

Network Redesign

Phase 2 Engagement Summary



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outes. Explore the network



About the Project



Buses keep our region moving, connecting more than 500,000 customers every day to the places they want to go. The Better Bus Network Redesign project is an initiative to rethink, redesign, and revitalize bus service to better serve the needs of customers in the region.

Metro launched the Network Redesign project—the region’s first comprehensive redesign of the entire Metrobus network since its creation in 1973—as a critical piece of our Better Bus initiative. It’s an opportunity to:



Keep up with our evolving region and the people who live here



Better connect people to where they need to go





Promote equity, inclusiveness, and access to opportunity



Create an easy-to-use network, no matter where customers are

With the Network Redesign project, Metro is putting customers at the forefront, using data-driven analysis and a robust, interactive public engagement process to evaluate Metrobus service and create a Better Bus network that is fast, frequent, reliable, and easier to understand.

What We Did in Phase 2

-  Shared the draft Visionary Network—the future bus network the region needs
-  Gathered feedback from customers and partners using dynamic engagement tools

Project Phases





Phase 2: The Draft Visionary Network Launch

The Basics

Goals

- ✓ Obtain public and stakeholder input on the draft Visionary Network and better understand the priorities and needs of a diverse region
- ✓ Provide information that is accessible and understandable
- ✓ Provide engaging and dynamic tools to gather input
- ✓ Empower internal and external partners to become advocates for the Visionary Network
- ✓ Ensure ongoing awareness of the project by communicating how we used input from Phase 1 and how we will use input from Phase 2

* Metro defines equity as an outcome where anyone can use the transit system to access the region's opportunities and resources, acknowledging difference in lived experiences. The agency acknowledges that some populations, particularly those of color, low-income, and/or with disabilities, disproportionately experience injustice across several facets of life due to longstanding structural challenges. As such, Equity Focus Communities, defined as Census Block Groups with a high concentration of people from low-income households, people of color, and people with disabilities, were a focus for engagement.

Target Audiences

Stakeholders

- Project Partners: Prince George's County and City of Fairfax
- Elected officials
- Local transportation and transit agencies
- Union leadership
- Community-based organizations
- Advocacy groups
- Major regional employers and institutions

Public

- Current bus customers
- Lapsed bus customers
- Potential customers who live in areas proposed for new service
- Potential customers outside the service area

Metro Employees

- Bus operations staff
- Metro staff

We also focused on historically underrepresented communities:

People from low-income households, people of color, people with disabilities, seniors, youth, people with limited English proficiency, and people without smartphones*



The Approach

Communications and Engagement Plan

Metro's Public Participation Plan and Language Assistance Plan guided our approach, which was designed to reach customers where it's most convenient for them—on their bus routes, in their communities, or online. The campaign delivered targeted multilingual communications to a diverse customer and stakeholder base to increase awareness, provide key project information, and gather feedback.

Objectives and Tactics

Research-based strategies, timely communications, and targeted calls-to-action to customers and stakeholders guided Phase 2 communications and engagement. We deployed comprehensive tactics to increase project awareness and engage target audiences. **Tactics included in-person experiences, social media campaigns, print and digital advertisements, employee communications and events, and more.**



Customer Research

Testing of Phase 2 Engagement Tools

We conducted focus groups with customers to test our messaging and digital tools before launching public engagement efforts. Among many findings, we learned that maps need to be simple and information needs to answer “what does this mean for me?” We adjusted our approach to make our engagement tools easier to understand, which yielded higher-quality input.



16 in-depth interviews conducted with focus group participants



3 different tools tested

- ✓ Interactive Maps
- ✓ Static Maps
- ✓ Trip Planner Tool

Youth Focus Groups

Metro provides transportation for youth across the region, especially in Washington, DC, where Metrobus provides critical transportation options for students. In partnership with Metro’s Youth Advisory Council and the Metro Transit Police Department, Metro conducted eight focus groups with high school students across the District of Columbia.



We hosted eight focus groups at public high schools, each with 6–10 students, and we heard that they:



Experience issues with **reliability**, impacting timely arrivals to important events and school



Feel that **close proximity** to others on the bus can make them uncomfortable—most notably among female students



Are concerned about **crowding** due to **inadequate frequency of buses**



Are **excited about adding more-frequent services**, allowing them to visit more places in the city and across the region

By the Numbers



63 events
62 days



20,000+

in-person interactions



600,000+

social media impressions



40,000

unique website users



8,000+

comments on routes



18,300+ interactions at 19 pop-up events

1,100+ conversations with customers during 34 bus ride-alongs

1,900+ survey responses

2,500+ activity responses



1.5M+ impressions from online ads

350,000+ reached with 9 advertisements in 6 languages in community newspapers

Digital signage at 98 Metro stations

1,500 printed signs on board buses



80+ representatives on 2 committees from jurisdictional partners, community organizations, advocacy groups, and major institutions

110+ elected officials briefed



Nearly 850 employees engaged at events, including 500+ in bus operations





WHAT DOES BETTER BUS MEAN TO YOU?



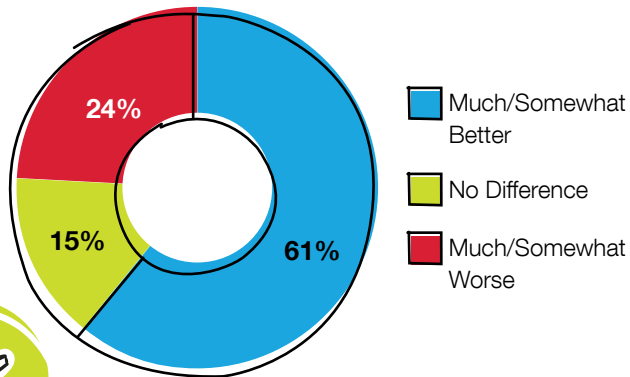
What We Learned

Key Takeaways

The Visionary Network will make the bus better

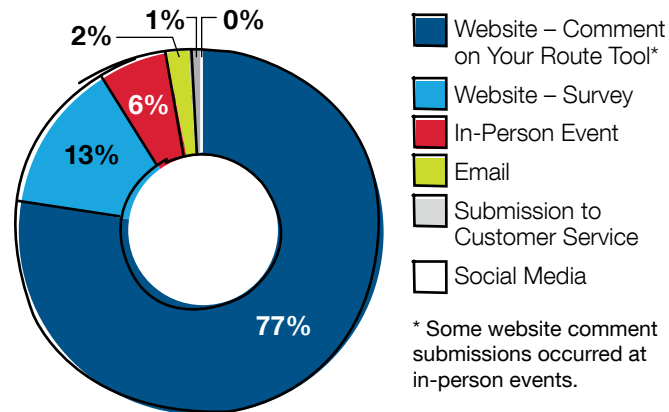
61% of respondents had a positive impression of the draft Visionary Network.

Overall Impressions of the Visionary Network



We received more than 8,000 comments on routes

Comments came from a variety of sources:

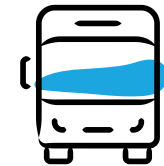


* Some website comment submissions occurred at in-person events.

Comments were most focused on specific bus routes and three distinct themes



Route Alignment



Level of Service



New Destinations

Key Takeaways

59%

Preferred **LONGER OVERALL TRIPS** to avoid transfers

41%

Preferred **SHORTER OVERALL TRIPS** with transfers

Time differences presented in these trade-off scenarios were generally 5 minutes.

49%

Preferred **WALKING FARTHER** for more frequent bus routes

vs

51%

Preferred **A SHORTER WALK** to less frequent bus routes

36%

Preferred walking farther for **MORE DIRECT/FASTER BUS RIDE**

64%

Preferred a shorter walk to a **LESS DIRECT/ LONGER BUS RIDE**

We will take these preferences into account when revising the Visionary Network.



Timing Matters

Customers and the community told us that, after peak periods, the midday period was their second-highest-priority time of day for frequent bus service.

Weekdays during the peak periods (6:00–9:00 a.m. and 3:00–7:00 p.m.)

1

Weekdays in the middle of the day (9:00 a.m.–3:00 p.m.)

2

Saturday and Sunday

3

Weekdays in the evening (7:00 a.m.–10:00 p.m.)

4

Weekdays early in the morning (before 6:00 a.m.)

5

Weekdays late at night (after 10:00 p.m.)

6



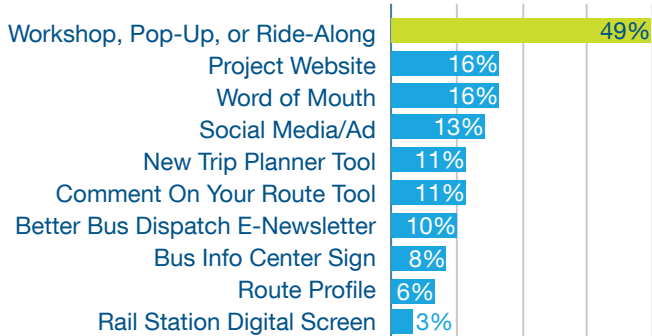
Key Takeaways



In-person events and online tools played a big role in informing people about the project

Nearly 50% of survey respondents received project information at an in-person event.

How Respondents Received Information*



*More than one option could be selected by respondents

Phase 2 engagement events and the website were well-received

On average, engagement efforts had a high satisfaction rating, with a majority of attendees finding them “somewhat helpful,” “very helpful,” or “extremely helpful.”





The Better Bus Experience

Visit 
the Better Bus Experience.

 **Discover**
the future network.

Share 
your feedback!

The Better Bus Experience

Phase 2 engagement was tied together by an overarching theme—the **Better Bus Experience**—that set a cohesive, positive, and memorable tone for our audiences whether they interacted with the project in person or online.



Experience **LIVE!**
Visit · Discover · Share

63 Events | **62** Days

Better Bus Experience LIVE! featured a series of public workshops, pop-ups, ride-alongs, and webinars



Experience **LAB**

40,000+ Unique Website Users

explored the new draft routes and provided feedback with easy-to-use, online interactive tools

Workshops



Meeting People in Their Communities

We held workshops across the region to engage with bus customers and community members in their neighborhoods to get their feedback on the draft Visionary Network. These highly interactive regional events provided customers an opportunity to experience an expert-guided tour of the draft network and provide in-depth feedback in a celebratory atmosphere that featured local small businesses and entertainment.

5
Workshops

950+
Attendees

1,440+
Interactive
Activities
Completed

27
Video
Testimonials



We held our Launch Party workshop at THEARC in Southeast DC to roll out the draft Visionary Network.

What People Said About Our Experience LIVE! Workshops



"This is an excellent outreach to the community for input, thank you!"



"This was an informative and interactive way to educate the public about these changes. Thanks!"



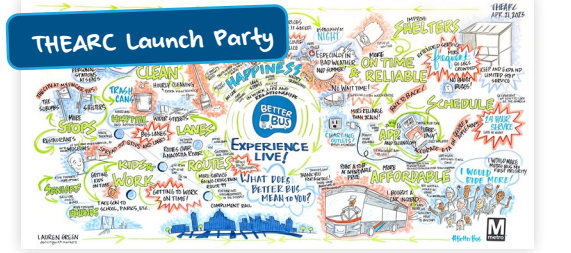
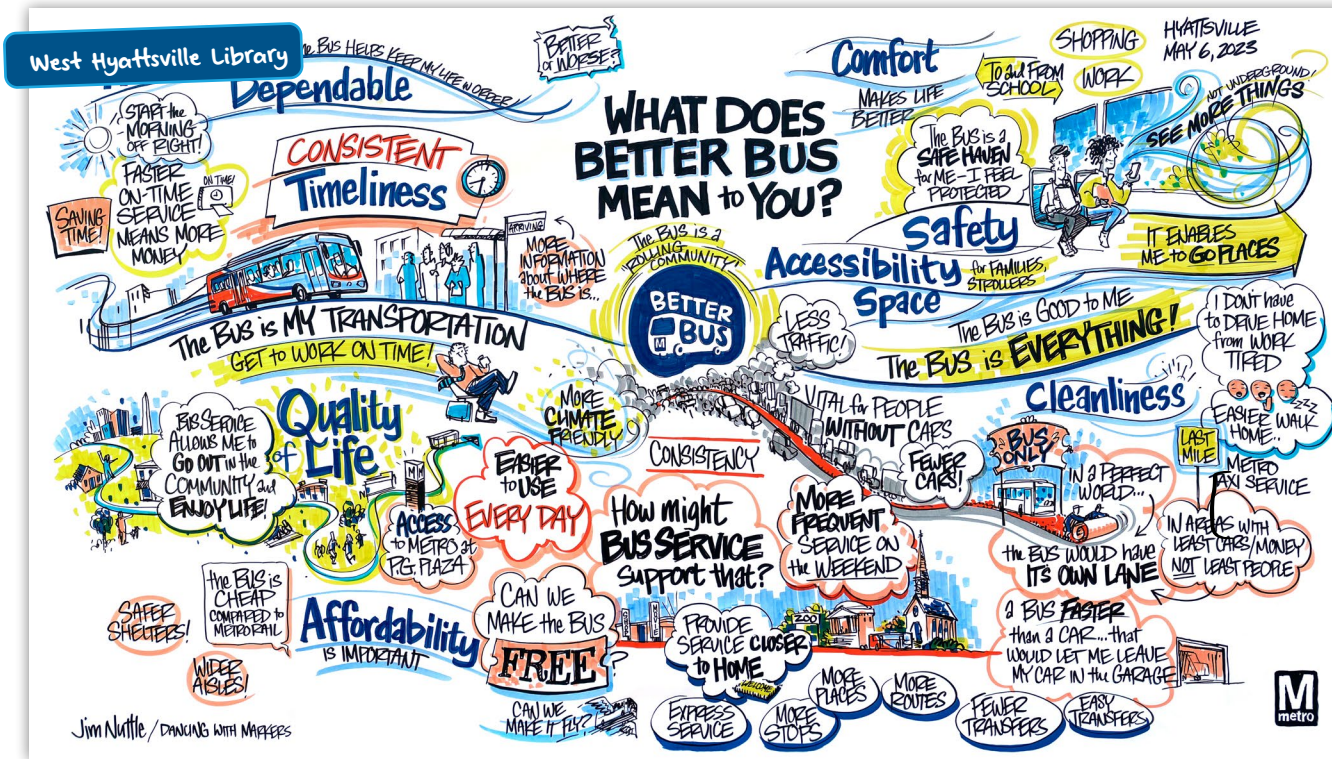
"What a fabulous event!"

Workshops

Experience **LIVE!**
Visit • Discover • Share

Visual Notetaking: Bringing Customer Comments to Life

Each of our five Experience LIVE! workshops featured visual notetakers—artists who transformed the comments from attendees into an impactful community mural to serve as the workshop’s visual artifact, calling attention to the community’s shared priorities.



Want a closer look?

Visit our website to download your very own community mural desktop wallpaper!





19 Pop-Up Events



18,300+

Interactions
(18% Spanish,
3% Other Non-English
Languages)



850+

**Interactive
Feedback
Activities
Completed**



67

**Video
Testimonials**

Pop-Ups

Experience **LIVE!**
Visit • Discover • Share

Meeting People Where They Are

Metro held a series of pop-up events across the region that were accessible, engaging, and convenient. Bilingual teams hosted 19 events at locations across the region to get feedback on the draft Visionary Network. Featuring a branded booth setup, these events included informative tent sidewalls with project information and interactive feedback activities. The booth also provided route-level information on large printed bilingual posters to ensure the content was in an easy-to-use format.



Bus Ride-Alongs

Experience **LIVE!**
Visit • Discover • Share

Meeting People on Their Bus

We rode the bus with our customers to get their input on the draft Visionary Network and how it could affect their trips. Our specially trained staff connected with riders through one-on-one interactions, providing information customized for their specific route.



34

Ride-Alongs
Conducted



1,170+

Conversations
(23% Spanish)

26

M
metro
routes

2

CUE
routes

6

THE BUS
routes



Our team designed the draft Visionary Network to better serve Equity Focus Communities. In getting input through ride-alongs, we selected routes to reach those most affected by the proposed changes, especially:

People of Color

87% of ride-along route customers are people of color, compared to 81% across the Metrobus system

People from Low-Income Households

62% of ride-along route customers are low-income, compared to 50% across the Metrobus system

Lunch and Learn Webinars

Experience **LIVE!**
Visit · Discover · Share

Meeting People Online

Metro introduced new virtual events, branded as “Lunch and Learn” webinars. These webinars provided access and critical information about the draft Visionary Network to those who were unable to attend in-person events.

We held four webinars—one each that focused on Washington DC, Maryland, and Virginia, and one held in partnership with the Coalition for Smarter Growth.



4

Virtual “Lunch and Learn” Webinars Held

199

Webinar Attendees

570+

YouTube Views



Click below to watch:

Maryland Webinar

Virginia Webinar

DC Webinar

Coalition for Smarter Growth Webinar



Coalition for Smarter Growth
DC • MD • VA

Our webinar co-hosted with the Coalition for Smarter Growth was the highest-attended virtual event with 100 participants.



Better Bus Experience Lab

The Better Bus Experience Lab was a website designed to immerse visitors in all aspects of the draft Visionary Network. It was available in both English and Spanish and included videos, maps, information, and interactive informational and feedback tools.



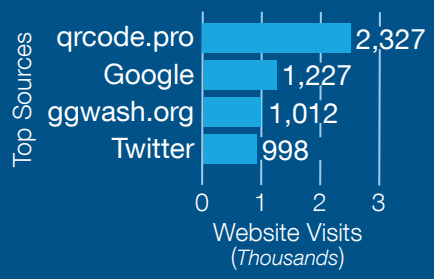
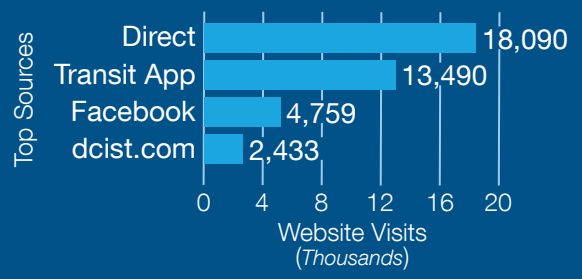
40,489
Unique Users

97,102
Page Views
(10% in Spanish)

3,278
Welcome Video Views



Website Visits by Top Sources



Top Pages Viewed

English

- Home = 30,913
- Discover the Network = 16,926
- Map Library = 9,565
- Share Your Input = 8,557
- New Trip Planner (How-To) = 8,219

Spanish

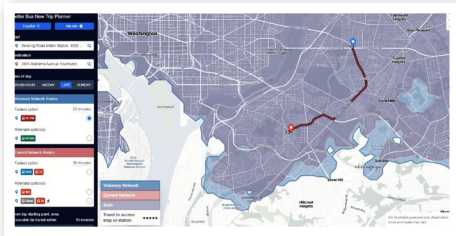
- Home = 7,902
- Descubre la Red = 1,194
- Comparta sus comentarios = 356
- Nuevo planificador de viajes (Instrucciones) = 413
- Comente en su ruta (Instrucciones) = 83

New Trip Planner Tool



Effectively Communicating Potential Changes

6,700 unique visitors explored the New Trip Planner—a fun, interactive digital tool that gave visitors the opportunity to compare their trip on the current network versus the draft Visionary Network.

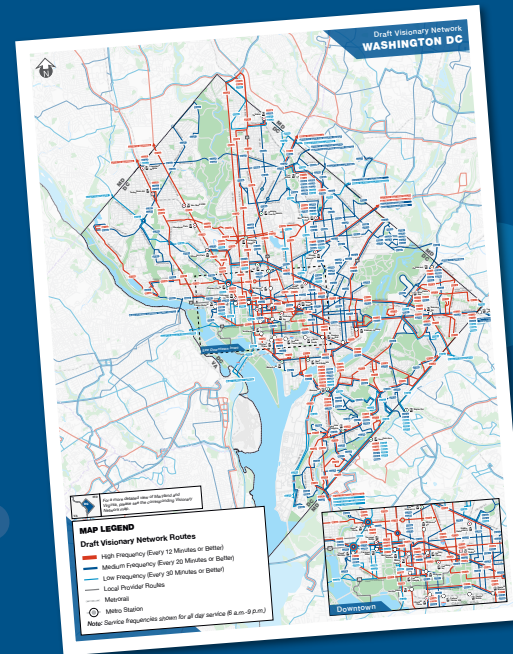


An Estimated **70,000** Origins and Destinations Searched



3.6 Minutes Average Per Visit

(compared to industry standard of 54 seconds)



The Map Library featured downloadable PDFs illustrating the draft Visionary Network, including system maps for DC, Maryland, and Virginia; a 24-hour service map; and 178 route profile maps (one for each draft Visionary Network route)

31,834 Downloads

Comment on Your Route Tool



Effectively Communicating Potential Changes

The Comment on Your Route interactive map gave visitors a tool to view and comment on individual draft Visionary Network routes or other locations where they wanted to see new or improved service.



1,079

Likes



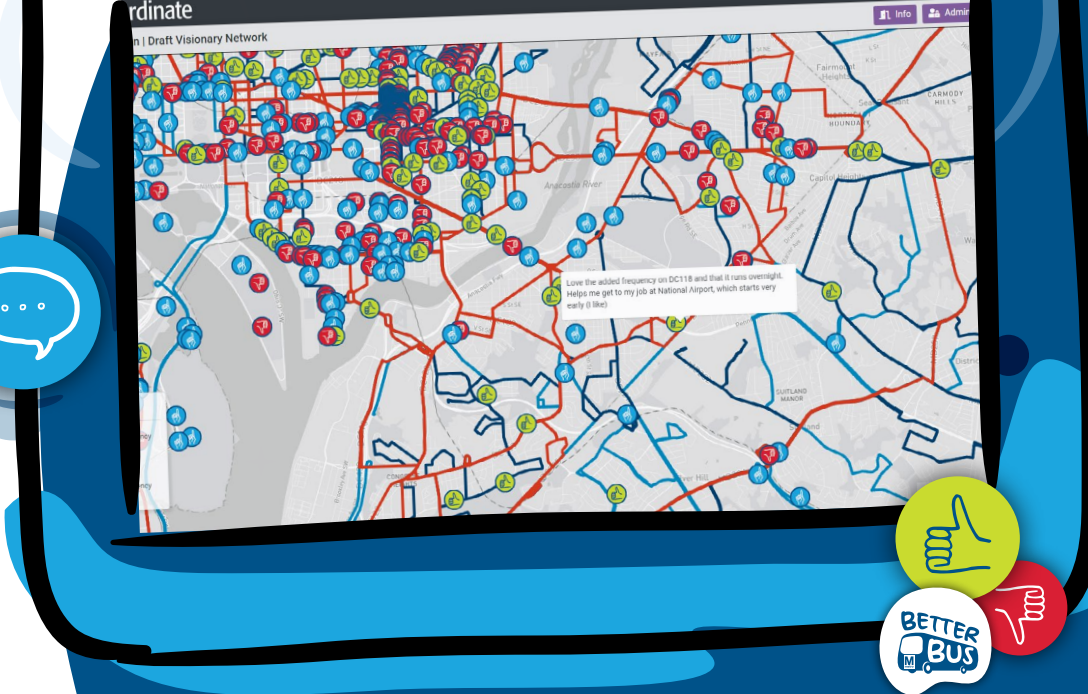
1,943

Need



2,727

Dislikes



"It would be really beneficial to the residents of this area to have a line that goes more directly to Union Station. This would provide much more convenient access to Amtrak and the Red Line!"



"I love the VA487! Beauregard Ave is a busy corridor and having an extra route that gets on I-395 earlier at Seminary Road instead of King Street will be great!"

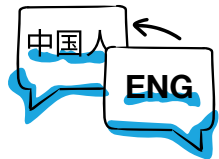


"This turn from Quincy to Michigan causes traffic issues and causes buses to have to creep into oncoming traffic. Can you route differently to Brookland station?"

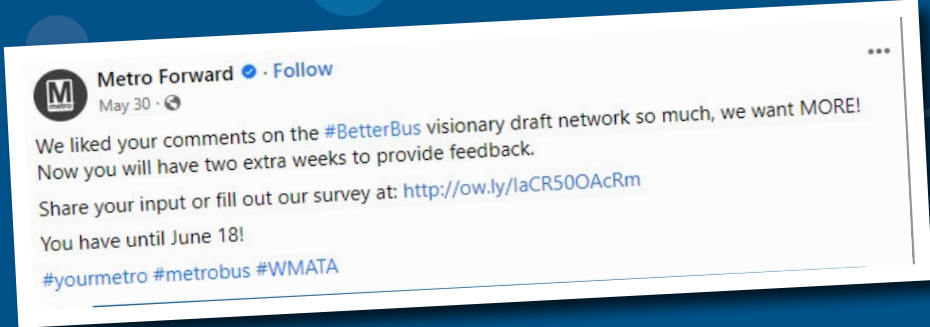
Public Survey



Metro conducted a public survey from April 17 to June 18, 2023, which provided valuable insight on how customers and the community perceived the draft Visionary Network and different types of trade-offs. People could take the survey online or on paper at events in English or Spanish. Links were prominently featured across the Experience Lab webpages and QR codes displayed on systemwide print and digital signage. The public survey also was made available in the following languages:



- Amharic/አማርኛ
- Arabic/عربي
- French/français
- Mandarin Chinese/中国人/中國人
- Korean/한국어
- Vietnamese/Tiếng Việt
- Somali/somalia



Metro promoted the survey at workshops and pop-up events, via the e-newsletter, and through paid advertisements on social media, print and digital publications, Spanish radio stations, and the Transit App.

Additional bus ride-alongs in Prince George's County to gather more input from customers there

Late May e-newsletter with announcement of extended comment period



Survey Responses by Day

Public Survey

Opinions on the draft Visionary Network varied by geography and demographic. Notably, more low-income respondents and people of color indicated that the draft Visionary Network would be better than the current system.



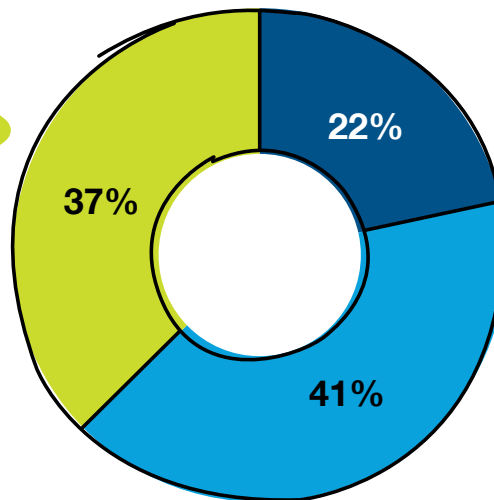
People of color were more likely to feel that the draft Visionary Network would be **much or somewhat better** than the existing network:

68% of people of color indicated it would be much or somewhat better vs. **47%** of white respondents

78% of Black/African American respondents indicated it would be much or somewhat better



Respondents with **annual incomes of less than \$30,000** were more likely to find the draft Visionary Network to be **much or somewhat better** (70%) than their higher-income counterparts



■ No Change ■ More Often
■ Less Often

Respondents were split on whether the draft Visionary Network will cause them to use the bus more or less often, but...

56% of **people of color** who responded said they would ride the bus more often.

- Only **37%** of **white** respondents agreed

62% of **low-income*** respondents said they would ride the bus more often.

- Only **37%** of **high-income*** respondents agreed

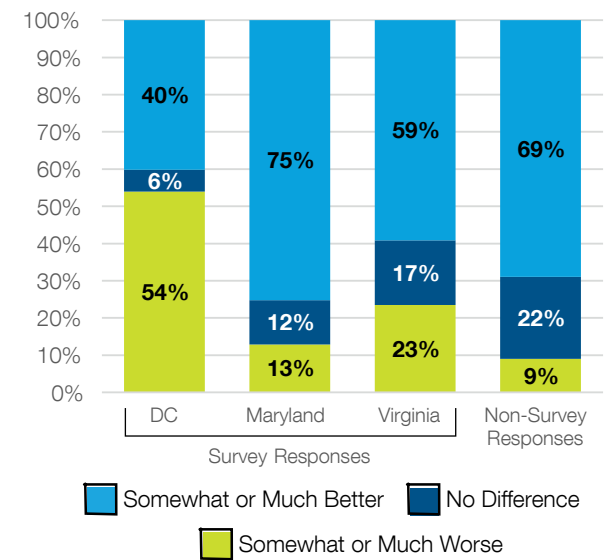
* Low-income = annual household income less than \$30K
High-income = annual household income of \$100K or greater

Maryland residents had the most positive perception of the draft Visionary Network.

- 75%** said they thought it was somewhat or much better than the existing network

DC residents had a more negative perception of the draft Visionary Network.

- Only **40%** said they thought it was somewhat or much better than the existing network



Engaging our Employees

Bus Operations Preview Parties

Bus operators and other operations employees have a large stake in the project.

Metro held “Preview Parties” at all nine Metrobus operating divisions and at the CUE and TheBus divisions to provide frontline employees with a sneak peek of the draft Visionary Network before it launched to the public. These fun, informal events had a festive atmosphere to honor our employees and get their valuable feedback. We left behind maps, route profiles, and feedback forms at all bus divisions so operators could review and comment on the network on an ongoing basis.



500+

**Bus Operations Staff
at 11 Preview Parties**

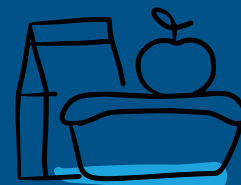
*All nine Metrobus divisions,
TheBus, and CUE*



360+
**Written
Comments
Received**



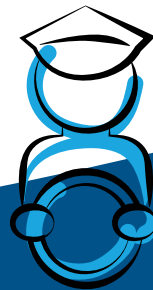
**General Manager/CEO
Randy Clarke attended
two Preview Parties to
express appreciation for
Metrobus operations staff
and their contributions to
the project.**



Engaging our Employees

What We Heard

- **Operators desire longer breaks:** Long routes, excessive traffic, and crowded buses can result in short breaks
- **Opinions vary about the desired length of routes:** Some operators would like to see routes split, while others want routes extended to reach additional neighborhoods and destinations across the region
- **Difficult maneuvering is a key concern:** Operators voiced some maneuvering concerns on draft Visionary routes such as:
 - Tight turns
 - Narrow streets
 - Traffic blocking stops and turns
 - General congestion

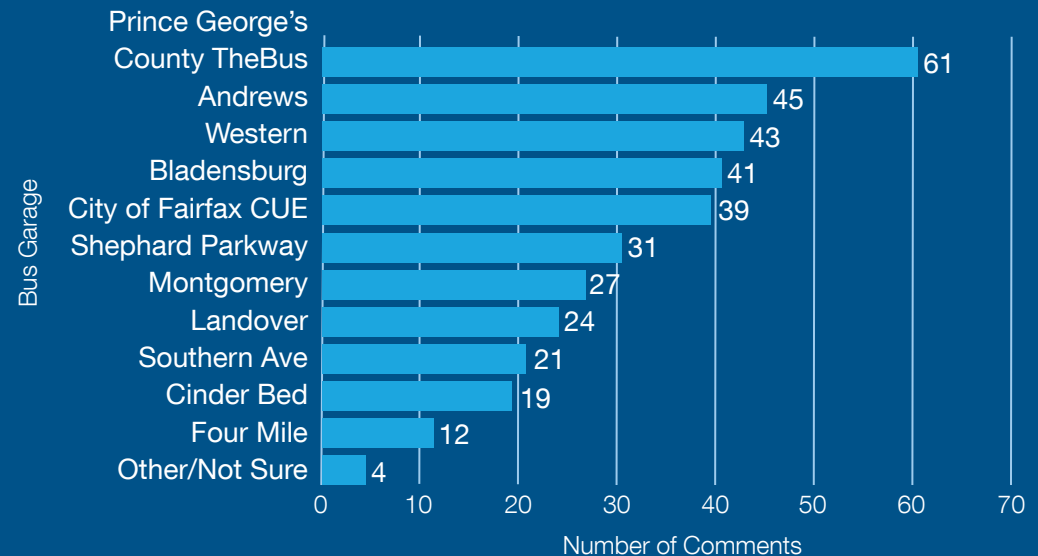


- **Operators shared additional feedback, such as:**
 - Weekend service frequencies should be adjusted to match demand
 - More buses should be utilized on lines that have higher ridership or are longer
 - More time should be allowed to complete routes, to account for traffic congestion and other delays

"New alignment is perfect, reduces difficult turns on S. Reynolds Street. Short turn into heavy traffic. New alignment works perfectly."

"Not enough ridership toward L'Enfant Plaza to justify always driving there, needs a cut southbound."

Comments By Bus Garage



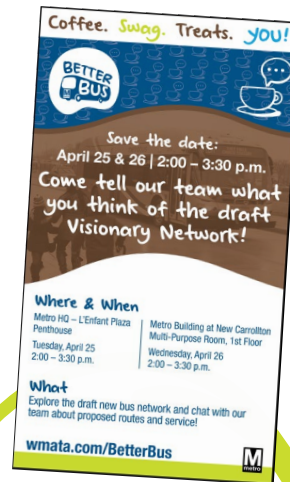
Engaging our Employees

We took the Experience LIVE! brand to our employees by holding coffee chat events at our headquarters and main administrative center. Through this outreach, employees—many of whom are bus customers themselves—talked directly with planners, became stronger project partners, and provided feedback in a creative, engaging atmosphere.

2 Employee Coffee Chat Events

(L'Enfant and New Carrollton office buildings)

330+ Employee Coffee Chat Attendees



We used digital signs across Metro offices to keep employees informed on the project and invite them to the coffee chats.



12,000+ Metro employees

received timely and targeted updates on the project and how to provide their own input on the draft Visionary Network.



A project-specific webpage on Metroweb employee intranet



Special features in the MetroVoices employee podcast and newsletter



¡Descubre un Mejor Autobús!

Through the **Better Bus** initiative, Metro is taking a fresh and detailed look at our bus service and routes to serve you better.

We're developing a fast, frequent, bus network that is stand.

network
s network
needs.

Better Bus Network

Transit demand

Your input

Current service data

A través de la iniciativa de **Better Bus**, Metro está analizando de manera fresca y detallada nuestro servicio de autobuses y rutas para brindarle un mejor servicio. Estamos desarrollando una red de autobuses rápida, frecuente y confiable que sea más fácil de entender.

Esta Red Visionaria es la futura red de buses que necesita la región.

How to make the bus better .
cómo mejorar el autobús...

VISIONARY NET



Expand
frequent



Spreading
the Word Across
the Region

Engaging Partners with Purpose

Technical Committee

The project's Technical Committee includes Metro staff and staff from other transit agencies in the region, including partner jurisdictions Prince George's County and the City of Fairfax. During Phase 2, Technical Committee members offered input on the draft Visionary Network and participated in several service planning workshops.

Community Connections Committee

The project's Community Connections Committee includes representatives from transit advocacy groups, major employers and institutions, service and interest groups connected to non-English speaking communities and Equity Focus Communities, and more. During Phase 2, the committee met twice and members were asked to provide input on engagement strategies and help amplify public engagement opportunities to members of their communities.



Service Planning Workshops

Metro held **six service design workshops** with technical staff from jurisdictions across the region in early 2023 that focused on the development of the draft Visionary Network.



Northern Virginia Transportation Authority



Engaging Partners with Purpose

Community-Based Organizations

We engaged and partnered with community-based organizations (CBOs)—many of which also have representation on the CCC—that serve as trusted pillars in their communities.



We provided **more than 400 CBOs** customized digital materials, as well as physical printed materials upon request, to distribute to their constituents.



Metro encouraged CBOs to use the resources in the project's **Digital Communications Toolkit** to spread the word in their communities.



Through engagement with our CCC members, we held events with individual partner organizations that were customized to their needs, including with House of Ruth, So Others Might Eat, and the Dar Al-Hijrah Islamic Center.



Metro Committee Engagement

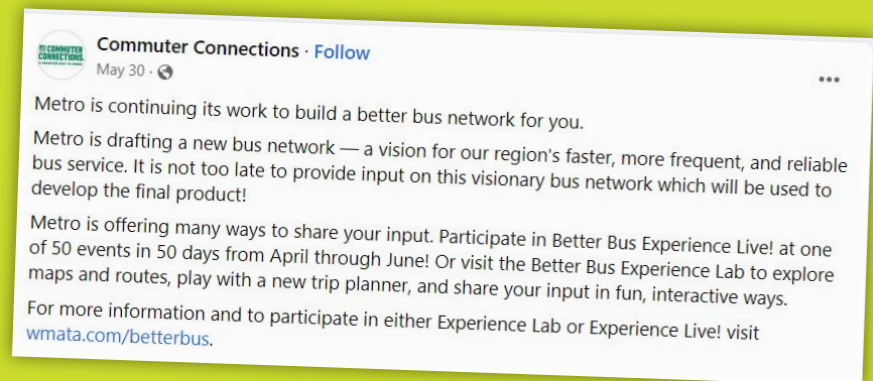
Metro engaged its Riders' Advisory Council (RAC), Accessibility Advisory Committee (AAC), and Youth Advisory Council at key points to provide updates, introduce the draft Visionary Network, and increase awareness about public engagement opportunities.

Digital Communications Toolkit

The toolkit—housed on the Better Bus webpage—provided multilingual collateral, sample newsletter and social media text, and photos for use by Metro partners through their own communications channels, social media pages, and distribution lists.



1,230 page views



Digital Engagement

Better Bus Dispatch e-Newsletter

The monthly Better Bus Dispatch e-newsletter delivered timely and important project updates and event information, giving subscribers the latest information on how to provide feedback. Three issues of the newsletter—including a special events edition—featured links to the Better Bus Experience Lab, an explainer video, events photo gallery, and interactive polls to increase engagement.



3,115 Subscribers
(13% increase from Phase 1)



553 Click-throughs
to the Better Bus
Experience Lab



346 Views of the
“Unraveling Network”
explainer video



52.6% Average
Open Rate
(compared to 21.3% industry average)



Video Highlights

Our engagement featured a collection of videos that explain the project, provide information on technical process, and highlight community partners that brought our experiences to life. **Click on a thumbnail to watch!**

Talking Trade-Offs

Unraveling the Network

What Better Bus Means to Me

Behind the Scenes: Visual Notetakers

Digital Engagement

Organic Social Media



52 Posts → 321,000+ Impressions



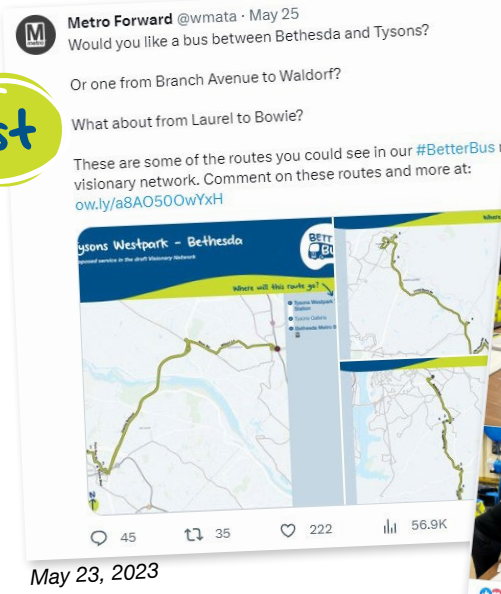
4% Engagement Rate of Top-Performing Post (More than 4x the industry average)

8,500+ Views of Top-Performing Video Post



Top Performing Video Post

1st

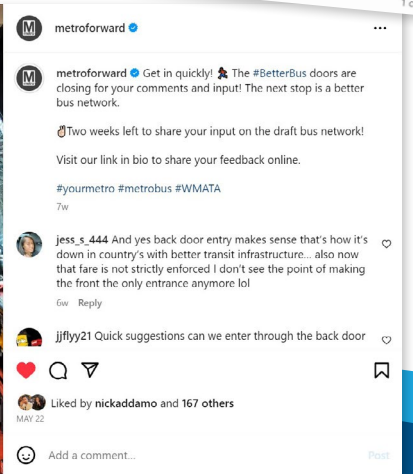


Top-Performing Photo Posts

2nd



3rd



April 24, 2023

May 22, 2023

"I'd rather have a bus between Bethesda and the portions of Chevy Chase between Western Ave, Beach Dr, Bradley Blvd and Connecticut Ave than one from Bethesda to Tyson's Corner! We are next door but it takes 30 min by bus, (of which 24 are walking to a bus stop!)"

- Customer Social Media Comment

Digital Engagement

Paid Social Media

We ran a paid social media campaign on Facebook and Instagram in English and Spanish as a way to direct customers to the Better Bus Experience Lab.



3,000+

Clicks



314,000+

Impressions



1.22%

Average Click-Through Rate
(compared to 0.90% industry average)

All Audiences

3,000+

Clicks

314,000+

Impressions

1.22%

Average Click-Through Rate

Targeted Audiences

(Equity Focus Communities)

48.9%

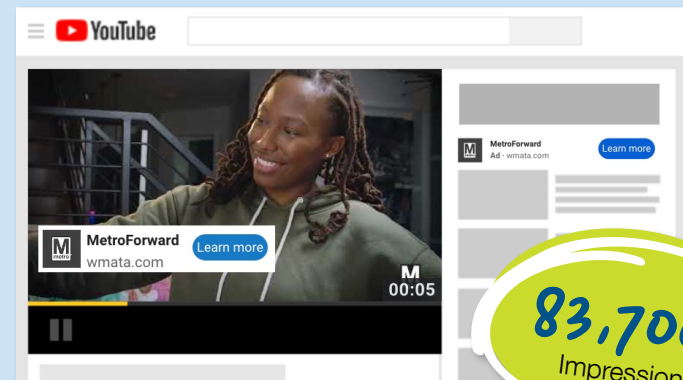
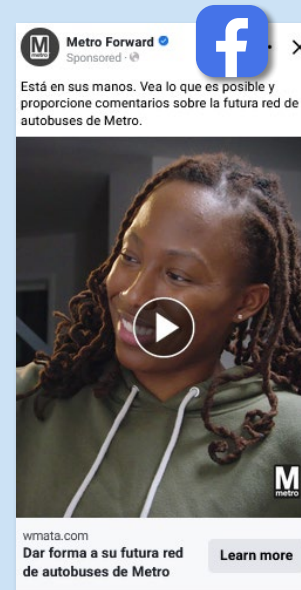
Of All Clicks

50.4%

Of All Impressions

0.95%

Average Click-Through Rate



83,700+
Impressions



YouTube Video Advertising

We ran non-skippable ads on YouTube to increase awareness of the Network Redesign and direct customers to provide feedback.

Print and Digital Promotion

Metro implemented a print and digital campaign across the Metrobus and Metrorail systems to encourage customers to attend an event, visit the online Experience Lab, and take the survey.



1,500 printed signs and **235,000 take-ones** in English and Spanish on-board buses



Multilingual take-ones in **eight languages** at events



Digital screen displays in English and Spanish at Metro stations



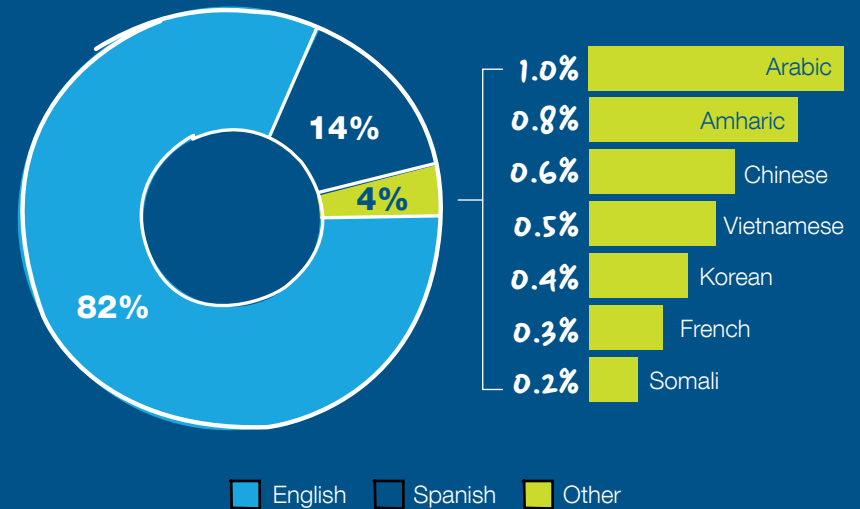
100 yard signs in English and Spanish at 41 Metro stations that are key bus transfer locations



We included QR codes on signs, in print collateral, and in print and digital advertising to provide immediate and convenient access to the Experience Lab, online tools, and events information as well as to track the effectiveness of the campaign.



2,221 QR Code Scans



Print and Digital Promotion



6 print ad placements with a circulation of **359,000** in non-English media



1,140,000+ digital ad impressions



0.12% average click rate

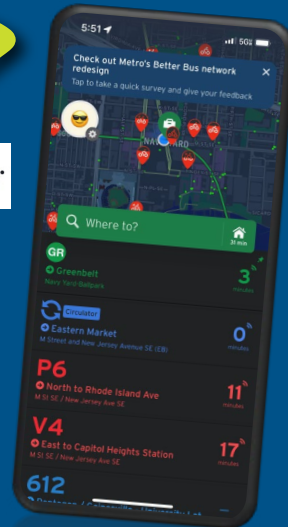


577,000+ impressions on Transit App banner with a **28%** click rate



148 radio ads on El Zol and El Nueva Spanish radio airwaves, reaching **184,900** listeners per week

Transit App Banner



Digital/Radio Ads



Community Newspaper Print Ads



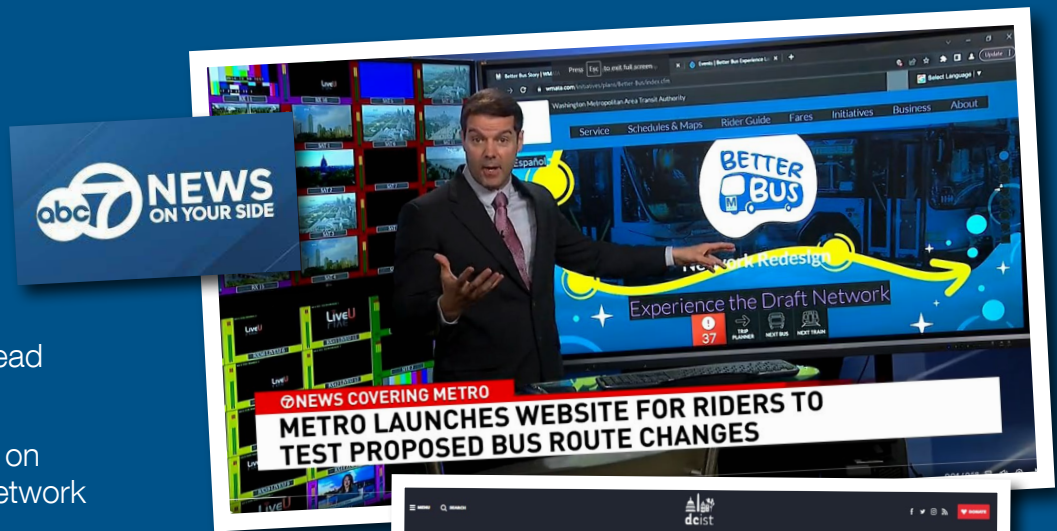
Telling Our Story

Media Coverage

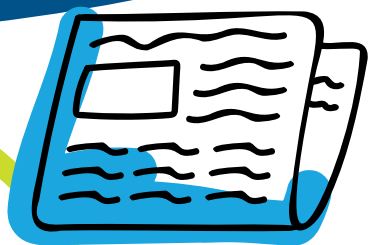
We proactively engaged with media outlets to help spread the word about engagement opportunities.

Metro issued a press release and held a media briefing on April 11 to provide an overview of the draft Visionary Network and how people could get engaged that led to seven features in the following 24 hours.

Media coverage included print, TV, and web-only sources and continued throughout the engagement phase, including into the extended comment period.

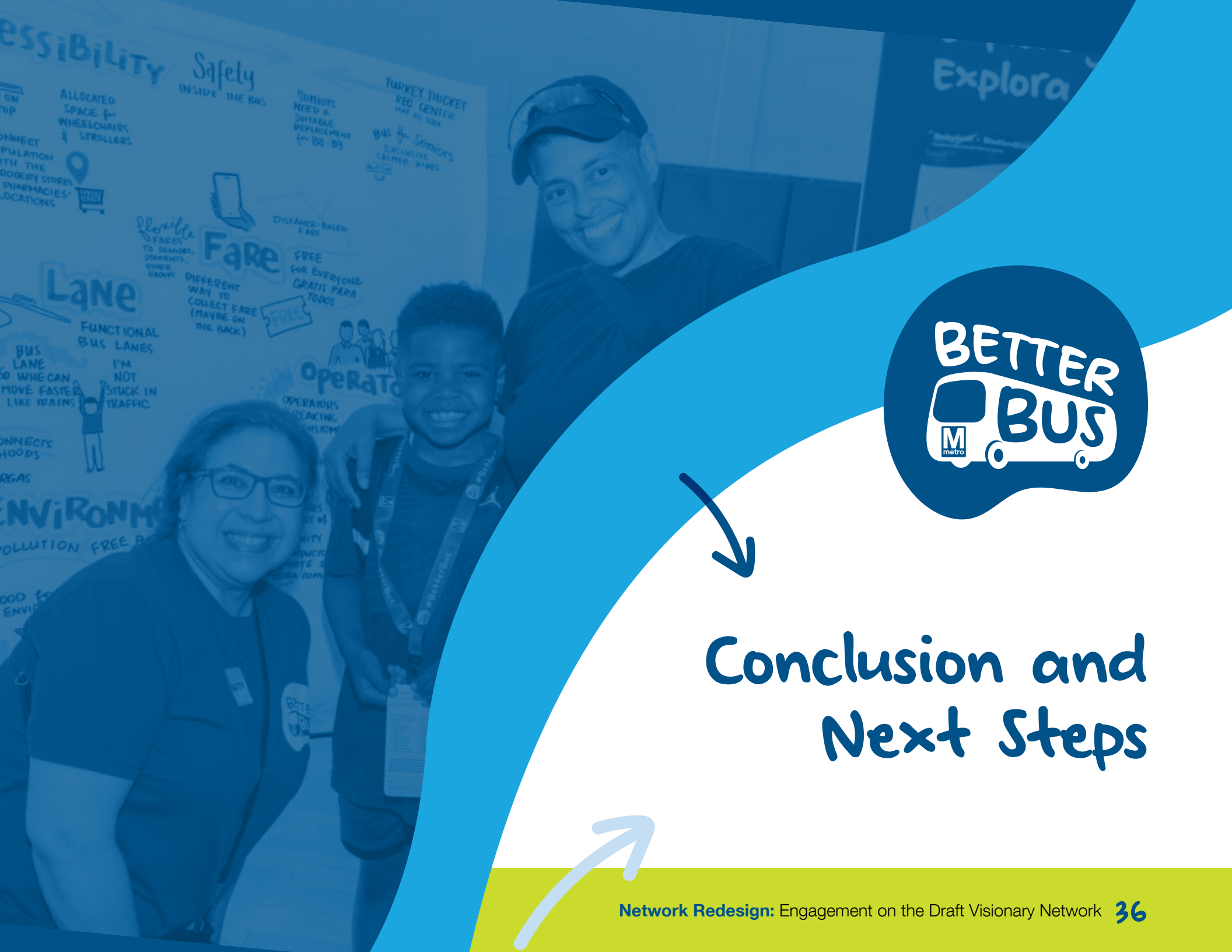


NEWS COVERING METRO
METRO LAUNCHES WEBSITE FOR RIDERS TO TEST PROPOSED BUS ROUTE CHANGES



20+
features in local,
regional, and national
news outlets





Conclusion and Next Steps



Conclusion and Next Steps

Measuring Success: A Look Back on Phase 2 Efforts



Using a multichannel communications and engagement campaign, we interacted with more than 20,000 customers, stakeholders, and employees and received more than 8,000 comments.



We used a community- and equity-focused approach to reach our customers. More than 70% of our events were in Equity Focus Communities and 87% of customers on the routes we selected for ride-alongs are people of color.



More than 20% of our conversations and comments were in languages other than English—a direct outcome of reducing barriers to providing input by offering multilingual materials and bilingual staff at events.



Testing our messaging and tools through targeted focus groups ensured that our engagement materials were user-friendly and easy to understand, providing us with quality information on how customers and the community perceived the draft Visionary Network.

With a focus on collecting specific comments and an understanding of preferences, we now have the information we need to create the future bus network that the region deserves.

Moving Forward

We thank everyone who reviewed the draft Visionary Network and shared their feedback, as well as community partners who were essential to the success of the campaign. The information gathered during this phase will be critical in updating the network.

Phase 3 will launch in early 2024 and will present a revised Visionary Network and a Year One Network that can be implemented right away.

Our focus will remain on **increasing awareness** and **getting feedback** from customers **across the region** to create the best possible bus network.

