



TRACK RENOVATION IV CANTERBURY DXO CROSSOVER PRESENTATION

JANUARY 13th, 2021

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AGENDA :

- Introduction and purpose
- Project Cost and scope of work
- Diamond Crossover (DXO) locations & affected stations:
 - Canterbury Junction DXO
 - Buckhead DXO
 - Northland DXO
- Videos – Track replacement and service interruptions
- Canterbury DXO project highlights
- Anticipated project schedule for Canterbury Junction
- Canterbury DXO customer outreach highlights
- Communication Plan:
 - Goals & Objectives
 - Public Engagement
 - Media Communications
 - Employee Outreach
 - Government Affairs Engagement
 - Typical Signage
- Questions



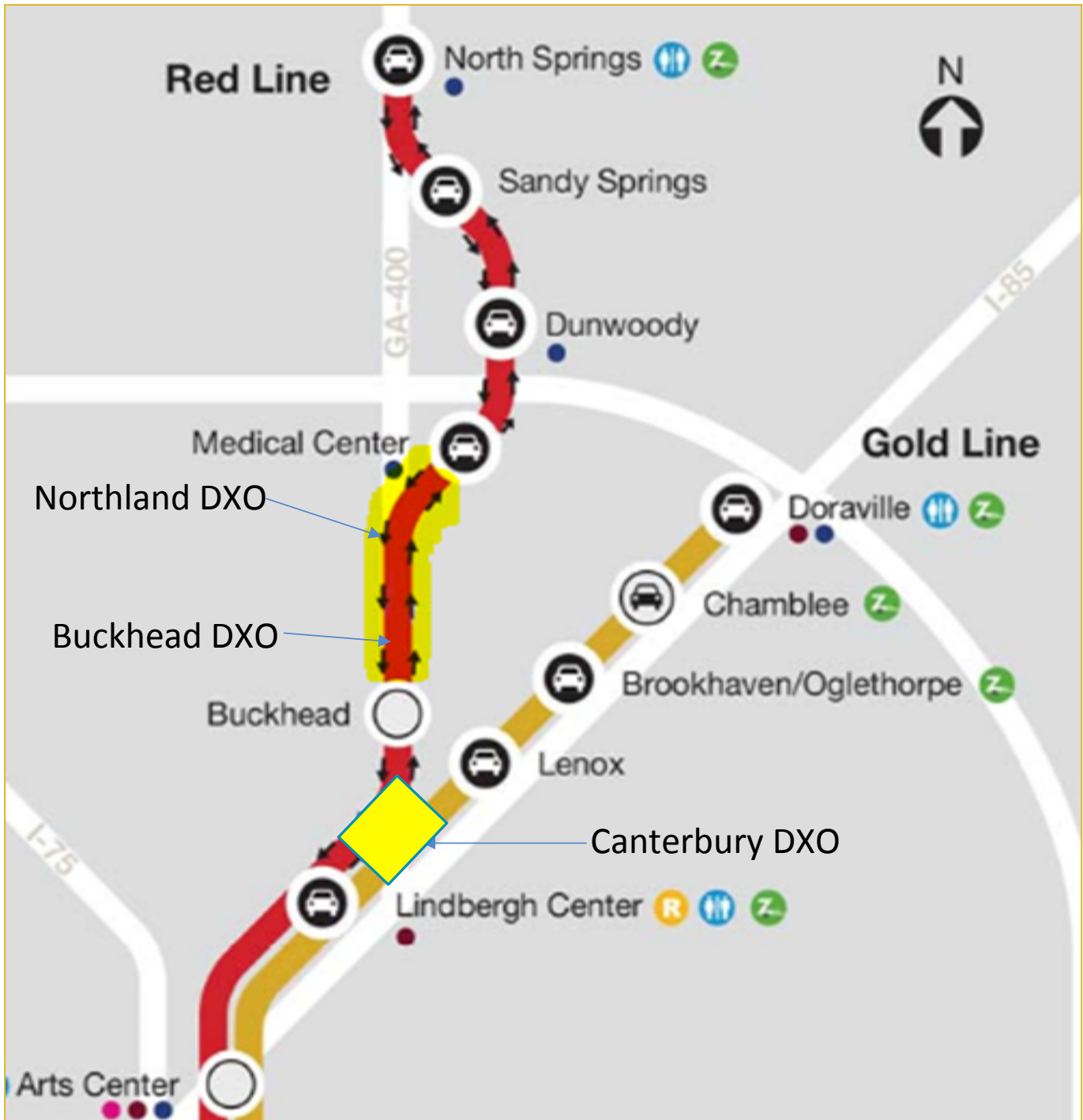
Project Cost and Scope of Work

\$225 Million Dollar Investment



- MARTA is investing \$225 million in restoring various components of MARTA's rail lines. This work will generally take place on the weekends and overnight.

- The Track Restoration Project (TRIV) is the fourth phase of rail restoration in MARTA's 41-year operational history.
- These upgrades and replacements will enhance safety and extend the life of the rail system.
- TRIV will include a series of events and repairs to MARTA's heavy rail lines that include, but are not limited to:
 - 190,000 linear feet of new running rail (36 miles)
 - 26,000 concrete ties on the mainline and storage yards (Avondale/South Yards)
 - 100,000 DF fasteners system-wide
 - Removal and installation of 29 new bumping posts
 - Removal and replacement of 65 new turnouts system-wide



DIAMOND CROSSOVER (DXO) LOCATIONS & AFFECTED STATIONS

VIDEO: TRACK REPLACEMENT



VIDEO: SERVICE INTERRUPTIONS



CANTERBURY DXO PROJECT HIGHLIGHTS

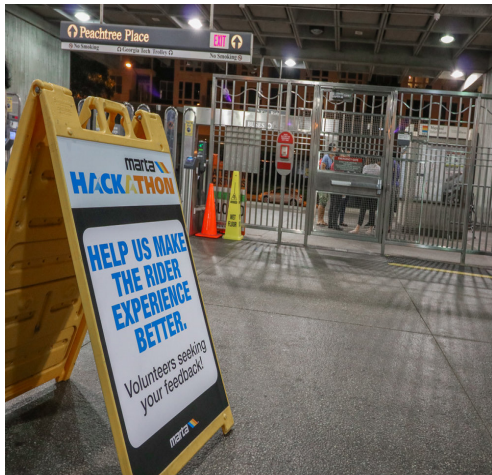
- Scheduled Start Date: **Wednesday February 16th, 2021 @ 9:30 PM**
- Scheduled End Date: **Monday February 22nd, 2021 @ 4:00 AM**
- Outage duration: 5-days (126 hours)
- Rail service will terminate at Lindbergh, Buckhead and Lenox Stations.
- Bus bridge will be provided for the entire 5-days during revenue hours.
- Mobility service will be provided at each station (Lindbergh, Buckhead, & Lenox)

ANTICIPATED PROJECT SCHEDULE FOR CANTERBURY JUNCTION

Event	Date	Type of Service
No. 10 Diamond Crossover (DXO)	2/16/21 – 2/22/21	Total Shutdown/Bus Bridge Provided
No. 10 RH Turnout (NL)	3/5/21 – 3/8/21	Single Tracking/Suppl. Bus Service
No. 10 LH Turnout (NL)	3/12/21 – 3/15/21	Single Tracking/Suppl. Bus Service
No. 10 LH Turnout (NEL)	3/26/21 – 3/29/21	Single Tracking/Suppl. Bus Service
No. 10 LH Turnout (NR)	4/2/21 – 4/5/21	Single Tracking/Suppl. Bus Service
No. 20 LH Turnout (NEL)	6/23/21 – 6/28/21	Single Tracking/Suppl. Bus Service
No. 20 RH Turnout (NER)	8/4/21 – 8/9/21	Single Tracking/Suppl. Bus Service
No. 6 LH Turnout (NER)	9/10/21 – 9/13/21	Single Tracking/Suppl. Bus Service

COMMUNICATING THE MESSAGE

Getting the message out to our customers about the rail line work and MARTA's solution to providing continuous, reliable service between stations.



CANTERBURY DXO CUSTOMER OUTREACH HIGHLIGHTS

- Bi-lingual signage will be present at all three stations.
- Station attendants and ambassadors will be present at stations.
- Train operators will make announcements at each station.
- Coordination with Miami Circle Businesses & Peachtree Park Neighborhood Association and Livable Buckhead Community
- MARTA Connect will be available to customers
- Communication (external-internal)
- Providing safe and efficient passage for customers during shutdown

Communication Plan – Goals & Objectives

Goals & Objectives

- **COMMUNICATE ALTERNATIVE TRAVEL PLANS** to customers
- **DEVELOP MESSAGING** reflective of the program's positive, long-term benefits to maintain rail service in a state of good repair
- **EDUCATE CUSTOMERS** of the importance of replacing the track
- **PROVIDE A POSITIVE CUSTOMER EXPERIENCE**, ensuring that impacts to customers, nearby residents and business owners are taken into consideration when implementing workarounds
- Mitigate negative public sentiments by **PROVIDING ACCURATE AND TIMELY INFORMATION** related to service modifications and travel impacts
- **PROACTIVELY INFORM** local media about the TR-IV project, its long-term benefits, MARTA's financial investment and short-term impacts to the customers
- **PROVIDE OPPORTUNITIES** for reporters to be educated on the TR-IV project, single-tracking and customer impacts



Communication Plan – Public Engagement

Public Engagement



- Critical stakeholders meeting, general public meeting
- Distribute collateral utilizing low-touch high-visibility approach inside bus bays and rail stations; leave door hangs on car windows at all 21 stations with parking lots
- Post yard/street signs near stations and surrounding communities with high ridership
- Literature drop on doors around impacted rail stations
- Communicate with relevant property owners who are within a 1.5 mile radius of the three impacted stations
- Utilize internal listserv to email stakeholders
- Set up text alert system for riders to get the most up-to-date project information
- Nextdoor neighborhood posts

Communication Plan – Media Communications

Media Communications



- Notify media via press release/media advisory of service impacts or trip modifications.
- Engage jurisdictional partners' communications teams to amplify key messages, especially with community papers and government access stations.
- Share MARTA-created digital materials with members of the media.
- Monitor media for any TR-IV related news stories.

Communication Plan – Employee Outreach

Employee Outreach

- Internal coordination with various Departments including D&I, Research & Analysis, Planning, Capital Projects, Customer Experience, HR, Bus & Rail Operations, Customer Service, Architecture & Revenue
- Include information in the MARTA Coronavirus Situational Update
- Provide information to facilities and in operator running boards
- Place posters in station break rooms
- Authority-wide memo
- MARTAnet banner & information



Communication Plan – Gov. Affairs Engagement

Government Affairs Engagement

- Include TR-IV project overview in Quarterly Jurisdictional Briefing by GM
- Email elected officials the TR-IV “Toolkit” including constituent newsletter copy, social media sharables, links to additional resources
- Conduct follow up calls to elected officials whose districts are directly impacted



Communication Plan – Typical Signage

Digital Signage



A – Frame Signage

follow me. shuttle this way.

Shuttles are available between Lindbergh, Buckhead and Lenox Stations.

Tuesday, February 16, 2021 at 9:30pm until Monday, February 22, 2021 at 4am.

Have a question? Need help? Locate a MARTA ambassador wearing "xyz"

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TRANSFORMING TRANSIT

#MARTAinnovationInMotion

QUESTIONS?