains will operate at normal service levels between Glenmont and Twinbrook stations only.
- MARC and Amtrak will continue to operate at Rockville Station, with no disruption to service.
- Due to the staging of heavy equipment and construction materials, Metrobus and other bus service will be relocated at the stations.
- Customers at Shady Grove and Rockville stations may wish to park at Twinbrook, White Flint or Grosvenor-Strathmore stations as an alternative for rail service.

Information on free shuttle bus service and project details, including an option to *sign up for updates* is available at *wmata.com/rockvillecanopy*.





Stakeholders are invited to include the following approved messages on your own social media channels when communicating to the public about the closures. Thank you for your assistance in communicating this important information.

Click here to download the social media posts text in multiple languages:

- English
- Español/Spanish
- 한국어/Korean
- 中文 (简体)/Chinese (simplified)

Publish Date: August 1-31 Topic: Project Announcement

Photo

Rockville Station Far Shot.jpg



Messaging:



Metro Red Line riders: Plan ahead for the closure of Shady Grove and Rockville stations Sept. 11 through Dec. 4 to replace the aging platform canopy and add customer experience improvements at Rockville Station.

Visit wmata.com/rockvillecanopy for information about free shuttle bus service. #wmata

Messaging:



Metro Red Line service update: Shady Grove and Rockville stations will close September 11 through December 4, 2021 for canopy replacement and installation of new safety and security features at Rockville Station. While most of the work will occur at Rockville Station, both Shady Grove and Rockville stations will close to ensure the work is completed safely. Free shuttle bus service will be available.

Red Line service between Twinbrook and Glenmont stations will not be impacted. Free shuttle bus details, and other travel alternatives about this project are available at wmata.com/rockvillecanopy. #wmata





Publish Date: September 1-10 **Topic:** Reminder Posts

Photo:

Rockville Metro Sign.jpg



Messaging:



TWITTER OPTION

Metro Red Line riders: Plan ahead to use free shuttle bus service at Shady Grove and Rockville stations, which will be closed Sept. 11 through Dec. 4. Plan your trip now at wmata.com/rockvillecanopy. #wmata

Messaging:



1 PACEBOOK/NEXTDOOR OPTION

Reminder: Shady Grove and Rockville stations will be closed Sept. 11 through Dec. 4 for canopy reconstruction at Rockville Station. Free shuttle bus service will be available at the closed stations. The Rockville Station canopy over the platform has reached end of lifespan and will be completely replaced in fall of 2021. To support Metro's goals of safety and reliability, customers at Rockville Station will also benefit from new, more efficient LED lights, an upgraded speaker system for station announcements, new digital screens for passenger information and new CCTV cameras.

Red Line service between Twinbrook and Glenmont stations will not be impacted.

Visit wmata.com/rockvillecanopy for more information about the project and to plan your trip now! #wmata



Collateral

takeholders are encouraged to share the approved collateral on your website or in communications to the public. Thank you for your assistance in communicating this important information. **FACT SHEET**

Click here to download the fact sheet in multiple languages:

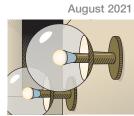
- English
- Español/Spanish
- 한국어/Korean
- 中文(简体)/Chinese (simplified)

Rockville Canopy Replacement Project



Metro will demolish and rebuild the aging concrete canopy structure over the Rockville Station platform, which needs repairs due to the progressive corrosion and roof leaks. As a result, Shady Grove and Rockville stations will be closed from Sept. 11-Dec. 4, 2021. Free shuttle bus service will be provided for riders at the

Once the project is completed, customers will benefit from a brand new canopy, made with weatherproof glass fiber reinforced concrete (GFRC). Additional customer experience improvements will also be made to the canopy, including new, more efficient LED lights, an upgraded speaker system for station announcements, new digital screens for passenger information and new CCTV cameras for





New Passenger Information Displays (PIDS)

Capital Improvement Program

The Rockville Canopy Replacement Project is funded through Metro's 6-year, \$12.3 billion Capital Improvement Program, which invests in system safety, reliability and the region's economy. Metro's capital investments are organized into six major categories, with this project part of the Track and Structures Rehabilitation category.



Project Timeline*









Aug. 2, 2021 Pre-construction staging begins at Aug. 9, 2021 Rockville Station West Kiss & Ride Lot closes

Aug. 16, 2021 Rockville Station bus relocation begins

Sept. 11, 2021 Shady Grove and Rockville stations close

Dec. 5, 2021 Shady Grove and Rockville stations reopen

*During the station closures, construction will occur 24/7.

Learn more at wmata.com/rockvillecanopy





CUSTOMER EXPERIENCE IMPROVEMENTS HANDOUT

Click here to download the fact sheet in multiple languages:

- English
- Español/Spanish
- 한국어/Korean
- 中文 (简体)/Chinese (simplified)

Rockville Canopy Replacement Project Customer Experience Improvements



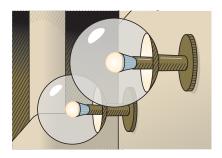
In addition to the brand new canopy that will protect customers from the elements at Rockville Station, customer improvements will also be installed to bring a higher level of safety, convenience and communication.

Improved lighting

- Brighter LED lighting
- Lower energy consumption and maintenance costs

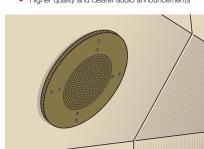
New Passenger Information Displays (PIDS)

- 55-inch digital screens on pylons
- Train arrival times will always be visible and service alerts will scroll along the bottom
- Four new screens under the canopy



New PSA speakers

Higher quality and clearer audio announcements



New CCTV cameras

Upgraded, modern technology



Learn more at wmata.com/rockvillecanopy





PHOTO GALLERY

Click here to download the photo gallery

















PHOTO GALLERY CONTINUED

Click here to download the photo gallery





File name: Sept. 11-Dec. 4 System Map.png









Click here to access the FAQs in multiple languages:

- English
- Español/Spanish
- 한국어/Korean
- 中文 (简体)/Chinese (simplified)

ABOUT THE PROJECT

Why do the stations have to shut down for three months? Isn't there a quicker way?

Closing the stations completely, instead of overnight work, single tracking and weekend outages, increases worker and customer safety and the overall efficiency of the project. Using this strategy, work that would normally take years can be completed in months.

Why wasn't this project completed last year during the pandemic when Metro had low ridership?

Projects of such significant scope require extensive planning before construction can begin and scheduling is based on a number of factors, including customer safety and impact to service. When the pandemic hit, engineering for this project was already underway, and the work couldn't be accelerated due to regulations and procurement requirements.

Additionally, since early 2020, Metro undertook several other planned capital projects, including the *Platform Improvement Project* at 10 stations, which required similar months-long station closures, and the *Tunnel Ventilation Pilot Project*, which required Red Line single tracking during summer 2021. This project has been scheduled at the earliest time possible.

Will other work be done besides canopy replacement while the stations are closed?

Yes. In addition to the new platform canopy, customers at Rockville Station will return to additional customer experience improvements, including brighter, more efficient LED lights, an upgraded speaker system for station announcements, larger and more Passenger Information Displays (PIDS) and new closed-circuit television (CCTV) cameras.

At Shady Grove Station, crack repairs will be made to the existing canopy (which will not be replaced) and work to install new mezzanine stairs

Will there be noise associated with construction?

Metro and its contractors developed a construction strategy to replace the canopy in the safest and quickest way possible. This includes shifts working around the clock at Rockville Station, which will generate noise. Metro and its contractor have received a noise permit from the City of Rockville Department of Environmental Protection and all activities will follow the guidelines issued with the permit.



The first few weeks of the project will generate the most noise, as crews need to demolish the existing concrete structure using jackhammers. Most of the noisiest activities will take place during the day, but some nighttime work will

Metro is working to execute this project as quickly and efficiently as possible, with the highest consideration for the safety of workers and riders. We regret any discomfort and inconvenience caused by the work. If you have additional questions or concerns about noise, please contact Metro Customer Service at 202-637-1328 or submit a customer comment here

Will construction at the stations and shuttle bus operations disrupt traffic?

Major traffic disruption is not expected on surrounding streets near either closed station. However, at Rockville Station, construction activities and equipment staging will require a temporary bus stop relocation and a temporary closure of the entire West Kiss & Ride Lot. There will also be a lane closure on Rockville Pike during the shutdown to accommodate safe shuttle bus staging and passenger boarding. At all times, customers should review and abide by all posted construction notices to ensure the safety of customers, construction crews and Metro employees.

Why are the bus loop and West Kiss & Ride Lot closing, and where can I pick up or drop off people at the station during this time?

Metro's construction contractor needs to stage equipment as close to the station canopy as possible, which impacts the current bus loop on the west side of the station. Relocating the buses from the bus loop into the West Kiss & Ride Lot is the safest and least disruptive location for the buses and shuttle buses to stop at Rockville Station.

During this time, vehicles should use the East Kiss & Ride Lot to pick up or drop off riders at Rockville Station. There are additional accessible spaces in the East Kiss & Ride Lot or in the Park & Ride Lot.

How will Metro ensure the stations are safe for riders to return to after the closures?

As with any other project, Metro is committed to completing the construction as quickly and safely as possible. Extensive testing and a full station cleaning will be completed to ensure Rockville and Shady Grove stations are safe to reopen to riders.

Will this project overlap with any other station closures or major service impacts?

No, this project will not overlap with the *Tunnel Ventilation* Pilot Project on the Red Line or the summer 2021 Platform Improvement Project station closures on the Green and Yellow lines. The Tunnel Ventilation Pilot Project will end on August 29, and this project begins on September 11.

RAIL SERVICE

Why is Shady Grove Station closing? Will construction also take place at that station?

Metro will begin work in September to replace the platform canopy at Rockville Station, with additional canopy repairs at Shady Grove Station. Since trains cannot safely pass through Rockville Station during construction, service will not be available at Shady Grove Station either. Third rail power will be turned off at Rockville Station, temporary platforms will be built on the tracks to work on the canopy and demolition work will result in canopy rubble and debris potentially falling over the tracks. These measures would create unsafe conditions for trains to operate, ensure the safety of workers and customers, as well as prevent service impacts on the rest of the Red Line.

What are my travel options while my station is closed and doesn't have rail service? Where can I learn more?

Free local and express shuttle buses will be provided with stops at Shady Grove, Rockville and Twinbrook stations. For more information regarding shuttle bus service and other convenient bus options, visit the Travel Alternatives page.

Where can I find information about other station closures and track work in the Metrorail system?

For all upcoming scheduled closures, track work and other service impacts, visit wmata.com/trackwork.

Will MARC Train and Amtrak service still be available at Rockville Station?

MARC Train and Amtrak service will continue to operate and will not be impacted by this project. The pedestrian tunnel will also remain open and accessible during construction.

SHUTTLE BUS SERVICE

Will shuttle bus information be available on Metro's Trip Planner and other third-party apps and websites?

Metro is working to update the *Trip Planner* with shuttle bus information to ensure accurate trip planning during the station closures. Once the Trip Planner is updated, third party apps and websites use that data to update their information.

What are the hours of operation and frequencies for the free shuttle bus service?

Free shuttle bus service during all hours the rail system is open, with both an express and local shuttle option:

Red Line Local

- Frequency: operates every 10 minutes
- Hours of operation: seven days a week, during hours the rail system is open



FAQ

Red Line Express

- Operates every 5 minutes during rush hours (6-9 a.m. and 3:30-6:30 p.m.)
- Operates every 10 minutes from 4:30-6 a.m., 9 a.m.-3:30 p.m. and 6:30-9:00 p.m.
- Hours of operation: weekdays only, during hours the rail system is open

What will the shuttle buses look like?

The Red Line Local will be operated by standard Metrobuses. The Red Line Express will be operated by coach buses, with additional accessible van service between Shady Grove and Twinbrook stations only. All shuttle buses will have the destination listed on the signage on the front of the bus.

Are the shuttle buses free?

Yes, Metro's shuttle bus service will be free. You do not need to use or show your SmarTrip® card to board the shuttle buses.

Where do I board the shuttle buses at each station?

All shuttles will be on the west side of the stations – the side of the station closer to Rockville Pike. Signage will be present at each station to direct riders to the shuttle locations. More details about shuttle bus boarding locations at each station are below.

Rockville Station

- Red Line Local to Twinbrook Station: Temporary Bus
- Red Line Local to Shady Grove Station: Bus Stop G

Shady Grove Station

Shuttle locations are still being finalized at this location.

Twinbrook Station

Red Line Local: Bus Stop C west

Red Line Express: Bus Stop B west

What route will the shuttle buses take?

The Red Line Local and Red Line Express shuttle buses will travel along Rockville Pike (MD 355) between Shady Grove, Rockville and Twinbrook stations.

How long will it take to travel from Shady Grove to Twinbrook stations?

Depending on the day/time, the Red Line Local travel time ranges from approximately 20-30 minutes on weekdays and 20-25 minutes on weekends. The Red Line Express travel time is approximately 20 minutes on weekdays and weekends. Since travel times are unpredictable and depend on a variety of factors, you are encouraged to plan ahead and leave extra time in your commute.

Will there be any changes to the current local bus service at the closed stations?

Some of the stations bus routes have been relocated due to construction staging areas or to make room for shuttle buses. However, the service frequency will not change for any of these routes. A map of the station showing temporary bus stops is available here.

PARKING & BIKING

Will parking be available at the closed stations?

Yes, parking will be available at Shady Grove and Rockville stations. Paid parking is available at Twinbrook, White Flint and Grosvenor-Strathmore stations, where the stations will be open and normal rail service will be operating.

Where can I park at each station?

At Rockville Station, the East Kiss & Ride Lot and the Parking Lot across Park Rd will remain open during the project. The West Kiss & Ride Lot will close on August 9 for approximately five months and sections of the East Park & Ride Lot will tentatively close in various phases as part of the Surface Parking Lot Improvement Project at Rockville Station.

At Shady Grove Station, the Park & Ride Lots and parking garages will remain open during the project.

Will I be able to take my bike on the shuttle buses?

Yes, bicycles can be stowed in the luggage compartment of the coach buses and transported on the front racks of regular Metrobuses.

What alternative transportation methods are available?

In addition to Metro's free shuttle buses, customers may travel between Metro stations via bike, scooters, pedestrian walkways, MARC Train service or Amtrak. As a reminder, Rockville Station has bike lockers and a Capital Bikeshare station. Please follow all local safety and traffic laws and regulations.

FARES

Will the shuttle buses be free?

Yes, Metro's shuttle bus service will be free. You do not need to use or show your SmarTrip® card to board the shuttle buses.

How can I load my SmarTrip® card if the station will be closed?

Customers are encouraged to reload their SmarTrip® card online, set up Auto Reload or use the new SmarTrip® app. You will also be able to load your card at any open Metro station. For an alternative way to pay, customers can add SmarTrip® accounts to their Apple Wallet or Google Pay and then pay using their Android Phone, iPhone or Apple Watch.



ACCESSIBILITY

Will all the shuttle buses and bus stops be accessible?

All shuttles will be accessible. The Red Line Local shuttle will be operated by Metrobus, which are low floor, accessible vehicles. The Red Line Express will be operated by coach buses, with supplemental service using accessible vans between Shady Grove and Twinbrook stations only.

Will customers be able to access the pedestrian tunnels at Rockville and Shady Grove stations remain?

Yes, accessible walkways through the pedestrian tunnels will be available at both stations to allow for safe boarding of MARC trains at Rockville Station and access to both sides of each station.

Will the pedestrian bridge be open at Rockville Station?

Yes, the pedestrian bridge is expected to be open during this time. The stairwell from the bridge down to the station will be closed, but the elevators will remain operational and accessible.

Will service animals be allowed on the shuttle buses?

Service animals that assist people with disabilities will be permitted on the shuttle buses, as they are on Metrorail and Metrobus.

Will there be staff available to assist with directions? Will any speak other languages?

Metro's bilingual outreach teams will be at stations before and during the station closures to provide information and assistance to customers. At least 50% of all the outreach teams at each station will speak Spanish.

Where can I learn more about the project in my language?

To receive additional information about this project, please call Metro's Customer Service line at 202-637-1328.

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想要获取该项目的更多信息,请致电地铁客户服务热线 202-637-1328。

Pour recevoir des informations supplémentaires sur ce projet, Veuillez s'il vous plaît appeler la ligne de service à la clientèle du métro à 202-637-1328.

본 프로젝트에 관한 더 많은 정보를 받으시려면 202-637-1328 (Metro 고객 서비스 센터)로 연락 바랍니다. Para recibir información sobre este proyecto, sírvase llamar a la línea de servicio al cliente de Metro al 202-637-1328.

Si aad u hesho macluumaad dheeraad ah oo ku saabsan mashruucan, fadlan khadka Adeegga Macaamiisha ee Metro ka soo wac 202-637-1328.

Để có thêm thông tin về dự án này, hãy gọi số Dịch vụ Khách hàng của Metro tai 202-637-1328.

Will bathrooms be available at the closed stations?

Yes, bathrooms will be available at the closed stations. Metro staff will be onsite to give riders access to bathrooms, if necessary.

SAFETY

Will it be safe to ride the shuttle buses?

The safety and well-being of customers and frontline employees is Metro's top priority. With that in mind, federal law requires wearing a face mask on public transit, including inside the shuttle buses. Additionally, all shuttle buses will be cleaned daily, using advanced hospital-grade cleaner.

Are masks mandatory for riders on shuttle buses?

Yes, federal law requires wearing a face mask on public transit, including inside the shuttle buses.



