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May 15, 2025

Chair Santos and Members of the Board:

Thank you for the opportunity to present the Riders' Advisory Council's report for May 2025.

Better Bus Implementation Update

Staff returned to the RAC's May meeting to review the implementation of the new Better Bus Network, with a focus on Metro's ongoing and substantial outreach to inform riders of the upcoming changes. Members appreciated the comprehensive scope of ongoing and planned outreach and look forward to helping Metro amplify its message in the lead up to the launch of the new network.

During the discussion, members put forward suggestions on how to make materials more accessible for Spanish speakers; how to further leverage additional graphics that have been produced to explain the new network to customers; and flagged the need for clearer signage at locations where Metrobus service is ending, but jurisdictional bus service (i.e. ART) will continue operating. As always, staff was receptive to the Council's feedback and will be following up on those suggestions. On behalf of the RAC, I'd like to express our appreciation for staff's willingness to keep the RAC informed and involved throughout this three-year process.

As always, thank you for your time and attention; I'm happy to answer any questions.

Sincerely,

Cole Staudt

Cole Staudt, Chair

Riders' Advisory Council