

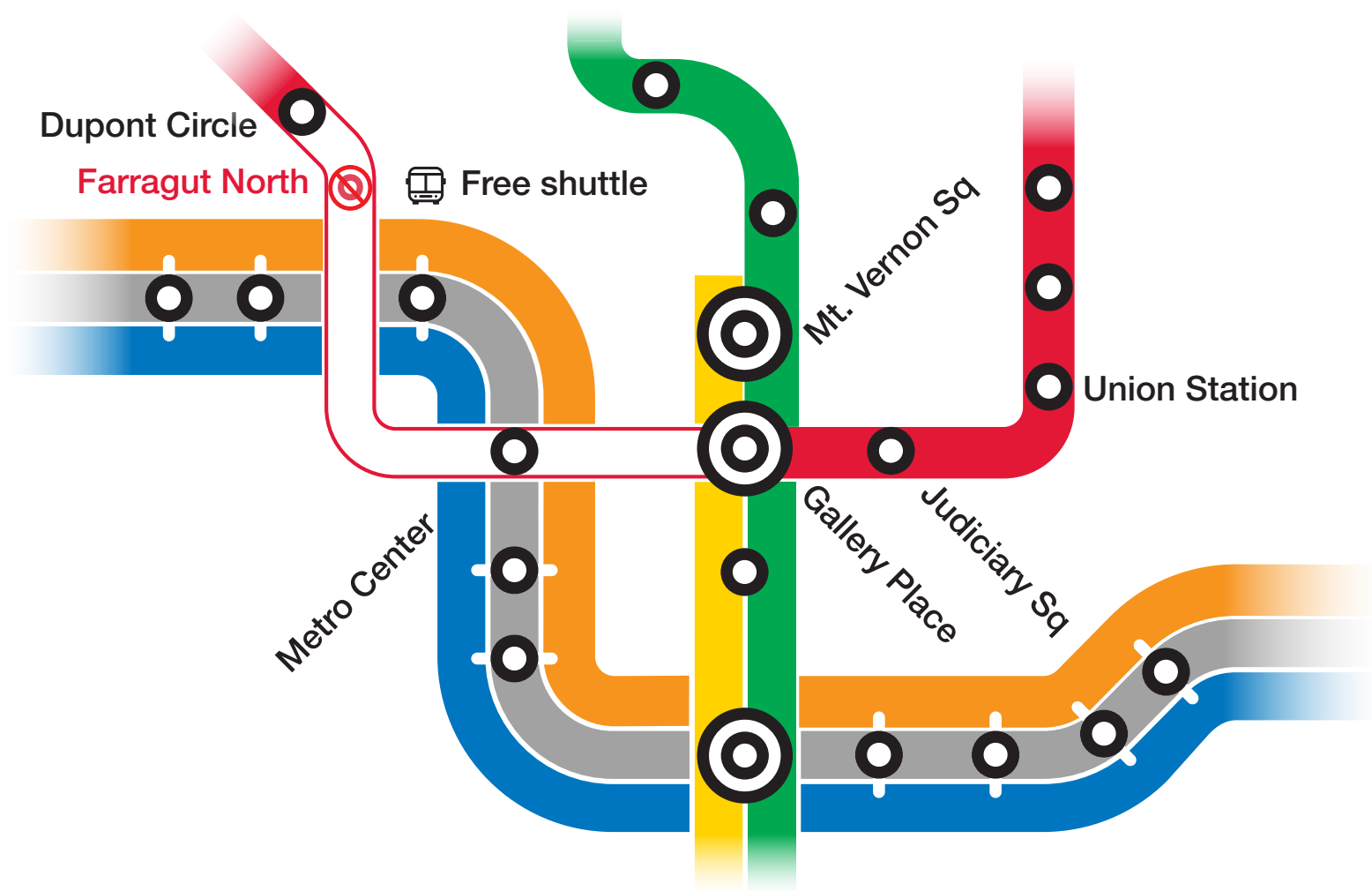


2023 **RD** Construction

Communications
and Outreach Report

JANUARY 2024





About the Project



Project Overview

From Monday, December 18, through Friday, December 29, 2023, Metro completed a two-week construction project on the Red Line to perform critical safety repairs to the tunnel and track infrastructure, upgrade signal and communications systems, and install new platform edge lights.

Red Line service was not available during construction at Farragut North and Metro Center stations. In addition, Gallery Place and Judiciary Sq were closed from Friday, December 22, through Sunday, December 24.

During the shutdown, Metro:

- Replaced the severely deteriorated concrete ceiling above both tracks between Farragut North and Dupont Circle with more than 18,000 pounds of concrete and 466 pounds of rebar.
- Replaced a switch machine near Judiciary Sq that had reached the end of its usable life. Work on this machine was deferred in the past.

- Installed more than 15,000 linear feet of fiber-optic cables between Farragut North and Judiciary Sq. The cable improves signal and communications systems, and paves the way for next-generation train signaling systems.
- Replaced grout pads and repaired leaks between Dupont Circle and Gallery Place.
- Replaced 3,159 feet of deteriorated rail between Farragut North and Metro Center. The new rail will improve the safety of the rail network and train service on the Red Line.
- Installed 1,152 lights for the new platform edge lighting between Farragut North and Judiciary Sq with brighter, more sustainable LED lights.
- Added extra insulation to the third rail power cables between Gallery Place and Judiciary Sq. The insulation will ensure the safe and efficient operation, providing a moisture barrier, of the electrified third rail, which provides power to the trains.

Free shuttle buses replaced trains during the shutdown.



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 Construction 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, 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

Three months (October 25 - December 31, 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.





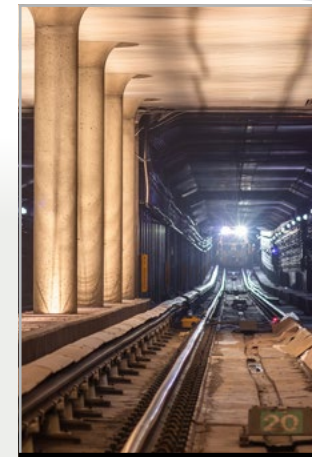
Before Shutdown

September 12, 2023



During Shutdown

December 18-29, 2023



After Shutdown

December 30-31, 2023

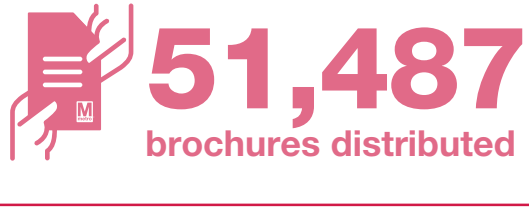
Tactics

- Web page
- Stakeholder meetings
- Business community meetings
- Stakeholder toolkit
- Customer signage
- 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



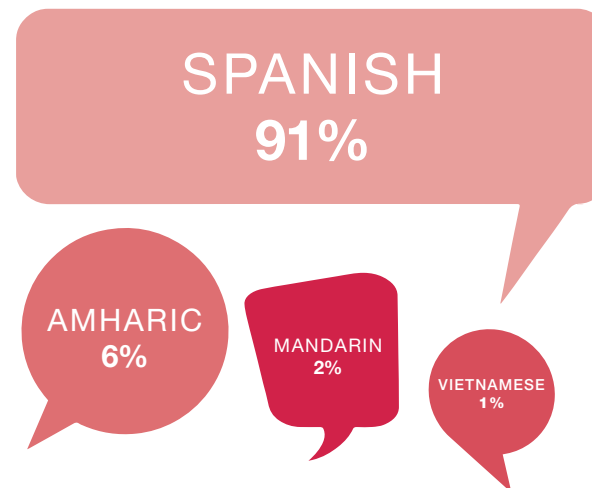
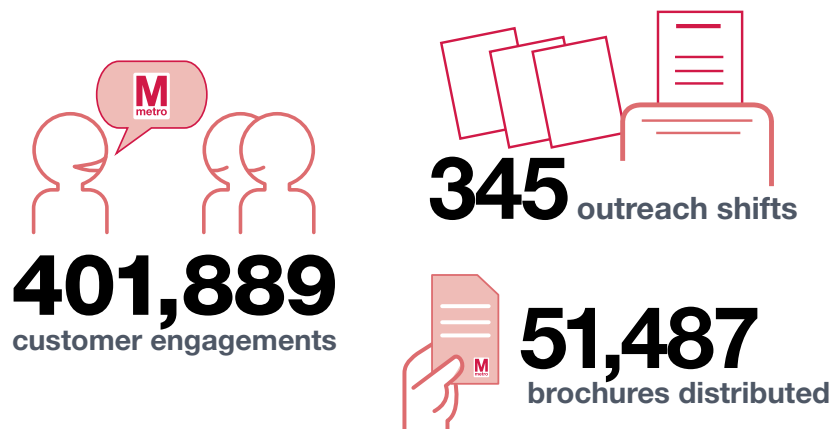
Results

By the Numbers



A Closer Look

Helping Hands: Customer Outreach



- Percent of non-English engagements: 20.6%
- Non-English engagements: 53,161



Metro staff helped customers navigate free shuttle bus service at the stations throughout the closures.



Website

A project information hub was hosted at wmata.com/majorconstruction.



Unique
page views
34,747



Average time
spent on page
33 seconds



Shuttle Bus and
Travel Alternatives
**7,877 page
views**

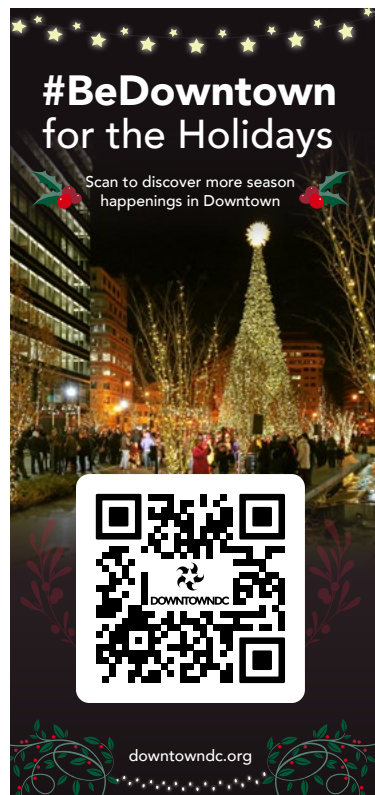


Building Partnerships

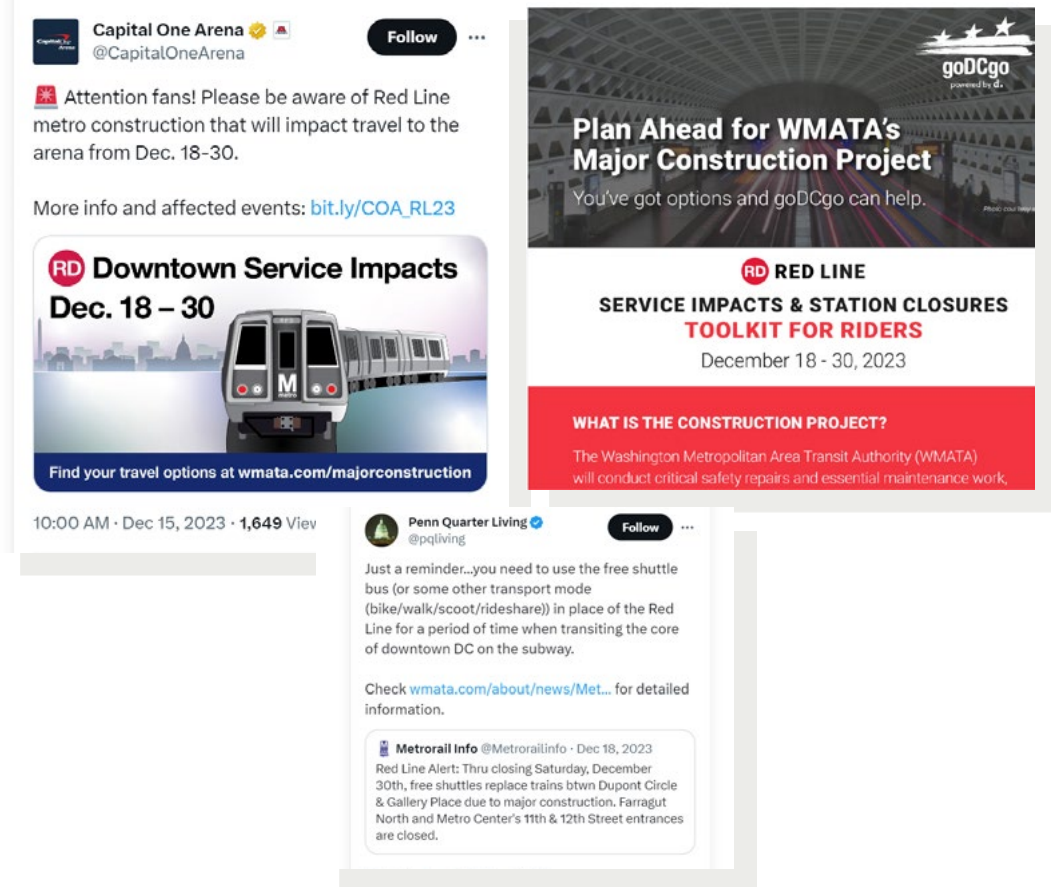
Stakeholder Outreach and Communications Toolkit

Metro worked closely with the Downtown and Golden Triangle Business Improvement Districts (BID) to communicate service impacts and promote activities in the areas.

- Held five briefings with BIDs
- Printed and distributed 12,500 flyers



In addition, Metro created a bilingual toolkit which provided resources for stakeholders to share with their members. The information included newsletter text, social media posts, and shuttle maps, all with suggested distribution timeframes.



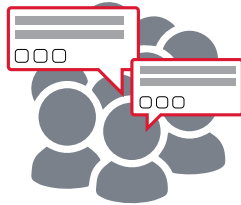
Stakeholders used content from the communications toolkit to remind customers of service impacts and travel alternatives.



Social Media and Advertising



Paid advertising
2.9 million
impressions



Social Media
1,262,428
impressions



465,916
impressions



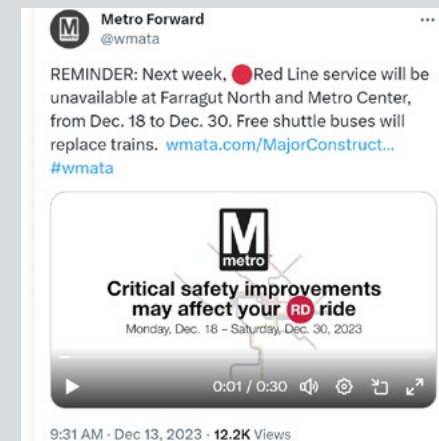
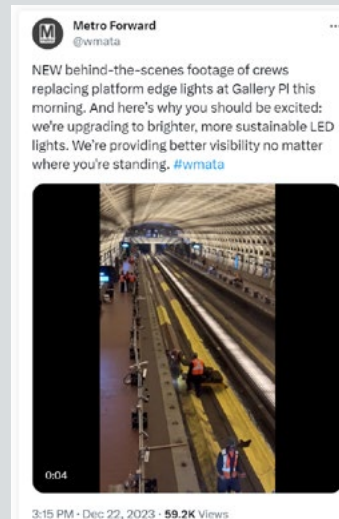
796,512
impressions



90,938
reach



The post announcing construction was completed early and under budget was the most popular Instagram post - with more than 14,800 views.



Service alert 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 2.9 million impressions. The click through rate for the campaign was .39%, which is above the national average of .16%.

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



693,059
impressions

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



647,386
impressions

Washingtonpost.com



252,710
impressions

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



423,000
impressions

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



349,512
impressions

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



90,000
impressions

Monumentalsports.com




332,909
impressions



Navigating Change: Station Signage



1,235
printed signs posted
systemwide



513
QR code
scans

Metro Center

SHUTTLE BUS BOARDING LOCATIONS

LUGARES DE ABORDAJE PARA AUTOBÚS DE ENLACE

Effective: Monday, Dec. 18 – Saturday, Dec. 30
A partir del 18 al 30 de diciembre



LEGEND
Leyenda

- Metro Shuttle Bus Autobús Gratuito
- Bus Stop Parada de autobús
- Elevator Ascensor
- Escalator Escalera mecánica

Approximate walking distance to the next Metro Station from this sign.

Federal Triangle ●●●●●●●● 0.3 mile 6 mins
Turn left on 71st St, walk 2 blocks to Penn. Ave, turn left, walk one block to 12th St.

Gallery Place ●●●●●●●● 0.25 mile 5 mins
Turn right on G St, walk 2 blocks to 9th St.

McPherson Sq ●●●●●●●● 0.25 mile 5 mins
Turn right on G St, walk 2 blocks to 9th St.

BUS SERVICE AND BOARDING LOCATIONS | SERVICIO DE AUTOBÚS Y UBICACIONES DE AUTOBUSES

Route	Destination	Bus Bay	Route	Destination	Bus Bay
METRO SHUTTLE BUS			METROBUS		
Shuttle 3 to Dupont Circle	●	166	Pentagon/Culmore	●●●	64
Shuttle 3 to Gallery Place	●	52	U Street Plaza	●●●	52
Dec. 22-24 only Shuttle 3 will also stop at Judiciary Sq and Union Station		52	54	Takoma	●●●
METROBUS FREQUENT SERVICE			59	Federal Triangle	●●●
50-54 U Street Plaza	●●●	59	Takoma	●●●	63
50 Fort Totten	●●●	63	Takoma	●●●	64
52 McPherson Sq	●●●	63	Federal Triangle	●●●	64
52 Federal Triangle	●●●	64	Fort Totten	●●●	
52 Silver Spring	●●●				
X2 McPherson Sq	●●●				
X2 Minnesota Ave	●●●				

Travel information and assistance:
Información y asistencia en el viaje:
wmata.com @wmata 202-637-7000

M metro



RD Service Changes

Monday, Dec. 18 – Saturday, Dec. 30

Free shuttle buses replace trains between Dupont Circle and Gallery Place

Friday, Dec. 22 - Sunday, Dec. 24 only

Free shuttle buses replace trains between Dupont Circle and Union Station

Friday: 5 a.m. – 1 a.m.
Saturday: 7 a.m. – 1 a.m.
Sunday: 7 a.m. – 12 a.m.

M metro

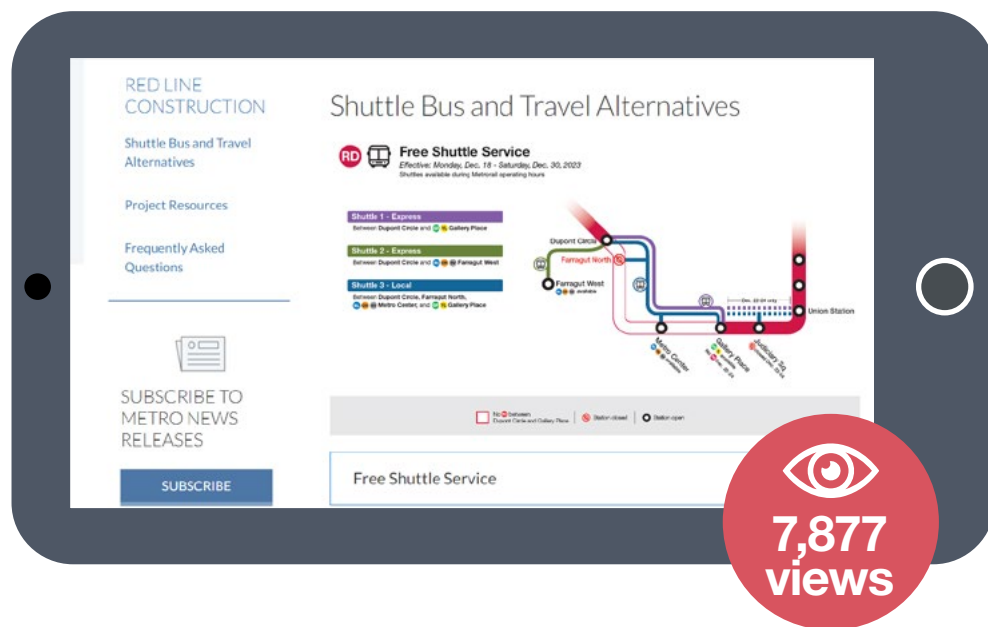


Website

Going Digital

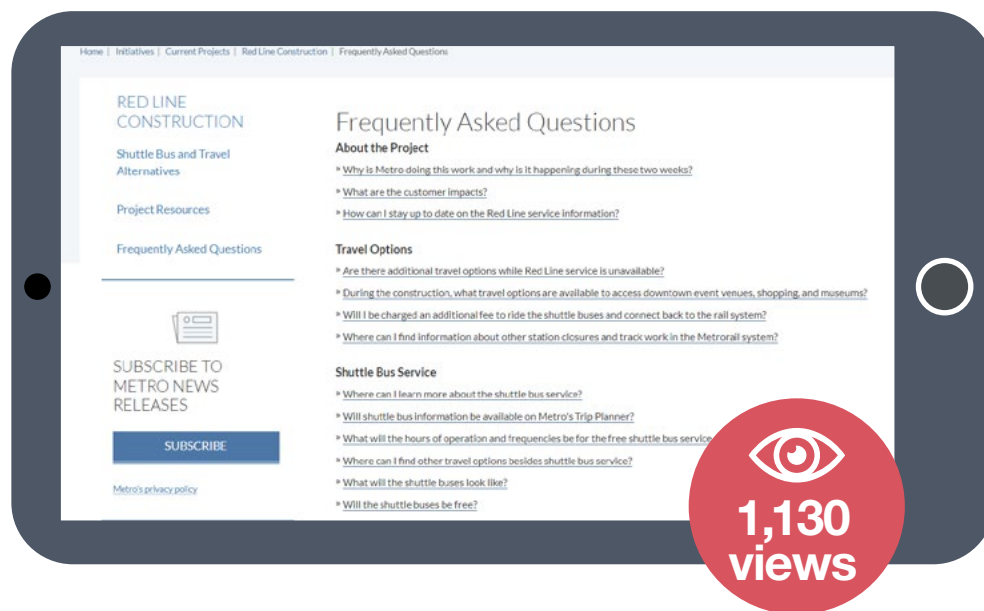
SHUTTLE BUS AND TRAVEL ALTERNATIVES

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.



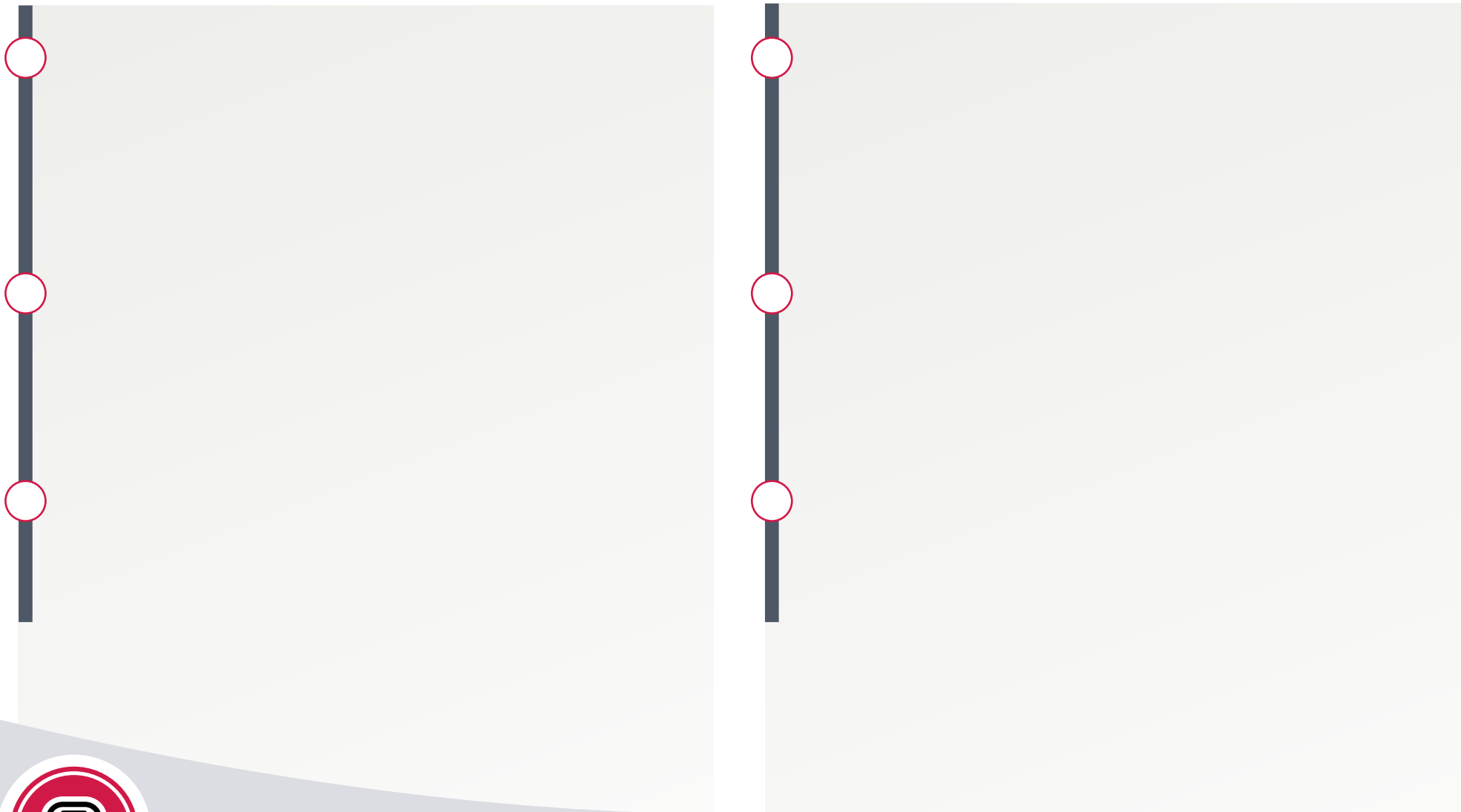
FREQUENTLY ASKED QUESTIONS

Similar to the summer closures, the Frequently Asked Questions page, was a popular resource and was viewed 1,130 times.



Media Stories

Earned Media - 59 Stories



Accomplishments

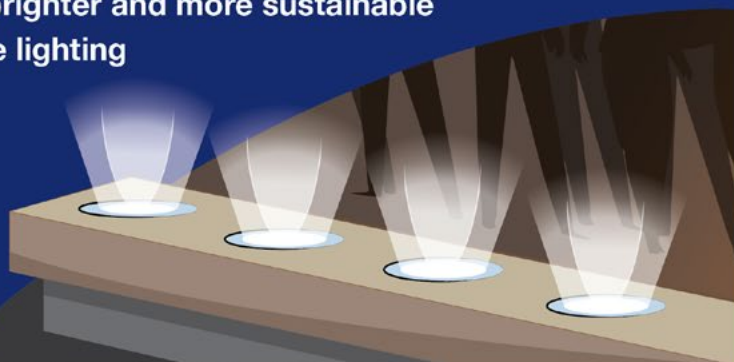
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used to repair the Red Line Tunnel



3,159 feet of rail replaced
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and Metro Center



1,152 lights installed at four stations
for brighter and more sustainable
edge lighting



**15,914 feet of
fiber optic cable**
installed between
Farragut North
and Judiciary Sq

