



Washington Metropolitan Area Transit Authority

# Blue/Yellow Line Service Realignment - Transitioning to Dulles

Jurisdictional Coordinating Committee

February 25, 2011



## Purpose

Provide an overview of the Blue/Yellow Line Service Realignment and discuss the communication strategies, implementation tasks and schedule, and budget requirements.



## Background

- July 2010 – Board was briefed on Blue/Yellow Line realignment proposal that would serve the following purposes:
  1. Need to address peak period crowding and service reliability at Rosslyn
  2. Realign service to better match changing ridership market
  3. Transition to future Dulles rail extension



# Address Peak Period Crowding

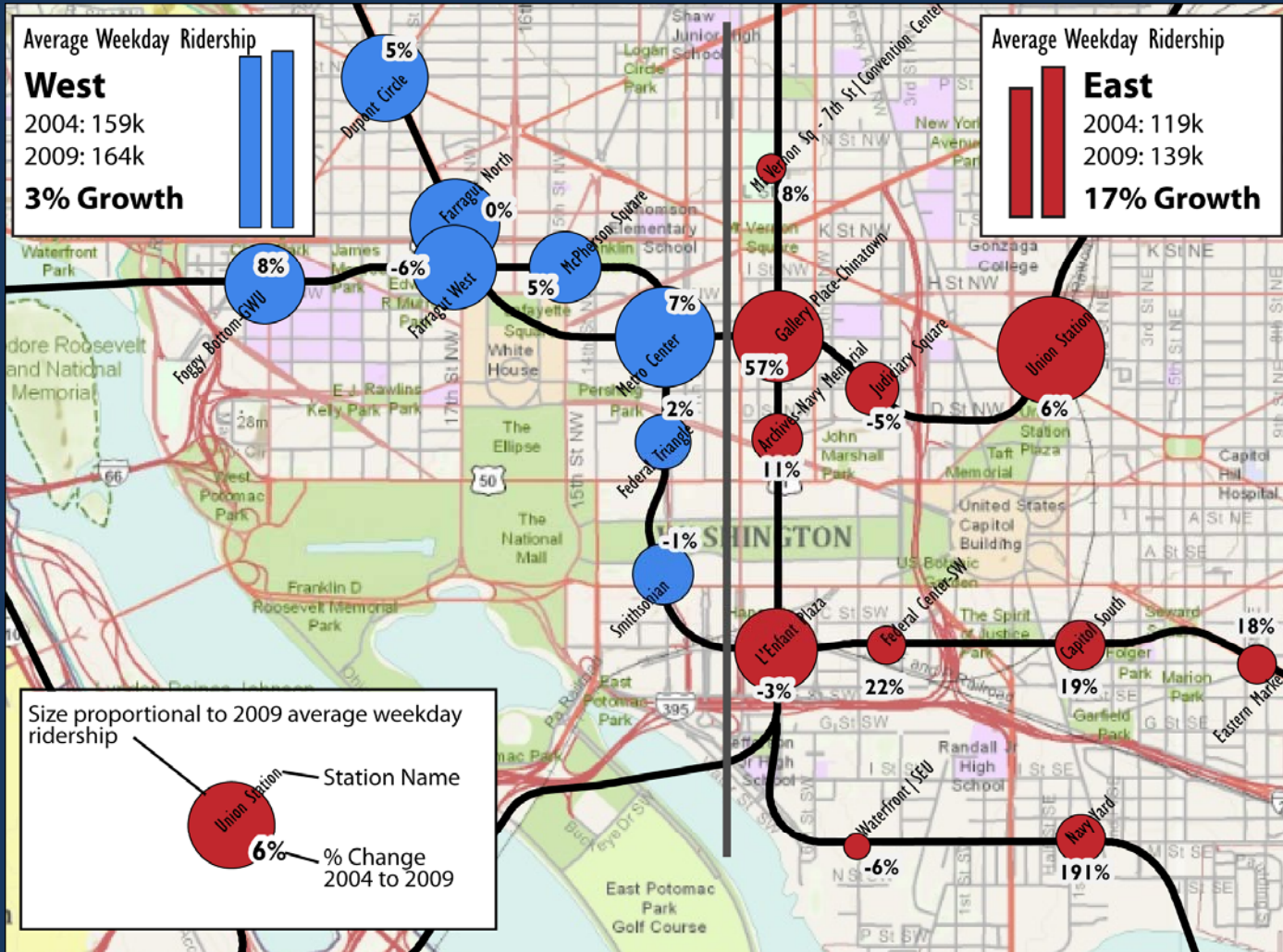


		Current (April-Dec. 2010)
	Max. Load Segment	Passengers Per Car
Red	Dupont Circle – Farragut N.	94
Yellow	Pentagon – L'Enfant Plaza	96
Green	Shaw – Mt. Vernon Sq.	89
Blue	Pentagon- Rosslyn	89
Orange	Courthouse - Rosslyn	106

- Deployment of scheduled rail cars and maintaining service reliability is critical to providing adequate capacity to address passenger crowding
- Peak Passenger Load Standard: Not to exceed 120 pass. per car (PPC) average for peak-hour/direction at maximum load point – desired load is below 100 ppc

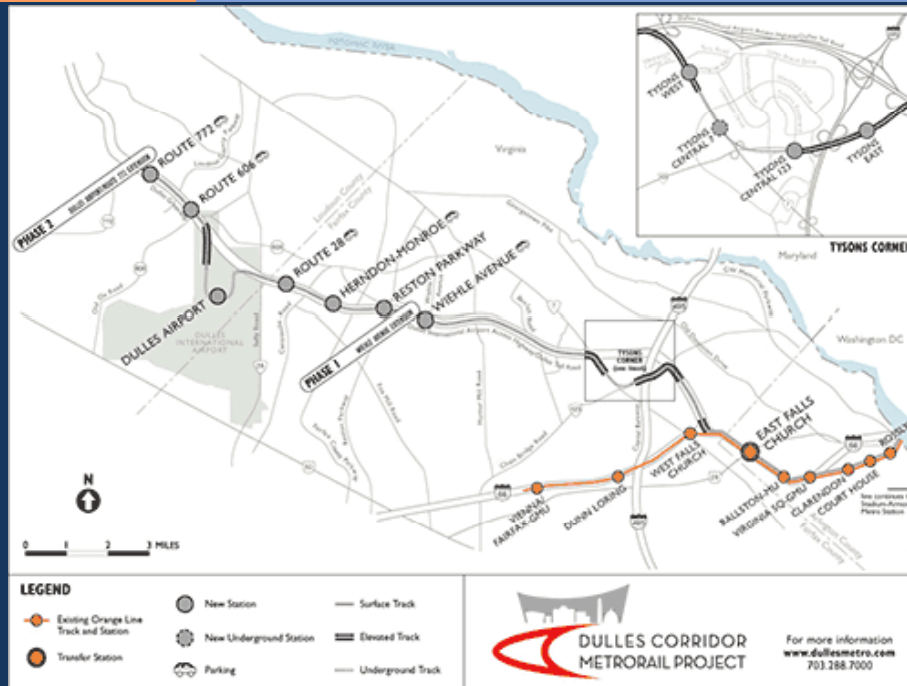


# Realign Service to Match Markets





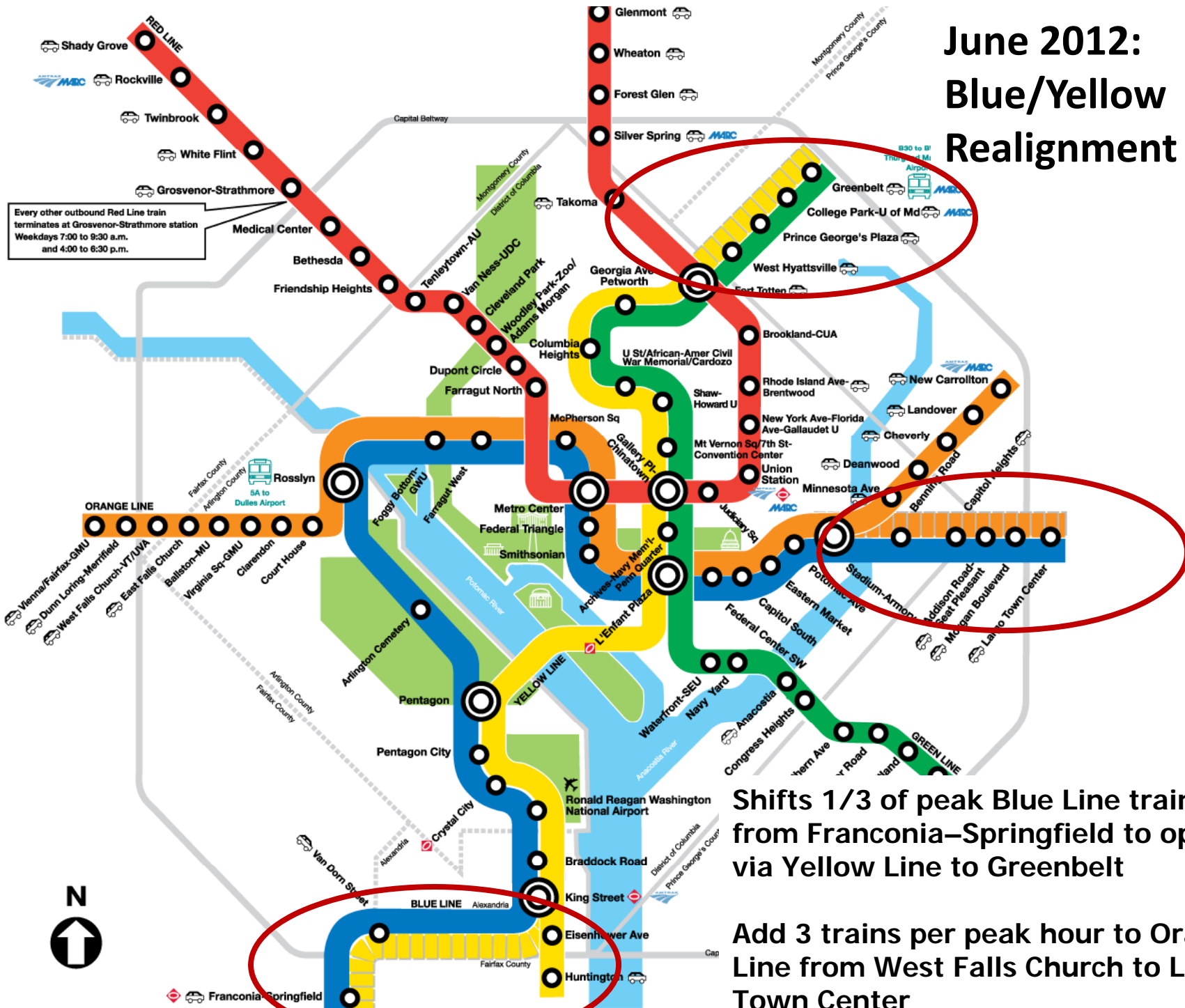
# Transition to Dulles Extension Service



- FY2012 - Blue/Yellow Realignment
- FY2014 – Dulles Phase 1 to Wiehle Avenue
- FY2017 – Dulles Phase 2 to Loudoun/Route 772

- When the Dulles extension opens, Orange, Blue, and Dulles line trains will all pass through Rosslyn portal
- Rosslyn portal currently operates at maximum throughput of 26 trains per hour; L'Enfant Plaza portal operates at up to 23 trains per hour

# June 2012: Blue/Yellow Realignment



Shifts 1/3 of peak Blue Line trains from Franconia–Springfield to operate via Yellow Line to Greenbelt

Add 3 trains per peak hour to Orange Line from West Falls Church to Largo Town Center



# Blue/Yellow Line Realignment Customer Benefits – Added Capacity

		Current	FY2013 (Blue/Yellow Realign)	
Rail Line	Max. Load Segment	Passengers Per Car	Change in Railcar Capacity	Passengers per Car
Red	Dupont Circle – Farragut N.	94	0%	94
Yellow	Pentagon – L'Enfant Plaza	96	30%	88
Green	Shaw – Mt. Vernon Sq.	89	30%	79
Blue	Pentagon- Rosslyn	89	-30%	93
Orange	Courthouse - Rosslyn	106	18%	90





# Blue/Yellow Line Realignment Customer Benefits – Time Savings

- 108,000 riders (43% of peak period trips) to various destinations within the system will benefit with service increase and time savings
- Increased service levels:
  - Yellow /Green Lines (L'Enfant - Greenbelt)
  - Orange Line (West Falls Church - Courthouse)

<b>Passengers Benefiting</b>		
<b>Travel Areas</b>	<b>No. of Passengers (AM Peak Period)</b>	<b>Pk Period Passenger Travel Time Savings (hours)</b>
Between B/Y South and DC/MD	33,510	391
From Orange West (VA) to others	34,021	170
From Orange Downtown West to others	12,497	62
From Green North to others	28,215	329
<b>Total</b>	<b>108,243</b>	<b>953 hours saved</b>



# Blue/Yellow Line Realignment Potential Impacts

- 16,000 passengers (6% of peak period trips), will experience increase in travel time up to a maximum of 6 minutes
- Expect 20-33% current Blue Line riders shift to Yellow Line, resulting in transfer increase at L'Enfant
- L'Enfant Plaza station has sufficient capacity to accommodate increase in transfers

<b>Passengers Impacted</b>			
<b>Travel Areas</b>	<b>No. of Passengers (AM Peak Period)</b>	<b>Pk Period Passenger Travel Time Increase (hours)</b>	<b>Max Wait Time Increase (min)</b>
Between B/Y South and Rosslyn	2,630	57	6
Between B/Y South and Orange West	3,522	76	6
Between B/Y South and Downtown West	9,416	204	6
<b>Total</b>	<b>15,568</b>	<b>337 hours increased</b>	
<b>Net Benefits of Realignment</b>	<b>92,675</b>	<b>615 Net Hours Saved</b>	



# Communications Plan

- Preparing for Dulles
  - Metro is preparing for the most significant changes and improvements to rail service in 30 years
- How changes are introduced is critical to customer service
- Communication plan objectives:
  - Ensure service changes enhance rider experience
  - Take advantage of proven success/best practices
  - Educate customers and clearly communicate benefits
  - Engender ownership and enthusiasm among employees, leadership and all stakeholders



# Review of Best Practices

- Reviewed service changes at other transit agencies and private sector businesses
- Findings:
  - Involve customers and stakeholders early
  - Inform and engage employees
  - Communicate in ways customers listen
  - Plan and introduce changes strategically with specific milestones and end goals



# Research Goals

- Learn where, how and when customers get information and make decisions
- Test messages, tools and options
- Use iterative process with customers to determine most effective method
- Develop customer-informed communications



# M metro Customer Journey



## Check Metro Website

Frequent Riders – 67%  
Regular Riders – 57%  
Occasional Riders – 73%



## Ask a Friend

Frequent Riders – 25%  
Regular Riders – 13%  
Occasional Riders – 42%

## Ask Station Agent

Frequent Riders – 6%  
Regular Riders – 11%  
Occasional Riders – 30%



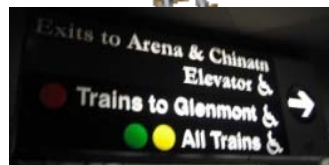
## Look at Map Prior to Faregate

Frequent Riders – 38%  
Regular Riders – 44%  
Occasional Riders – 53%



## Use App on Smart-Phone

Frequent Riders – 43%  
Regular Riders – 29%  
Occasional Riders – 13%



## Look at Signs Directing You to Train/Platform

Frequent Riders – 63%  
Regular Riders – 69%  
Occasional Riders – 70%



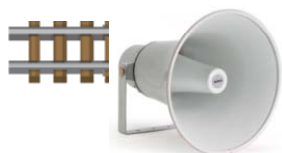
## Look at Signs on Platform

Frequent / Regular Riders – 31%  
Occasional Riders – 33%



# Customer Journey

Cont'd



## Listen for Announcements

Frequent Riders – 68%  
 Regular Riders – 62%  
 Occasional Riders – 70%

## Look Out Window

Frequent Riders – 80%  
 Regular Riders – 71%  
 Occasional Riders – 71%



## Look at Columns or Pylons

Frequent Riders – 67%  
 Regular Riders – 62%  
 Occasional Riders – 54%



## Look at FRONT of Trains

Frequent Riders – 54%  
 Regular Riders – 45%  
 Occasional Riders – 40%



## Look at SIDE of Trains

Frequent Riders – 62%  
 Regular Riders – 60%  
 Occasional Riders – 42%



## Look at Sign Inside Train

Frequent Riders – 69%  
 Regular Riders – 65%  
 Occasional Riders – 64%





# Research Findings: Messaging

- Most effective messages about new service:
  - Focus on rider benefits
  - Describe improvements clearly in detail
  - Feature actionable information so riders know what to do







## Research Findings: Map

- Map is an iconic symbol of the system
  - Value simplicity
  - Colors hold enormous symbolic value for riders
- Destination points are the critical piece of information
- New colors evoked strong negative reactions
- Riders open to new map styling; signals positive changes are coming

# M System Map

MetroOperations.com  
Customer Information Service: 202/637-7000  
TTY Phone: 202/636-3789

- Legend**
- Red Line • Glenmont to Shady Grove
  - Orange Line • New Carrollton to Vienna/Fairfax-GMU
  - Blue Line • Franconia-Springfield to Largo Town Center
  - Green Line • Branch Avenue to Greenbelt
  - Yellow Line • Huntington to Fort Totten



Every other outbound Red Line train terminates at Grosvenor-Strathmore station Weekdays 7:00 to 8:30 a.m. and 4:00 to 6:30 p.m.



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WASHINGTON METRO/MTA  
AREA TRANSIT AUTHORITY

Metro is accessible.

REV 08/08

- No Smoking
- No Eating or Drinking
- No Animals (except service animals)
- No Audio (without earphones)
- No Litter or Spitting
- No Dangerous or Flammable Items

Will seek public input on variations of this concept

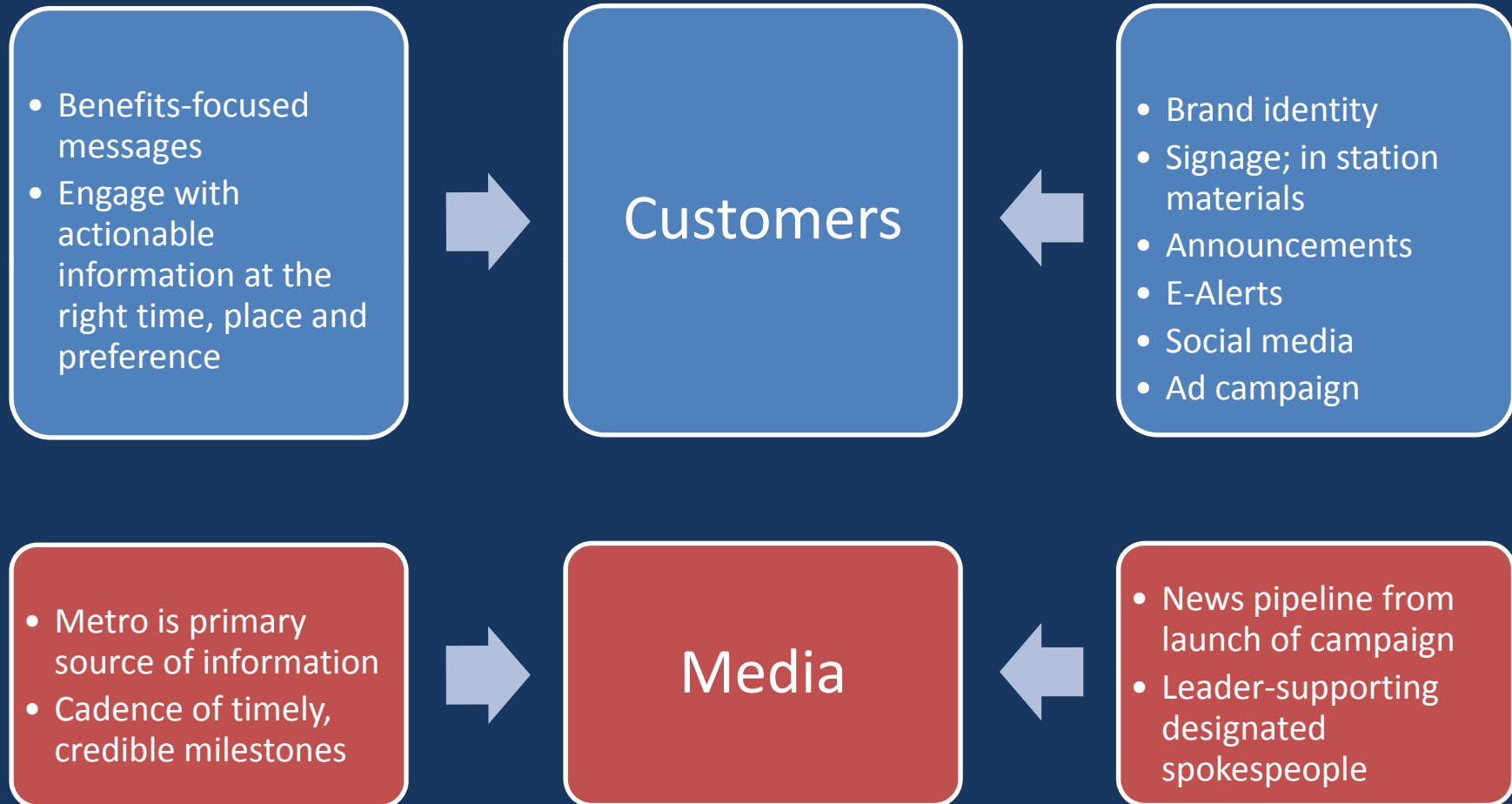


## Research Summary

- Map is not a primary vehicle in understanding change, but important for planning, wayfinding
- Website is absolutely essential tool for all
- Communications must be multi-sensory at stations through signage, announcements, postings, and employee interaction
- **Communications must stand out, look new and different, calling for branded initiative**



# Communications Strategy



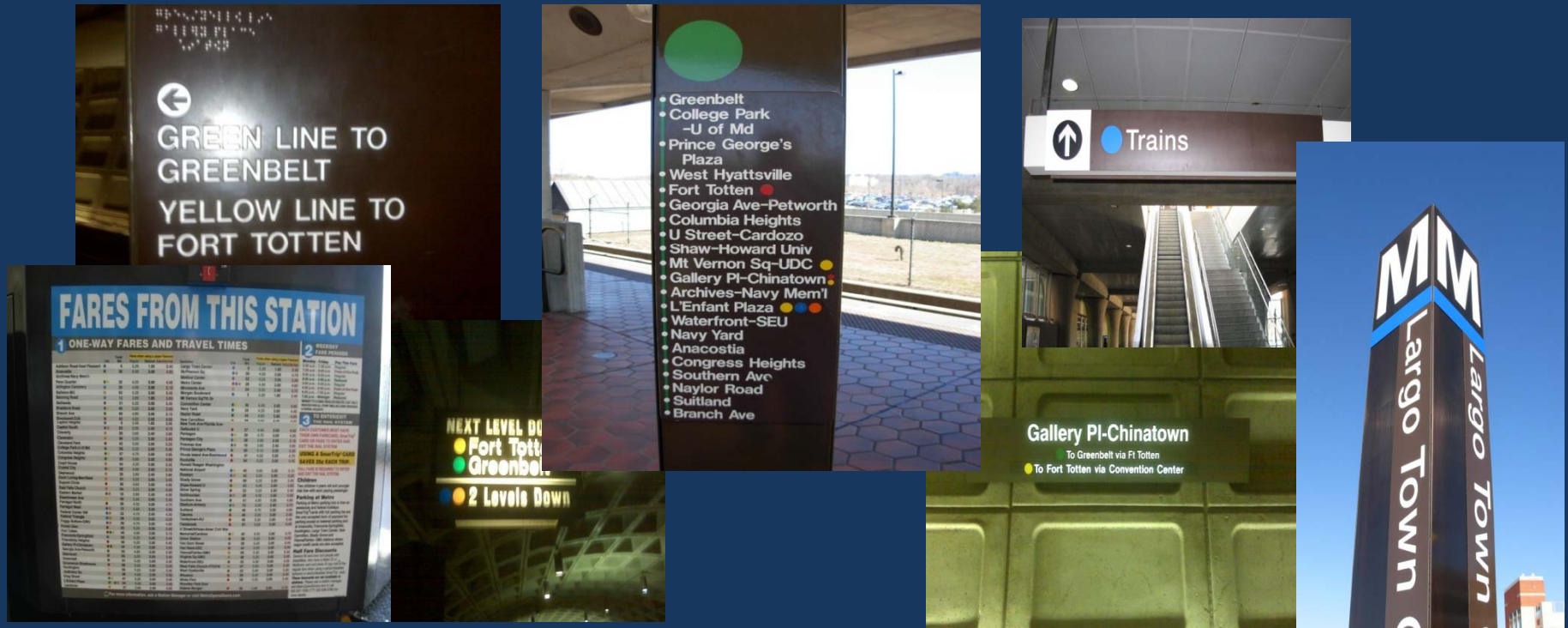


# Communications Strategy





# Signage and Map Changes Needed



- 2600+ station signs including wayfinding, station ahead list, outboard signs, tactile signage, and pylons
- 5000+ system maps for stations and rail cars
- 1200+ fare charts for fare vending and station kiosks



# Project Schedule

## June 2012 Service Implementation

Implementation Tasks	2011												2012									
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Plan Development	█																					
FY12 Budget Approval						█																
Map & Signage																						
Inventory & Design			█																			
Test Design Concepts						█																
Station Name Changes							█															
Fabrication									█													
Installation																	█					
Communication Plan																						
Preparation	█																					
Detail Introduction													█									
Launch/Sustain																		█				
Rail Service																						
Scheduling													█									
Training																█						
Service Begins																		█				



# Budget Requirements

<b>OPERATING BUDGET</b>	<b>FY13 Budget Requirement</b>
Additional Rail Service Costs	\$1,500,000
<b>TOTAL</b>	<b>\$1,500,000</b>

<b>CAPITAL BUDGET</b>	<b>FY12 Budget Requirement</b>
System Map & Fare Charts	\$300,000
Station Signage	\$2,100,000
Customer Information Campaign	\$300,000
<b>TOTAL</b>	<b>\$2,700,000</b>

- Operating Budget: \$1,500,000 for additional rail service in FY2013
- Capital Budget: \$2,700,000 in project signage costs to be re-programmed in FY2012 capital budget





## Next Steps

- June 2011
  - FY2012 Budget Approval
  - Test design concepts for system map and signage
- August 2011
  - Finalize station name changes
- June 2012
  - Blue/Yellow Realignment Service Begins



## Appendix

# Detailed Communications Work Plan



# Phase One: Preparation

January – December 2011

- Public input—map, signage
- Brand campaign
- Develop and test messaging
- Identify spokespeople and develop toolkit
- Develop collateral
  - Map concept and graphic
  - Website
  - Fact sheet, brochures
  - Media toolkit with timeline

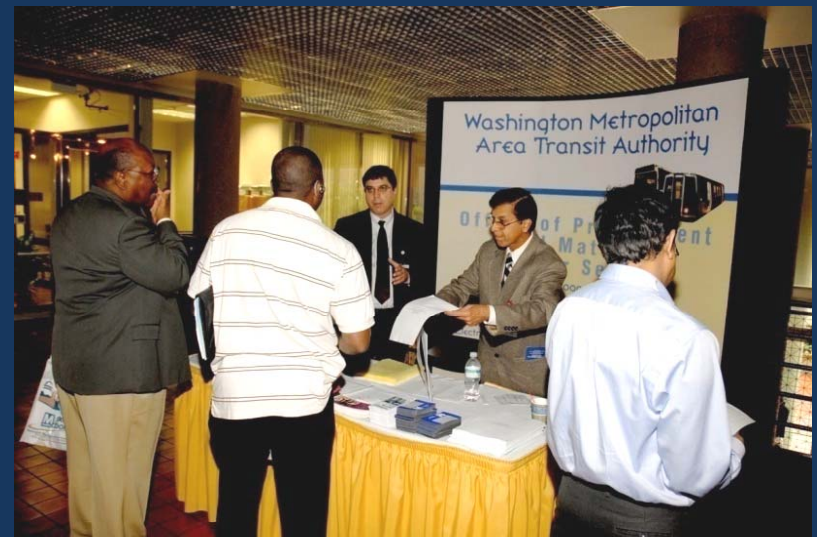




# Phase One: Preparation *cont'd*

January – December 2011

- Identify community and business groups
- Develop and begin employee training
- Prepare scripts and material for call center
- Draft station announcements
- Prepare temporary and promotional signage concepts





## Phase Two: Introduce Details

January – May 2012

- E-alerts previewing changes
- Promotional material in stations and trains
- Traditional and social media
- Develop and launch advertising
- Public outreach at stations- MIPs, take-ones
- Conduct business and community outreach
- Continue employee training; produce toolkits and updates
- Mobilize call center with scripts



# Phase Three: Launch/Sustain

June – August 2012

- Distribute service launch collateral
- New service signage
- Traditional and social media
- E-alerts
- Advertising
- Continue outreach
- Updates to employees/recognize best practices
- Monitor progress through employee feedback, message resonance testing and website traction

