

# Better Bus Network Launch Update

Riders Advisory Council

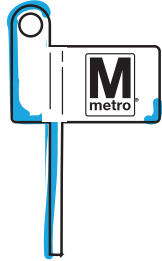


# New Metrobus Network Launching June 29, 2025

Bus routes are changing. Yes, even yours!



*All routes  
will have  
new names*



*Some stops  
will be  
added,  
eliminated  
or moved*



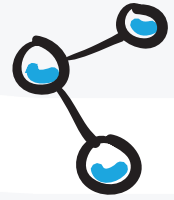
*Some customers  
will need to  
transfer, while  
others will have  
new direct  
connections*



*Hours of  
operation  
on some  
routes will  
change*



*Some routes  
will come  
more or less  
frequently*



*Some customers  
will lose service,  
while others will  
gain service*

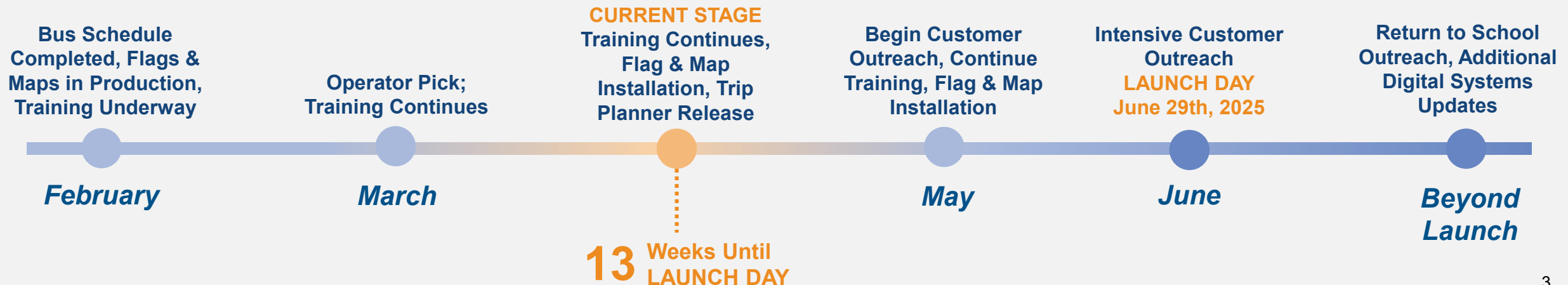


**We will need your help this spring and summer** to help us spread the word about the changes, tools, and available support

# 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 under a year.
- Managing challenges to meet aggressive implementation plan and be ready on Launch Day
  - Utilizing temporary improvements to ensure customers and the workforce are ready on day-one
  - Implementing permanent solutions over the coming year

## PROGRAM SCHEDULE





# Approach to Public Outreach

Consistently **50% - 60%** of surveyed riders have a Baseline Awareness of the Better Bus Network

## Outreach Schedule – Activity Increasing as Launch Day Approaches

### Feb/Mar.

#### Breadcrumbs

Purpose: Maintain public interest

- Let customers know we are working behind the scenes to prepare for changes
- Where to find information

### April

#### Soft Roll Out

Purpose: Inform customers about trip planner

- Begin promotional activities
- Hold information sessions for elected officials and staff

**April:** Trip Planner

### May

#### Medium Roll Out

Purpose: Educate partners

- Launch station signage and on-bus announcements
- Host train-the-trainer sessions for community leaders

### June

#### Hard Roll Out

Purpose: Inform as many customers as possible

- Launch in-person outreach, broader eblasts, etc.

**June 29<sup>th</sup>:** Launch Day Events

### July/August

#### Back-to-School Focus

Purpose: Inform schools, parents, students about new routes

- Launch school-focused outreach for parents and students



- Customers can learn one route at a time, or by their neighborhood
- Provide resources at different geographies and with different level of detail to increase customers' awareness and understanding of the service changes prior to June 29

**C11 S Capital St**

Compare to existing routes:  
Metrolink ALA/Pg, Trolley 35

**Frequency**

Weekdays					
Head to head 10-min					
Early Morning 5:00 AM	Morning Rush 7:00 AM	Midday 1:00 PM	Afternoon Rush 3:00 PM	Evening 5:00 PM	Late Evening 6:00 PM
20 min	20 min	20 min	20 min	20 min	20 min

Saturday			Sunday		
Head to head 10-min			Head to head 10-min		
Early 7:00 AM	Daytime 9:00 AM	Late/Evening 3:00 PM	Early 7:00 AM	Daytime 9:00 AM	Late/Evening 3:00 PM
20 min	20 min	20 min	20 min	20 min	20 min

Frequency shown on all segments  
Clock to 10-min Regular Head





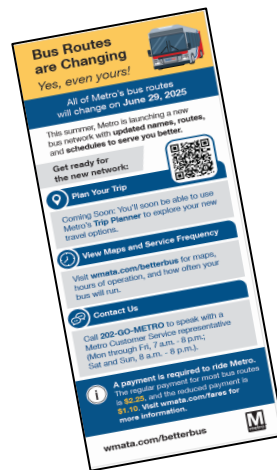
# Public Outreach Materials

- Materials and information sharing will be executed using:
  - *Metro Employees & Contractors (language services)*
  - *Metro Better Bus Stop Squads - organizations and entities that will be the "eyes and ears" at designated bus stops*
- Information will be shared at bus stops, community events, and other activity centers like farmers markets

## A-Frame Signage and Wind Signs Metro Stations, Bus Loops, and Public Events



## "Take One" Buses, Events, Metro Stations, and Online



## Bus Shelter Posters Bus Shelters



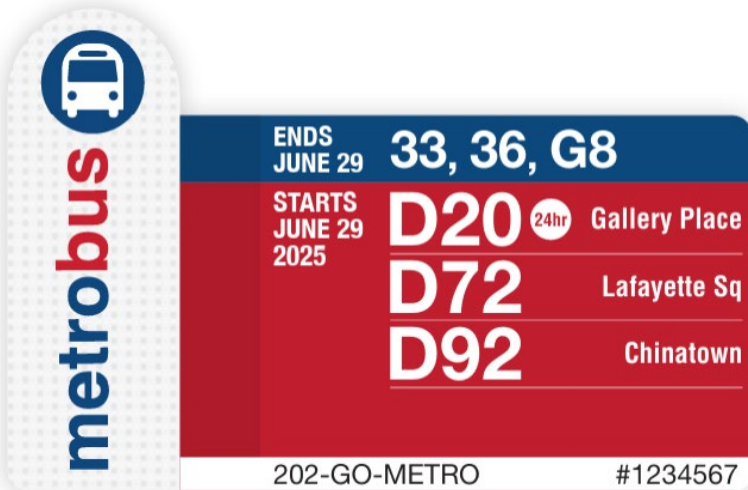
# Key Updates: Signs and Maps



## BUS FLAGS

*Approximately 7,000 temporary bus flags*

- Temporary Bus Flag design complete
- Installation: March 3rd – May 25 (+/-)
- 8 crews installing ~200 Per Day
- As of March 29<sup>th</sup>, 1,700 flags installed in Virginia; DC starting next week



## MAPS AND MATERIALS

*Implementing New Network Specific Maps and Materials*

- Updating 106 unique maps, with 500+ to be installed
- Installation occurring after bus flags complete
- Bus Bay Station Maps & Jurisdiction Maps





# Jurisdictional Coordination – Major Activities

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

## Utilizing opportunities at shared bus stops to include routes from multiple agencies



**BUS  
STOP**

**ENDS JUNE 28 A11, B12**

**STARTS JUNE 29, 2025**

**M12** metrobus **McPherson Sq**

**84** **Ride On** **Georgia Av**

**92** **Ride On** **Silver Spring**

metrobus **202-GO-METRO**  
STOP# 1234567

**R** **311**  
**STOP# 3456789**

**A11, B12**

**STARTS JUNE 29, 2025**

metrobus **McPherson Sq**

**92** **Ride On** **Ikea Way**

**92** **Ride On** **Mt. Rainier**

metrobus **202-GO-METRO**  
STOP# 1234567

**TRANSIT** **301-324-2877**  
STOP# 3456789

## Updating Regional Bus Maps and Station Maps with partner agency routes

### Looking for a Bus?

#### Boarding Locations and Service Days

Route	Destination	Boarding Location	Monday to Friday	Saturday	Sunday
A12	Hunting Point				
A58	Farragut Sq				
A58	Seven Corners				
A70	Tysons				
A70	Potomac Yard				
A71	King St-Old Town				
A76	Mark Center	Fairfax Dr + N Stuart St			
A76	Rosslyn				
F50	George Mason				
F60	Fair Oaks				
F61	Fair Oaks				
<b>ART-Arlington Transit</b>					
41	Arlington Mill				
41	Court House				
42	Pentagon				
51	Virginia Hospital Center				
52	East Falls Church				
53	East Falls Church				
62	Court House				
72	Maymont University/ Rock Spring				
72	Shirlington				
76	Shirlington				
76	Virginia Sq-GMU				

For more information | Para más información

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### Ballston-MU

#### Looking for a Bus?

Destination	Boarding Location	Monday to Friday	Saturday	Sunday
Hunting Point				
Farragut Sq				
Seven Corners				
Tysons				
Potomac Yard				
King St-Old Town				
Mark Center	Fairfax Dr + N Stuart St			
Rosslyn				
George Mason				
Fair Oaks				
<b>ART-Arlington Transit</b>				
Arlington Mill				
Court House				
Pentagon				
Virginia Hospital Center				
East Falls Church				
Court House				
Maymont University/ Rock Spring				
Shirlington				
Virginia Sq-GMU				

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# Key Updates: Internal Activities



## BUS PLANNING

*More efficient service using the same resources*

- Improved route design and new scheduling strategies result in more time serving customers
- Increased fleet and operator productivity



## TRAINING

*Ensuring operations and communications staff trained on network*

- Operator training underway with daily classes at each division
- 8,300 training shifts completed, covering 70 percent of anticipated training
- Metro Integrated Command and Communications Center (MICC) and Call Center training underway



## DIGITAL SYSTEMS

*Updating internal and external systems to support new network*

- Updating audio, destination signs, real-time data (BusETA, Pulse, API)
- Integrating HASTUS and Trapeze Daily Ops so that timekeeping, bus assignment, and other systems are ready for Launch Day

# Next Steps

- Finalizing trip planner, maps, and profiles
- Continuing bus stop flag installation
- Identifying outreach events and pop-up locations and dates
- Finalizing advertising and media activities
- Better Bus Improvements Beyond Launch Day
  - *Back to School Outreach Effort (Summer 2025)*
  - *Bus Stop and On-Street Improvements (Ongoing)*
  - *Permanent Bus Flags and Maps*

