



CASE STUDY

Dulles Corridor Metrorail Project

Waterford provided stakeholder outreach services for the Dulles Corridor Metrorail Project, a \$3.5 billion extension of the Washington Metrorail system from Falls Church to Dulles International Airport and beyond to eastern Loudoun County.

Dulles Metrorail is a joint effort involving partners from the federal, state, regional and private sectors. The project is led by the Virginia Department of Rail and Public Transportation (DRPT). The Washington Metropolitan Area Transit Authority (WMATA) serves as DRPT's technical manager. Dulles Transit Partners, LLC is the contractor charged with designing and constructing the Metrorail service through a public-private partnership. Additional key partners include the Federal Transit Administration (FTA), Federal Aviation Administration (FAA), Metropolitan Washington Airports Authority (MWAA), Virginia Department of Transportation (VDOT), Fairfax County, Town of Herndon and Loudoun County.

Challenge

Our initial tasking was an intensive two-month effort to develop a comprehensive communications plan for the preliminary engineering phase of the project. Project officials subsequently worked on various community outreach efforts targeting thousands of residents and businesses along the 23-mile corridor.

Solution

The plan created by Waterford defined the development and maintenance of ongoing relationships with hundreds -- if not thousands -- of stakeholders and stakeholder organizations, including the design and creation of a Dulles Metrorail information booth that has since been used at numerous community festivals, planning for community meetings, conducting group presentations, holding one-on-one meetings with key stakeholders and community leaders, and design and distribution of a variety of printed and electronic communications. Waterford also performed outreach tasks in support of the plan.

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