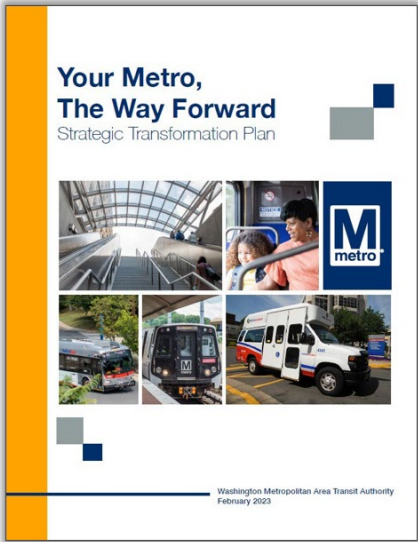


Better Bus Launch Update

Safety and Operations
Committee



Strategic Transformation Plan: Guides long term strategy and day-to-day decision making of Metro over the next five + years



Guiding



Day-to-day decisions

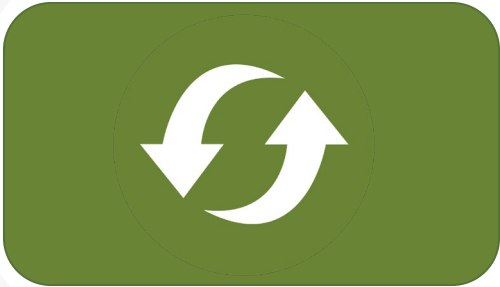
- Customer interactions
- Service schedules
- Communications



Long-term strategy

- Budget allocation
- Capital improvements
- Priority projects

Goals — Our priorities to achieve the vision

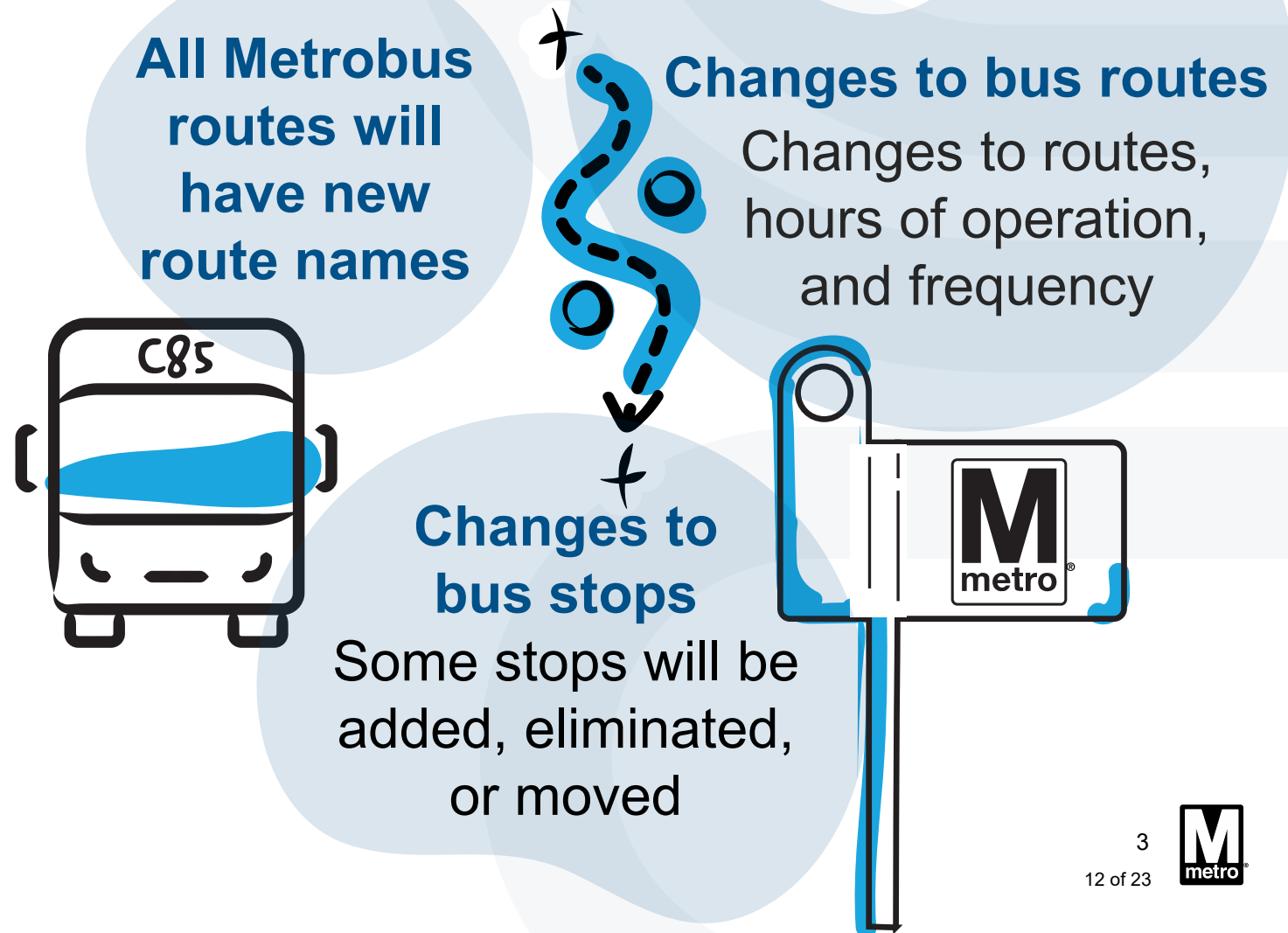


Our Message to Customers: Your Route is Changing on June 29!

**Bus routes are changing.
Yes, even yours!**

With all this change, **we have information** to help explain what the new network means for you, your family, and your community.

Learn the network one trip at a time! You do not need to learn every single change for the network to work for you.



The Network Was Built on 2 Years of Planning & 23 Weeks of Engagement **Regionwide**



45,000+ interactions
at **225 events**

21,000+ total
comments received

12,000+ survey
responses received



120+ briefings with public,
stakeholder, elected official,
and community group
member attendees



820+ interactions with **bus**
operations employees at **32 events**

590+ interactions with **Metro**
employees at **6 coffee chat events**



111,000+ unique website visitors

3,600+ e-newsletter subscribers

2,490,000+ impressions on social
media, Transit App, and online ads

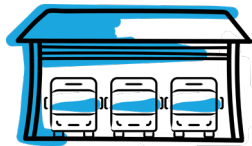
New Network is More Efficient and Effective Using the Same Resources



7% more bus service for the same projected cost



3% fewer bus vehicle miles operated due to a substantial reduction in the amount of travel to and from the beginning and end of bus routes



4% decrease in the peak bus vehicle requirement, resulting in a smaller, more efficient fleet

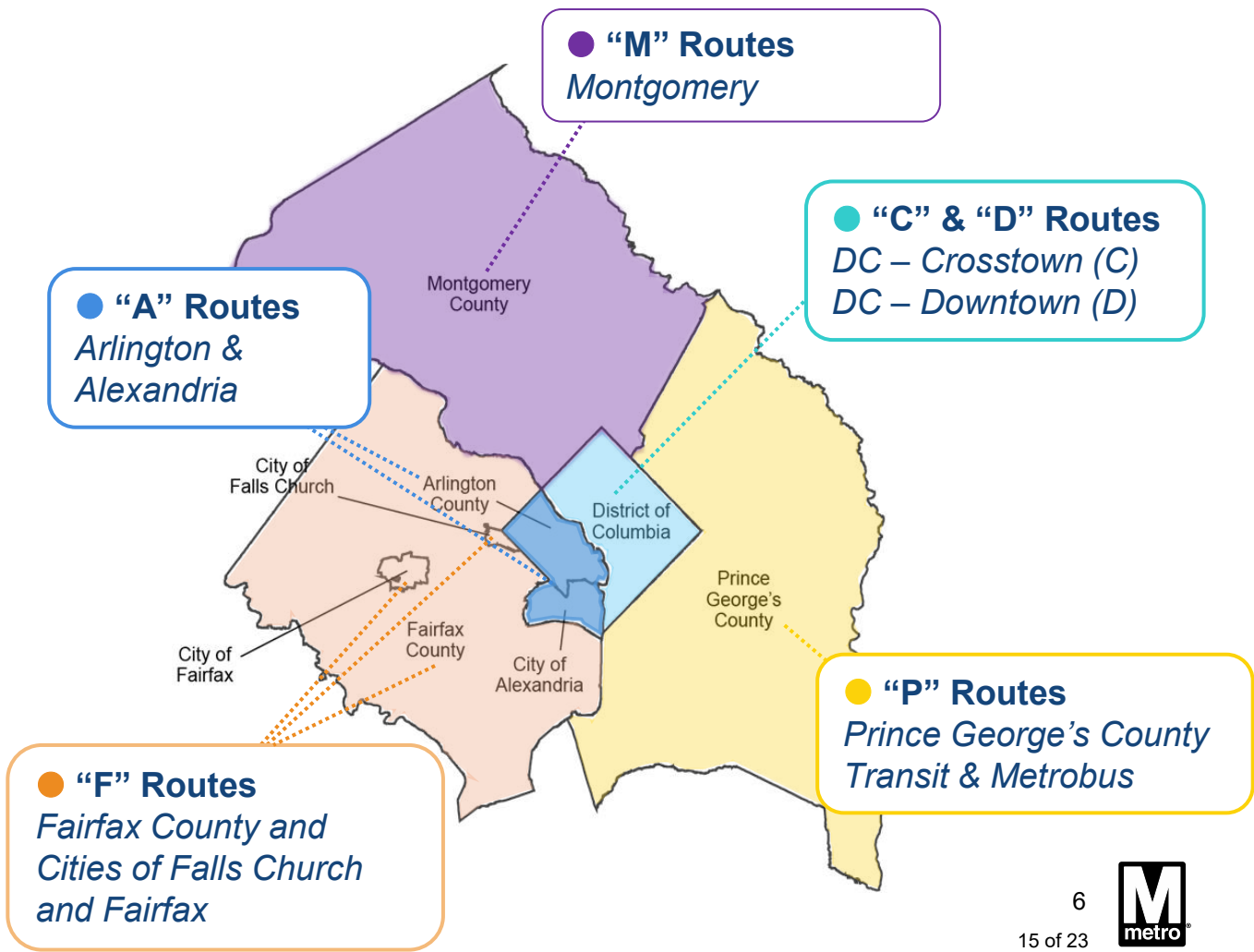
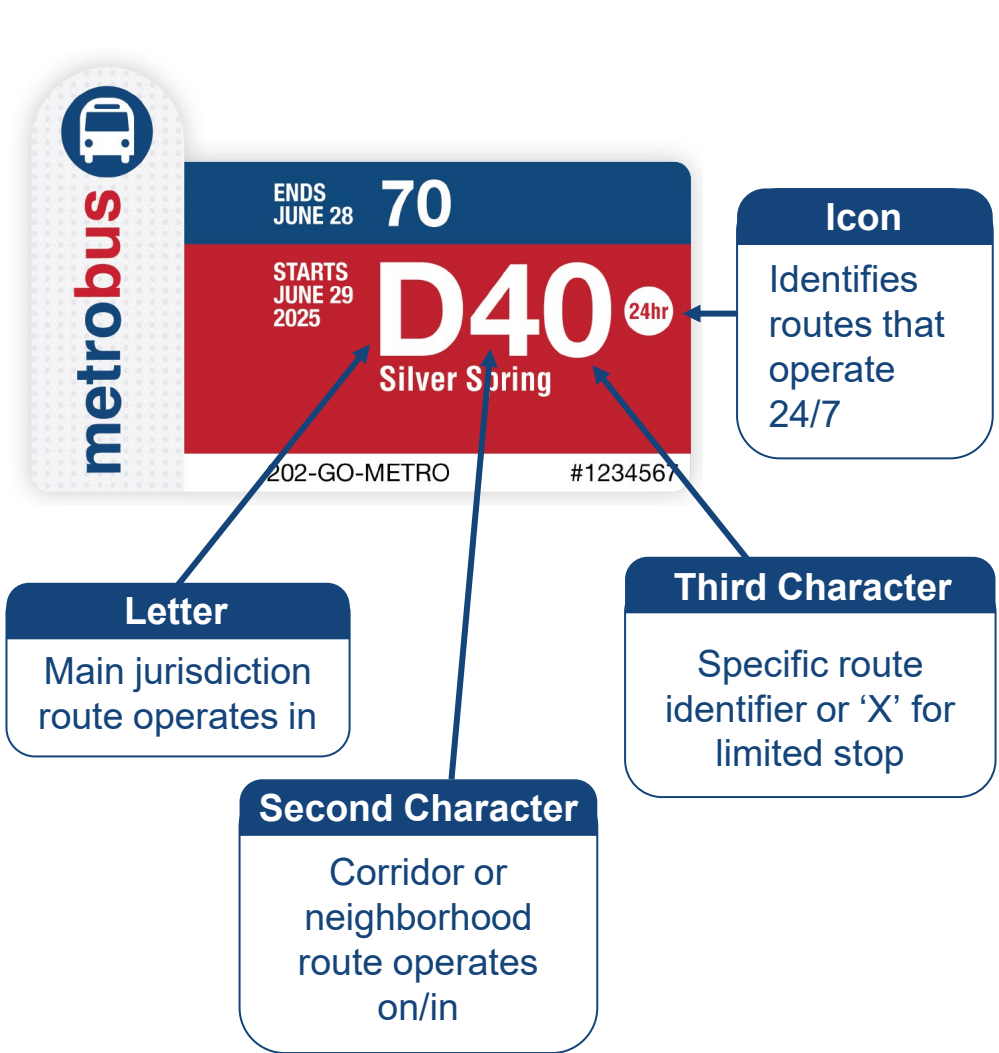


Average resident **gains access to at least 5% more key destinations** (e.g. hospitals, groceries, entertainment) within 60 minutes at all times during the day/week



Could attract nearly **13,000 more daily weekday trips**

New Route Names and Signs Make It Easier to Ride the Bus



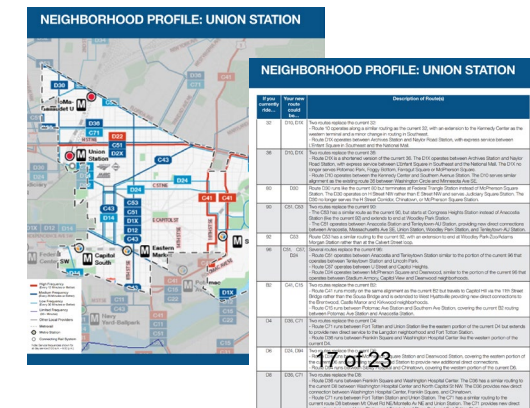
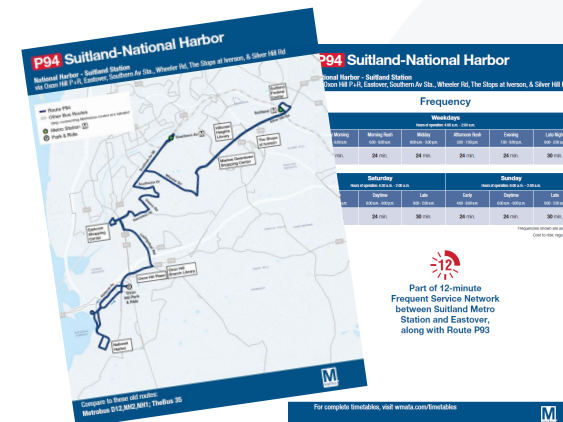
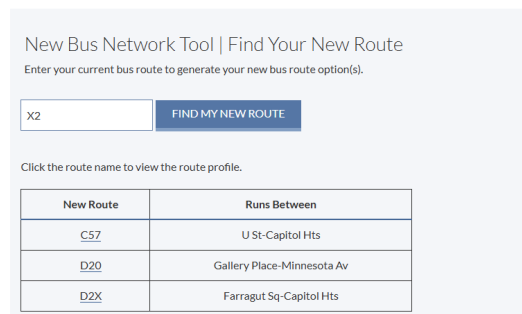
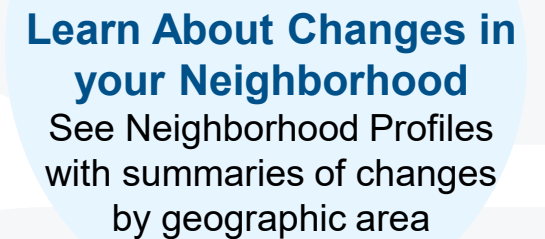
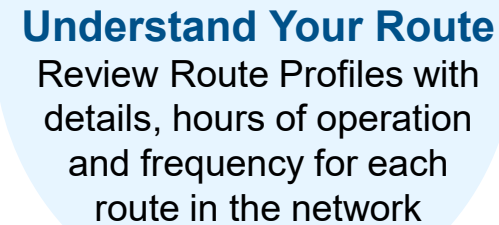
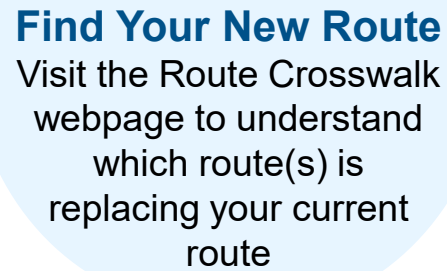
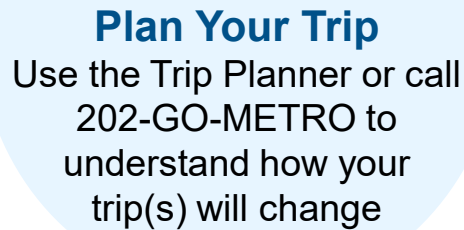
Timeline: Better Bus Network Redesign Launch

- Metro will be the first agency of its size to implement a full network redesign in one phase in less than a year
- Temporary signs and maps ensure customers and employees are ready on Launch Day
- Permanent signs, maps and stop improvements will roll out in the coming year

PROGRAM SCHEDULE



Various tools are available **now** at wmata.com/BetterBus



Multiple Ways We're Spreading the Word In-Person

Starting mid-May, engagement will shift to focus on meeting people where they are



Pop-Ups

- Raise awareness, help customers plan their trip and understand how the new network impacts them
- Target already scheduled outdoor events, such as farmers markets and festivals

Bus Stop Chats

- Raise awareness and inform customers about changes to their bus route

Ride-Alongs

- Raise awareness and inform customers about changes to their bus route
- Focus on high-change routes

On-Street Assistance Staff

- 100s of staff in the field to answer questions and provide information



Extending the Reach of Our Engagement

Partnering with Community-Based Organizations (CBO)

Leveraging partnerships with CBOs to extend the reach of our engagement



Elected Official Info Sessions

Briefing elected officials so they're able to answer constituents' questions and point them toward relevant materials



Communications Toolkit

Digital communications toolkit designed for partners to easily share information about the upcoming network changes in newsletters and on social media



Training Partners & Stakeholders

Providing training to stakeholders and partners so they're empowered to share information about the network with their constituents



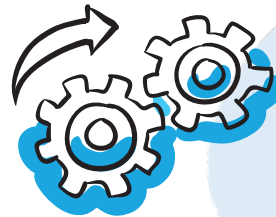
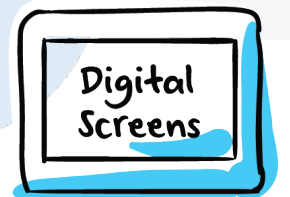
Mailers

To spread the word in high change areas



Signage

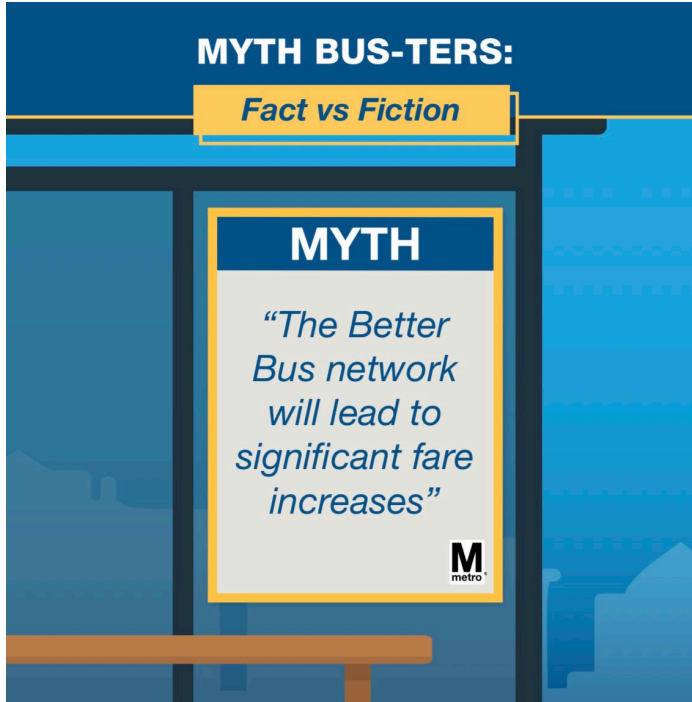
On buses, in stations, and at other hot spots







Committee Meetings

Spreading the word through Metro's committees (Youth Advisory Council, AAC, RAC)

Use Our Social Media Presence to Tell the Better Bus Story



Follow us on social media and amplify our posts     

Share newsletter and social media content and talking points from our [Communications Toolkit](#) to let your constituents and community know about the new network!

Continuing to work closely with jurisdictional partners to implement the new network

- Working with each jurisdiction on bus stop and on-street improvements, noting that some improvements may not be implemented until after Launch Day
- Transferred 10 buses to support Prince George's County Transit with service

New bus stops may also include routes from multiple agencies

BUS STOP

ENDS JUNE 28 **A11, B12**

STARTS JUNE 29, 2025

M12 metrobus McPherson Sq

84 R Georgia Av

92 R Silver Spring

metrobus 202-GO-METRO STOP# 1234567 | 311 STOP# 3456789

BUS STOP

ENDS JUNE 28 **A11, B12**

STARTS JUNE 29, 2025

P12 metrobus McPherson Sq

P84 TRANSIT Ikea Way

P92 TRANSIT Mt. Rainier

metrobus 202-GO-METRO STOP# 1234567 | TRANSIT 301-324-2877 STOP# 3456789

Bus Maps and Station Maps will show local bus providers routes

Looking for a Bus?
Boarding Locations and Service Days

Route	Destination	Boarding Location	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
A12	Hunting Point								
A68	Farmington Sq								
A68	Senior Centers								
A79	Tysons								
A79	Princeton Yard								
A71	King St-Old Town								
A79	Met Center								
A79	Reston								
P80	George Mason								
P80	Fair Oaks								
P80	Fair Oaks								

For more information | Para más información

www.mta.com | 202-GO-METRO | 311 | 311

Ballston-MU

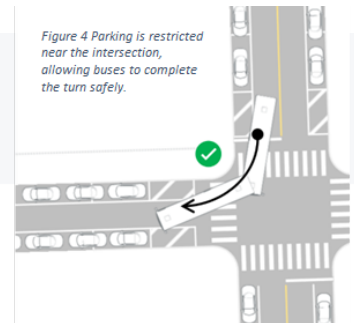
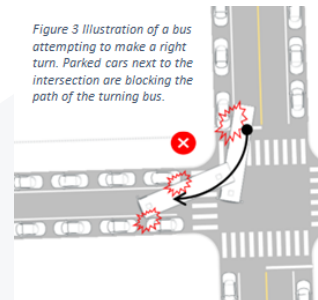
Looking for a Bus?
Boarding Locations and Service Days

Route	Destination	Boarding Location	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
A68	Hunting Point								
A68	Farmington Sq								
A68	Senior Centers								
A79	Tysons								
A79	Princeton Yard								
A71	King St-Old Town								
A79	Met Center								
A79	Reston								
P80	George Mason								
P80	Fair Oaks								
P80	Fair Oaks								

For more information | Para más información

www.mta.com | 202-GO-METRO | 311 | 311

Bus stop and on-street changes to support safe operations



Summary of Other Activities



Bus Flags

- Installation: early March – mid-June
- 3600+ Bus Flags installed to date (~47%); 100% of the Bus Flag Removal Notices installed



Operator Training

- All primary training complete. Training new operators and those who picked into new divisions is underway.



Digital Systems

- Trip Planner is live, customers can select dates for June 29th and later
- GTFS files will be available for third party applications on the developer portal in late June
- Bus Systems and data testing underway



WMATA Coordination

- Activation Plan and Launch Day Management plans are underway



Maps

- Design updates underway
 - 94 Bus Bay Station Maps Complete (~89%)
 - Jurisdictional maps complete, including local providers
- Installation starting once bus flags are complete

What Customers, Community Organizations, and Elected Officials can do ahead of Launch Day June 29, 2025

Customers

- 1 Try out the Trip Planner
wmata.com/tripplanner/
- 2 Attend a pop-up event
- 3 Share the route finder “crosswalk” tool
wmata.com/betterbus
- 4 Send us feedback and questions
wmata.custhelp.com or 202-GO-METRO

Organizations and Elected Officials

- 1 Try out the Trip Planner
wmata.com/tripplanner/
- 2 Become a Better Bus Partner
[Better Bus Partner | WMATA](https://wmata.com/betterbus)
- 3 Use the comms toolkit to spread the word
<https://www.wmata.com/initiatives/plans/Better-Bus/toolkit.cfm>
- 4 Request informational materials to distribute to your constituents

Outreach and engagement has started and will continue into the fall of 2025 to reach schools, children, parents, and those returning to the office after summer