**Metro’s New Bus Network**

**Metro’s New Bus Network Digital Communications Toolkit**

Suggested Copy for Newsletter, Social Media, and Talking Points

**Web page:** [**wmata.com/BetterBus**](http://www.wmata.com/betterbus)

**Dates:** This content is for use *after* June 29, 2025 (Launch Day)

Thank you for helping to share this important information about Metro’s New Bus Network. We truly appreciate your continued partnership during our Better Bus journey!

# **Sample Newsletter Copy**

**Metro’s New Bus Network is Here!** 🚍

**A faster, more reliable, and easier-to-use bus service has arrived in the region!**

The launch of Metro’s new bus network on June 29 marked the beginning of a new and exciting phase of bus transportation for DC, Maryland, and Virginia. This new network was created with a focus on **frequent, consistent bus service, enhanced access across the region**, **and making bus service easier to understand**.

Metro has provided a variety of helpful resources for riders to have a seamless transition to their new network, including [online materials,](https://wmata.com/betterbus) printed materials at over [270 Better Bus Partner locations](https://wmata.com/initiatives/plans/Better-Bus/better-bus-partners-list.cfm), public events, [informative videos](https://www.youtube.com/watch?v=-b5LTtz8Edg&list=PLoZZNbz79tHSzD0MBJoRs1aP-WeptOHN0), and trip-planning apps like [**MetroPulse**](https://www.wmata.com/initiatives/metropulse/index.cfm)**.**

This historic network redesign forms part of Metro’s Better Bus initiative, an **overarching initiative to improve Metrobus for the region**. In the coming years, Better Bus will mean a lot of things for the region, including new facilities, zero-emissions vehicles, improved bus communications, and more bus lanes and transit signals – and the new bus network is just the start!

Get to know the new network and available resources by visiting [wmata.com/BetterBus.](http://www.wmata.com/BetterBus)

# **Sample Social Media Copy**

## Facebook and Instagram

1. @MetroForward’s new bus network is here! 🚍 🙌 The new network is a major milestone in improving bus service across the region. Get to know your new network, plan a trip, view resources, and more at wmata.com/BetterBus! #wmata
2. Plan your trip on @MetroForward’s new bus network with MetroPulse, Metro's new mobile app that allows riders to plan trips, chat with customer service, report issues, and more! 📱**🚍** Learn more: <https://www.wmata.com/initiatives/metropulse/index.cfm>

### Shortened for X

1. .@wmata’s new bus network is here! 🚍 🙌 A major milestone in improving bus service for the region! Learn more, plan a trip, and explore resources: [wmata.com/BetterBus](https://www.wmata.com/BetterBus)
2. Plan your trip on @wmata’s new bus network with MetroPulse, the new mobile app for planning, chatting with customer service, reporting issues, and more! 📱**🚍** Learn more: <https://www.wmata.com/initiatives/metropulse/index.cfm>

**Talking Points**

* **Once in a Lifetime Change**: Metro has launched its first complete bus network redesign in 50 years — the new system was shaped by community input and the most current travel data available.
* **Better Bus, Better Service**: Many customers will enjoy faster, more frequent, and more reliable bus service with shorter wait times, and simplified schedules—all at the same $2.25 base fare.
* **New, Simpler Naming System**: New route names begin with letters indicating areas served:
  + A for Arlington/Alexandria
  + C (Crosstown) or D (Downtown) for DC
  + F for Fairfax City, Fairfax County, and Falls Church
  + M for Montgomery County
  + P for Prince George's County
  + Limited-stop routes are indicated by an X at the end of their names
* **Plan Your Trip:** Check out the [Trip Planner](https://www.wmata.com/tripplanner) or download the updated [MetroPulse](https://wmata.com/initiatives/open-data-hub/MetroPulse.cfm) app to explore your new travel options.
* **Resources Available:** As customers adjust to the new Metrobus network, a variety of resources are available to support the transition. Customers can visit **wmata.com/BetterBus** to access updated route maps, trip planning tools, and helpful information about the new bus network. For personalized assistance, customers can also call Metro Customer Service at **(202) GO-METRO (202-466-3876).**
* **Take It One Trip at a Time:** We encourage customers to ease into the new Metrobus network by planning one trip at a time. Focusing on your most frequent or important routes first can help make the transition smoother and less overwhelming. We know change can take time, and Metro sincerely thanks their customers for their patience and flexibility as they roll out this historic improvement to bus service.