



Customer Service and Operations Committee

Information Item IV-B

December 6, 2012

Inaugural Service Update

Washington Metropolitan Area Transit Authority
Board Action/Information Summary

<input type="radio"/> Action <input checked="" type="radio"/> Information	MEAD Number: 103083	Resolution: <input type="radio"/> Yes <input checked="" type="radio"/> No
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TITLE:

Inauguration Service

PRESENTATION SUMMARY:

This presentation will provide a summary of the planning efforts and operating plans for Metrobus, Metrorail and MetroAccess during the Inauguration activities taking place on January 19-21, 2013 for as many as 800,000 visitors, as well as outline Metro's cooperative work with multiple external partners to prepare for the weekend's activities.

PURPOSE:

To inform the Customer Service and Operations committee about Metro's 2013 Inauguration Service plans.

DESCRIPTION:

Key Highlights:

- Metro is planning the same level of transit service it provided during the 2009 Inauguration, although attendance is not expected to reach the historic levels of four years ago.
- In addition to extended service for customers, Metro is staffing a command center throughout Inauguration weekend to coordinate with dozens of local, state and federal agencies to ensure seamless activities, and emergency response if needed.
- Metro's call center will remain open to assist customers by phone and email throughout the weekend and on Inauguration day. Also, more than 300 customer "Ambassadors" will join rail and bus

operations personnel to assist customers in stations and throughout the system.

- Smithsonian and Archives-Navy Memorial stations will be closed on inauguration day at the request of the U.S. Secret Service (USSS).
- Tour and charter buses are prohibited from dropping off passengers at Metrorail stations on Inauguration Day. Instead, tour and charter operators should follow the District of Columbia Department of Transportation plan to discharge passengers at RFK Stadium.

Background and History:

During the 2009 Inauguration, Metro carried 1.5 million passengers on Metrobus, Metrorail and MetroAccess. While we are not expecting to match the 2009 ridership, we are preparing to welcome as many as 800,000 visitors to the region for the coming year's events taking place on January 19-21, 2013. In preparation, Metro employees are working with multiple regional and external partners.

Discussion:

In order to prepare for Inaugural activities, Metro has created the following committees and subcommittees to coordinate planning efforts:

- Presidential Inauguration Steering Committee – 30 people representing a cross section of Metro departments have overseen the agency's overall planning and preparation with the following subcommittees:
 - Safety & Security – Coordinates efforts with the USSS and Capitol police, as well as with the team focused on the customer experience and operational safety plans.
 - Customer Experience – Develops service plans, coordinates station action teams, and supervises ambassadors.
 - Public Information – Designs and implements publicity plan for customers and visitors to events, coordinate with law enforcement through JIC (Joint Information Command).

In addition, Metro personnel are participating in the following inter-agency committees and subcommittees:

- District of Columbia Presidential Inauguration Committee (DCPIC)
 - Security Subcommittee
 - Fire, Life Safety and HAZMAT Sub-Committee
 - Venues Subcommittee
 - Transportation Subcommittee
 - Communications Subcommittee

- USSS
 - Transportation Subcommittee
 - Crowd Management Subcommittee
 - Critical Infrastructure Subcommittee
 - Interagency Subcommittee
 - Hazard Management Subcommittee

- Joint Congressional Committee on Inaugural Ceremonies
 - Capitol Subcommittee

Security

Security preparations for the Presidential Inauguration are going to be extensive. The swearing-in ceremony takes place on the west front lawn of the US Capitol followed by the parade extending down Pennsylvania Avenue between the US Capitol and the White House. Much of the downtown area immediately surrounding the White House, National Mall and US Capitol has been separated into security zones that will be closed to vehicular traffic. Within this secure footprint, the USSS will staff additional zones where access will be limited to pedestrians who have been processed through magnetometers. Metro has four rail stations located within the larger security zone with two of these are impacted by the more secure magnetometer zones.

- McPherson Square and Federal Triangle: Vehicular access will be limited to credentialed vehicles only. Pedestrian access will not be impacted.

- Smithsonian and Archives Navy-Memorial: The US Secret Service has requested the closure of the station due to its proximity inside the secure staging area for the parade elements and route.

Several other stations are located immediately outside of the secure

zones and vehicular access could be impacted by traffic congestion.

Beyond the secure zones designated by the US Secret Service, additional road closures will be implemented by the District of Columbia for several reasons, including the parking of excess charter buses.

Metro Transit Police are requesting 200 additional officers from outside law enforcement agencies to participate with us in providing additional support and presence throughout the Metrorail system.

Metro's Emergency Operations Command Center will be staffed as needed throughout the weekend and on Inauguration day. The exact hours will be confirmed as we get closer to the Inauguration. In addition, Metro will have personnel staffed in several regional command centers (District of Columbia Homeland Security Emergency Management, U.S. Secret Service, Metropolitan Police Joint Operations Command, FBI – Joint Terrorism Task Force) throughout the Inaugural weekend. Additionally, Metro will participate in tabletop exercises hosted by U.S. Secret Service, Federal Emergency Management Agency and Department of Defense in December and January.

Internally, all operational-related departments are preparing to respond, in the event of an emergency. This includes obtaining secure zone access credentials for specific Metro personnel and vehicles.

Service Plan

Metrorail will open (early) at 4 AM on Monday and remain open until 2 AM. Metrorail will operate 17 consecutive hours of rush-hour service during which time peak fares will be charged. Special extra (also known as "gap") trains will be available on all lines to respond to stations as needed for passengers. This requires that preventive maintenance be completed on most of the fleet in advance of the event.

Metrobus will operate weekday rush hour service in the morning, followed by an early rush hour in the afternoon. Many routes will operate on detours due to Inaugural events.

MetroAccess will operate identical hours to Metrorail and Metrobus. MetroAccess customers are encouraged to plan extra time due to increased traffic throughout the service area.

Due to space restrictions, tour and charter buses will be prohibited from discharging passengers at Metrorail stations at any time. In compliance

with DDOT's transportation plan, Metro is working closely with the District of Columbia to coordinate parking for charter buses at RFK Stadium.

Normal weekday parking rates will apply at Metrorail parking facilities.

Parking fees will be charged as customers exit the garage and may be paid by SmarTrip® or credit card.

Customer Service

In addition to the regular Operating staff, Ambassadors will be recruited from within Metro's administrative departments to help staff more 300 positions throughout the service area. These Ambassadors will provide additional support to operations by helping customers, answering visitor questions, assisting at fare machines, and providing directions on Inauguration day. Comprehensive training and equipment deployment for Ambassadors will be conducted the first week of January.

Station action teams will be managed by Rail officials, using both Rail supervision and Ambassadors to provide customer service and respond to any emergencies. Destination DC has offered its' hotline number for reports of lost persons, and Metro will be utilizing that number as part of its event management.

Metro will use the new kiosk LCD screens in stations to help customers identify the best way to make their trip. Due to the large crowds expected, transferring between lines will not be recommended. Additionally, Metro will offer wristbands at the end of the line stations, with the station name imprinted so that visitors can easily remember their origin station following the event.

We began promoting and pre-selling commemorative fare media on November 13 and have sold approximately 4,000 to date. We have ordered 100k commemorative SmarTrip® cards and will begin to fulfill pre orders and offer sales in our sales offices in early to mid December. The Board has approved the sale of SmarTrip® cards for \$15 -- preloaded with a One Day Rail Pass. This commemorative card will be used as a flash pass on Bus on Inauguration day only. We have also created commemorative paper fare media that will be sold at regular price and available in the fare machines in our stations.

Treasury will conduct hand-sales Saturday through Monday at key locations throughout the region in order to reduce lines at fare vendors. Metro sales offices, Anacostia and Metro Center, will be open throughout

the weekend. On Saturday and Sunday, the offices will be open from 9 AM – 10 PM and on Inauguration day, from 9 AM – 3PM.

In an effort to provide the most efficient travel, several downtown Metrorail station entrances will be designated “exit-only” or “entry only” for a specific amount of time, to safely manage crowds. When crowding occurs, some escalators may be turned off and used as walkways to “meter” the flow of customers entering the system.

Customers are being advised to prepare for their trip, expect to walk long distances and avoid transferring between Metrorail lines during their travel.

Metro’s Call Center will remain open on Saturday and Sunday, January 19-20 during regular business hours from 7 AM – 8:30 PM. The Call Center will also be open from 5 AM – 8:30 PM on Inauguration Day, January 21.

Communications

Metro’s official Inauguration day website (wmata.com/inauguration) went live on November 7. This site offers up to the minute information about our services as well as travel tips for customers. This webpage serves as a central location for customers to use when planning to travel during the Inauguration.

On the Inauguration webpage, customers can sign up for special email and text alerts to get the latest service information and travel tips leading up to and including Inauguration Day. This special service will be discontinued after the event and will not impact our normal eAlert services. In addition, Metro also has a special Twitter account for the event, @MetroInaug, to get Inauguration related messages.

Upon arrival to our stations, customers will notice kiosk screens with destination information to help make their trip seamless.

We will also produce a short video about what customers should know when taking Metro to the Inauguration. This will be disseminated through our outreach channels to ensure groups traveling to the region will be prepared when they arrive.

In the weeks leading up to the Inauguration, Metro will maintain communication with our customers by distributing multiple news releases

and conducting media interviews highlighting bus, rail and MetroAccess service, parking fees, extended hours and rush hour service on Inauguration Day.

We will also design, produce and distribute (including electronically) a special commemorative brochure and walking map to be provided in rail stations, buses and area hotels, by Destination DC, charter bus services, and other regional marketing partners and regional members of Congress and the Presidential Inauguration Committee.

FUNDING IMPACT:

Metro staff is monitoring expenses and will seek reimbursement from the Presidential Inaugural Committee.

TIMELINE:

Previous actions	October 26, 2012 – the Board approved resolution 2012-28 to establish 2013 Inauguration day fares, service levels and passes.
Anticipated actions after presentation	December 6, 2012 – Board briefing on service and operational planning efforts. January 22, 2013 – Inauguration Day January 24, 2013 – Post event update to be provided in GM Board Remarks.



Washington Metropolitan Area Transit Authority

Faith in America's Future

Metro Planning Efforts in support of the 57th Presidential Inauguration

Customer Service & Operations Committee

December 2012





Weather

Year	President	Noon temp
2009	Barack Obama	28°F
2005	George W. Bush	35°F
2001	George W. Bush	36°F
1997	William Jefferson Clinton	34°F
1993	William Jefferson Clinton	40°F
1989	George Bush	51°F
1985	Ronald Reagan	7°F
1981	Ronald Reagan	55°F
1977	Jimmy Carter	28°F



Coordination

- District of Columbia Presidential Inauguration Committee (DCPIC)
 - Security Subcommittee
 - Fire, Life Safety and HAZMAT Sub-Committee
 - Venues Subcommittee
 - Transportation Subcommittee
 - Communications Subcommittee
- US Secret Service
 - Transportation Subcommittee
 - Crowd Management Subcommittee
 - Critical Infrastructure Subcommittee
 - Interagency Subcommittee
 - Consequence Management Subcommittee
- Joint Congressional Committee on Inaugural Ceremonies
 - Capitol Subcommittee



Swearing in ceremony and Parade





Secure Zone: Impacted Stations

- Smithsonian and Archives Navy-Memorial will be closed



Security





Service Plan

- Metrorail
 - 4am- 2am; Rush hour service until 9pm
 - No Rush + service pattern
- Metrobus
 - Weekday rush hour service in the morning and early afternoon rush hour
 - Expect detours of bus routes due to street closures
 - No charter bus parking at stations
- Metro Access
 - Same hours as Metrorail and Metrobus
 - Customers should allow additional time for travel



Staffing





Communications

Inauguration Day 2013



Only 74 days until Inauguration Day - January 21, 2013.



Metro Plans for Inauguration Day

Metro is preparing to be the transportation mode of choice for hundreds of thousands of visitors on Inauguration Day 2013.

On Inauguration Day:

- ▶ Metrorail will open at 4 am and close at 2 am.
- ▶ Metrorail will provide 17 consecutive hours of rush-hour service -- from 4 am until 9 pm. Peak fares will be in effect during that time.
- ▶ Normal weekday parking rates will apply at Metrorail parking facilities. Parking fees will be charged as you exit the garage and may be paid by SmarTrip® or credit card.
- ▶ Metrobus will operate weekday rush hour service in the morning, followed by an early rush hour in the afternoon. Many routes will operate on detours due to Inaugural events.
- ▶ MetroAccess will operate identical hours to Metrorail and Metrobus. MetroAccess customers are encouraged to plan extra time due to increased traffic throughout the service area.

Additional information will be posted on this page as Inaugural event schedules and service plans are finalized.



Commemorative SmarTrip® Available Soon

Metro's 2013 commemorative SmarTrip® card will be available soon. The reusable plastic card will come pre-loaded with a One-Day Pass that provides unlimited travel on Metrorail on the day it is first used. Each commemorative SmarTrip costs \$15 - just \$1 more than the cost of a regular one-day pass and \$4 less than the cost of purchasing a SmarTrip® card and One-Day Pass separately. As an added bonus,



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Enter cell number and select carrier:

Select Carrier

Submit

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Rider Tools

[Metrorail System Map](#)

[Visitor's Kit](#)

[Station Information](#)

[Parking Information](#)

[Find Service Near a Location](#)

[Trip Planner](#)



B A R A C K O B A M A

INAUGURATION DAY
JANUARY 20, 2009



44TH PRESIDENT OF THE UNITED STATES

Faith in America's Future

B A R A C K O B A M A

INAUGURATION DAY
JANUARY 21, 2013



AMERICA MAKES HISTORY AGAIN