**Metro’s New Bus Network**

**Metro’s New Bus Network – Back-to-School Digital Communications Toolkit**

Suggested Copy for Newsletter, Social Media, and Talking Points

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

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 to Welcome You Back To School!** 🚍

**A faster, more reliable, and easier-to-use bus service has arrived in the region!** It’s here in time to support your return to school this Fall.

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

Your commute to school may look different after the changes to the bus network went into effect on June 29. All routes have new names; routes, frequencies, and operating hours have changed; and some bus stops have changed. Make sure you know how to get to school this fall by using Metro’s resources to learn the new network — including [online maps and tools](https://wmata.com/initiatives/plans/Better-Bus/index.cfm), [fun videos](https://www.youtube.com/watch?v=-b5LTtz8Edg&list=PLoZZNbz79tHSzD0MBJoRs1aP-WeptOHN0), and trip-planning aids like the [Metro Trip Planner](https://wmata.com/schedules/trip-planner/) and the new [MetroPulse App](https://www.wmata.com/initiatives/metropulse/index.cfm).

Plan your back-to-school trips today by visiting [wmata.com/BetterBus.](http://www.wmata.com/BetterBus)

# **Sample Social Media Copy**

## Facebook and Instagram

1. It’s Back-to-School time, and @MetroForward’s new bus network is here to help with your school commutes! 🚍 🙌 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 school trips 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\](https://www.wmata.com/initiatives/metropulse/index.cfm%5C)

### Shortened for X

1. .@wmata’s new bus network is here to bring you back to school! 🚍 🙌 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 to school this Fall 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>
3. Make @wmata’s Metrobus a part of your return to school this fall! Visit wmata.com/betterbus to learn about how the new Metrobus network serves our community.

**Talking Points**

* **Once-in-a-Lifetime Change**: Metro launched its first complete bus network redesign in 50 years — the new system was shaped by community input and the latest travel data available. The goal of the redesign is to better align bus service with the travel needs of the region today.
* **Better Bus, Better Service**: Many bus riders 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 to School:** 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 for getting to school and all your other destinations.
* **Resources Available:** A variety of resources are available to help bus riders adjust to the new Metrobus network. Visit wmata.com/BetterBus to access updated route maps, trip-planning tools, and helpful information. For personalized assistance, customers can also call Metro Customer Service at **Metro Customer Service at 202-466-3876 (GO-METRO),** or chat with customer service on the [MetroPulse App](https://www.wmata.com/initiatives/metropulse/index.cfm).
* **Take it One Trip at a Time:** Ease into the new Metrobus network by planning one trip at a time – starting with your trip to school. Focusing on your most frequent or important routes first can help make the transition smoother and less overwhelming.Change can be challenging. Metro thanks the region’s bus riders for their patience as this historic improvement rolls out.