

# Network Redesign

## Phase 3 Engagement Summary



# Table of Contents

About the Better Bus Network Redesign .....	1
Phase 3 Engagement: The Proposed 2025 Better Bus Network.....	4
What We Learned .....	9
The Better Bus Discovery Tour .....	12
<i>Discovery Days &amp; Public Hearings .....</i>	14
<i>Pop-Up Events .....</i>	15
<i>Bus Ride-Alongs.....</i>	16
<i>Webinars .....</i>	17
<i>Better Bus Discovery Hub .....</i>	18
<i>2025 Trip Planner Tool.....</i>	19
<i>Collecting Public Comment on the Proposed 2025 Network.....</i>	20
<i>Engaging our Employees .....</i>	22
Engaging Partners with Purpose .....	24
Spreading the Word Across the Region .....	29
<i>Digital Engagement.....</i>	30
<i>Print Promotion .....</i>	33
<i>Digital Promotion .....</i>	34
<i>Telling Our Story .....</i>	35
Conclusion and Next Steps.....	36

¡Comparta su opinión sobre la propuesta de red de Better Bus para 2025!



Comparta sus comentarios en persona o en línea antes de 5:00 p.m. del 15 de julio de 2024

Haga comentarios sobre las rutas propuestas utilizando un mapa interactivo de comentarios

Realice una encuesta

Envíe sus comentarios por escrito o suba un documento

Asista a una audiencia pública virtual o presencial

[wmata.com/betterbus](http://wmata.com/betterbus)





# About the Better Bus Network Redesign

**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 Better Bus. It’s an opportunity to:

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.



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

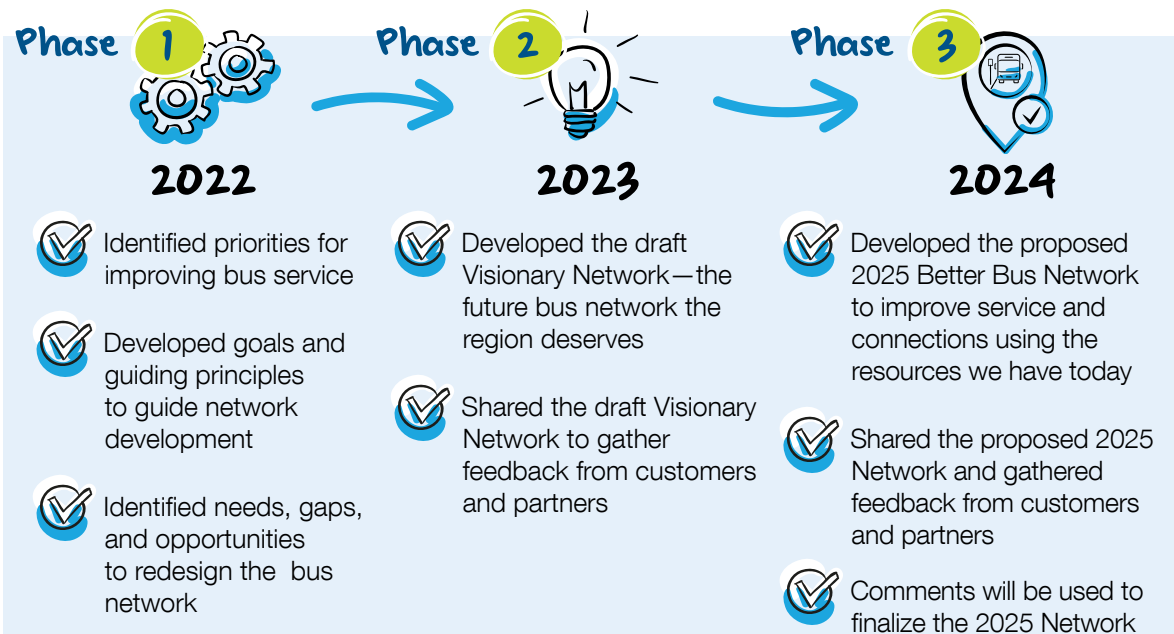
Better connect people to where they need to go



Promote equity, inclusiveness, and access to opportunity



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



**Key features of the proposed 2025 Network:**

- A network of bus routes that better connect the region
- Improved service, especially during evenings and on weekends
- New route names
- More efficient bus stop spacing





# An Unprecedented Undertaking: Network Redesign Engagement Highlights

Since the project's start in 2022, customer and community feedback has directly influenced the development of the Network Redesign

**23 Total Weeks**

OF PUBLIC ENGAGEMENT  
AND COMMENT OPPORTUNITIES

**45,000+** Interactions

WITH CUSTOMERS  
AND COMMUNITY MEMBERS

**200+**

public events, including  
bus stop chats, pop-up  
events, bus ride-alongs,  
and workshops

**33,000+**

comments collected

**1,590+**

employees engaged at all  
nine Metrobus garages,  
Metro offices, and Prince  
George's County TheBus

**111,000+**

unique website users

**380+**

custom-made maps at the  
regional, state, neighborhood,  
and route-level

**979,000**

people reached via 21  
community newspaper  
advertisements in 7 languages

**634,200+**

take-ones in  
9 languages distributed

**3,600+**

Better Bus  
Dispatch e-newsletter  
subscribers

**9,200+**

views of 15  
Better Bus videos  
on YouTube



Phase 3 Engagement:  
The Proposed 2025  
Better Bus Network

# The Basics



## Goals

- ✓ Increase awareness and understanding of the proposed 2025 Better Bus Network
- ✓ Get input on the proposed 2025 Network, especially from customers affected by the changes
- ✓ Generate support and create advocates and champions through engagement with stakeholders

## Target Audiences

### Stakeholders

- Elected officials
- Local transportation and transit agencies
- Union leadership
- Community-based organizations
- Transit advocacy groups
- Major regional employers and institutions

### Public

- Bus customers

### Metro Employees

- Bus operations staff
- Other 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\*

\* 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.

# The Approach

## Objectives and Tactics

Metro used research-based strategies, customer-centric events, targeted calls-to-action, and co-hosted events to guide Phase 3 communications and engagement. Tactics included in-person Discovery Day events, in-person and virtual Public Hearings, pop-up events and bus ride-alongs, a social media campaign, print and digital advertisements, employee communications and events, coordination with regional partners, and more, all within the public comment period of May 13 to July 15, 2024.

### Reuse & Recycle

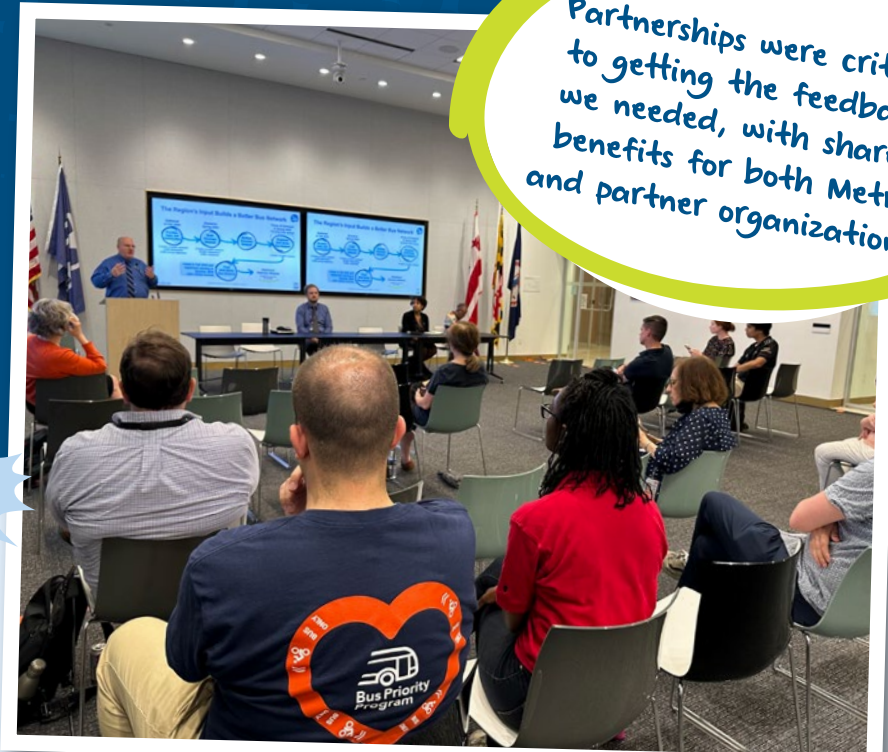
Incorporate successes and lessons learned from past engagement phases

### Include Public Hearing process

Set a path to formal Board of Directors adoption in fall 2024 and implementation in 2025

### Piggyback & Partner

Leverage regional partners to reach more people using fewer resources



Partnerships were critical to getting the feedback we needed, with shared benefits for both Metro and partner organizations.

**Phase 3 included a focus on reaching as many customers affected by the proposed changes as possible. Through coordinating with regional partners to collect feedback, we:**

- Co-hosted and participated in events across the region.
- Engaged stakeholders in all areas where higher levels of service changes are proposed.
- Collected partner input on pop-up event locations.
- Encouraged partners and elected officials to attend the events we hosted in their communities.

# Customer Research

## Route Renaming

Better Bus, Better Names! The proposed 2025 Network includes a new naming system that will help customers know where a bus operates—making it easier for regular customers, new customers, and visitors to use our regional bus system.

We conducted extensive customer research through an online public survey and a representative panel survey. We also took to social media to ask customers if they understand the current bus route naming system and ask for feedback on potential new ways to name all bus routes in the system.

**2,147** online public survey responses received

**1,036** representative panel survey responses received

## What We Heard:

- A **letter plus two digits** is easiest to remember (e.g., B19 vs. three-digit numbers, e.g., 219)
- Using **street names** to name routes was **most popular**, even if this was only possible for major routes (e.g., PA2 for a Pennsylvania Ave route)
- Using **state names** or **counties/cities** as an initial prefix **rated second highest** (e.g., D14 for a route in DC)
- Those familiar with today's route numbers appreciate **connections to those existing numbers** where feasible (e.g., V16 could be 16 route in Virginia)
- Using the **letter X** would make sense for **limited stop services**. (e.g., V16x)



## Youth Focus Groups

Metro provides transportation for youth across the region, especially in Washington, DC, where Metrobus provides critical transportation options for students. Metro conducted three focus groups with 28 public high school students across the District of Columbia.

### Students told us that they:



Recognize that there are trade-offs to offering bus service, noting that a longer bus route may mean more areas served and fewer transfers



Recognize the benefits of a new route naming system, while also being concerned about potential confusion and adequate communications about the changes



Suggest school assemblies as a way of sharing information about bus service changes



Look forward to frequency, connectivity, and travel time improvements

# Phase 3 by the Numbers

May 13 to July 15, 2024



15,500 interactions at 50 in-person events

13,500+ total comments received

6,500 survey responses received



3 Discovery Days  
(Workshops + Public Hearings)

29 Bus Ride-Alongs

13 Pop-Ups

2 Virtual Public Hearings



12,000 Metro employees reached through employee newsletter and podcast

120+ bus operations employees engaged at 10 events

260+ Metro employees at 3 coffee chat events



25 briefings with 750 public, stakeholder, elected official, and community group member attendees

1,000,000+ impressions on social media, Transit App, and online ads received

64,000+ unique website visitors

3,600+ e-newsletter subscribers





# What We Learned

# Key Takeaways



**Support for the proposed 2025 Network was strongest among low-income customers and people of color.**



*70% of low-income survey respondents said their service would be the same or better under the 2025 Network.*



**Support for the proposed 2025 Network was stronger at in-person events,** where people had the opportunity to explore details and discuss potential changes with service planners and technical experts.



*Over 70% of customers who came to events said the proposed 2025 Network would be the same or better for them, compared to just over 40% of online participants.*



**Over 50% of all survey respondents had a positive or neutral perception of the proposed 2025 Network.**



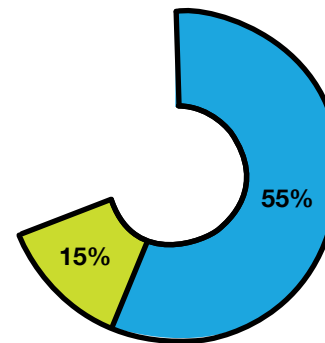
*We will continue to work toward implementing the full Visionary Network in the years to come.*



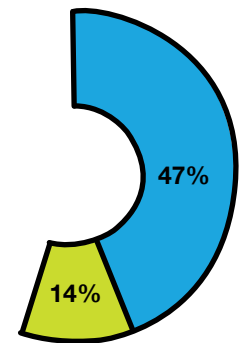
We designed the network to improve service for the people who need it most—our Equity Focus Communities—which has been a key goal of the Network Redesign.

## Perception of the Proposed 2025 Network

Among Low-Income Customers

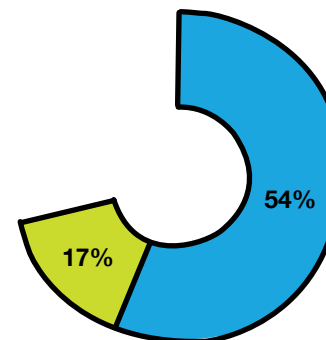


Among People of Color

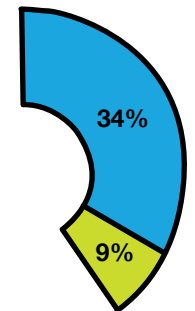


Source: Survey responses

Among People Who Provided In-Person Feedback



Among People Who Provided Virtual Feedback



Source: Survey responses and in-person event activities

■ Much/Somewhat Better ■ No Change

# Key Takeaways



We received over 13,500 comments on the proposed 2025 Network between May 13 and July 15, 2024

.....

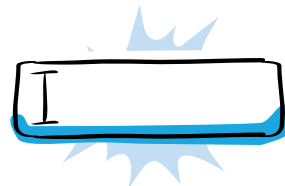
Comments received from four main sources



**"Comment on Your Route" Interactive Map**



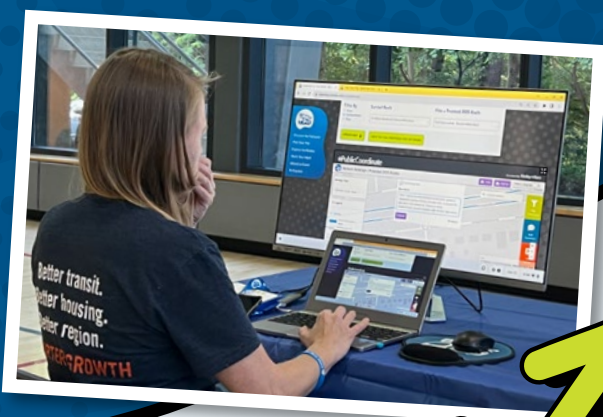
**Survey**



**Written Comments**  
*via the website  
and document uploads*



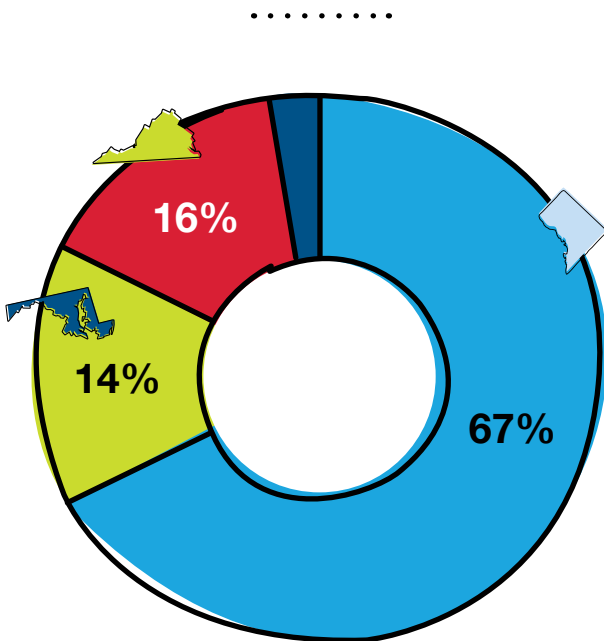
**Public Hearings**  
*three in-person  
and two virtual*



# Key Takeaways



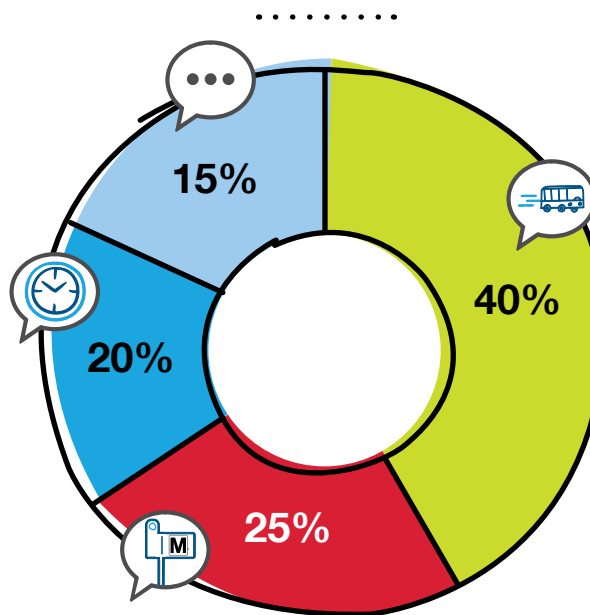
## Most comments came from DC-based customers.



- District of Columbia
- Maryland
- Virginia
- Outside of the Metro Service Area

Source: All comments

## Most interactive map comments focused on route alignment (where the bus goes).

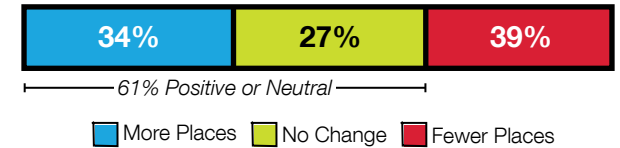


- "Where it Goes"
- "Where it Stops"
- "How Often it Comes"
- "Something Else"

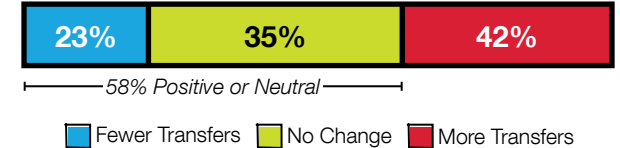
Source: "Comment on Your Route" Interactive Map comments

## Respondents indicated that the proposed 2025 Network would largely be the same or better than the current network.

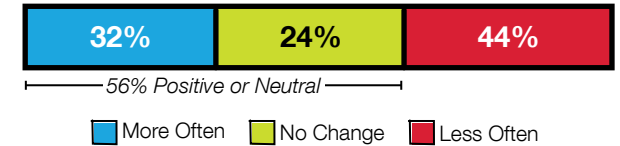
### The draft network takes me... (Places)



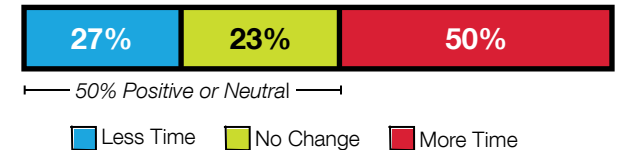
### My bus trips will require... (Transfers)



### My bus will come... (Frequency)



### My bus trips will take... (Time)



Source: Survey responses

Welcome  
to the

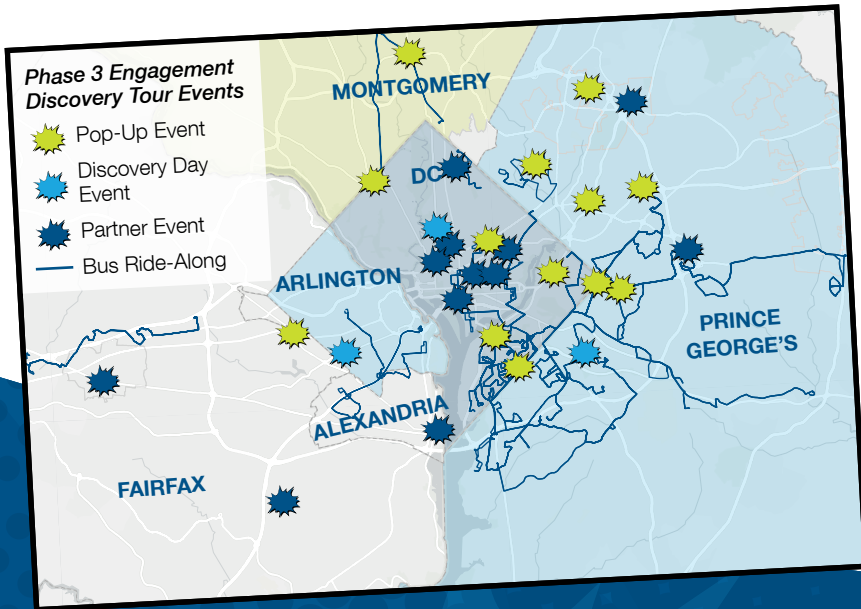
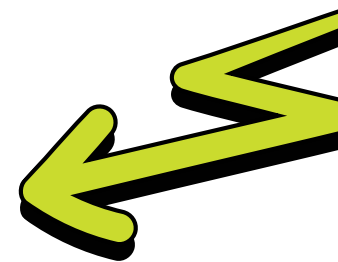


Discovery  
Tour!



# The Better Bus Discovery Tour

# The Better Bus Discovery Tour



Metro created **the Better Bus Discovery Tour** to serve as an overarching theme for Phase 3 that set a cohesive, positive, and memorable tone for our audiences whether they discovered the proposed 2025 Better Bus Network in person or online.

**Discovery Tour**

The Better Bus Discovery Tour featured Discovery Day events, pop-ups, and ride-alongs across the region for customers and community members to discover the proposed 2025 Network and share feedback with us. Metro also hosted on-site Public Hearings at each Discovery Day where guests could provide testimony.

**Discovery Hub**

Over 64,000 unique users explored our custom-built Discovery Hub website to learn more about the proposed 2025 Network and provide feedback with easy-to-use online interactive tools and maps.



**13**  
Pop-Ups

**3**  
Youth Focus Groups

**25**  
Briefings and Partner-Organized Events  
(In-person and virtual)

**2**  
Virtual Public Hearings

**3**  
Discovery Days  
(Workshops and Public Hearings)

**29**  
Bus Ride-Alongs

# Discovery Days and Public Hearings

## Helping People Learn About and Comment on the Proposed 2025 Network

Metro hosted three in-person Discovery Day events across the region (one each in the District, Maryland, and Virginia) for the community to discover the proposed 2025 Network and share feedback. These events featured interactive activities to introduce guests to the proposed 2025 Network, as well as fun and treats for the whole family—with caricature artists, photo ops, giveaways, and more!

Discovery Day attendees were able to provide testimony at an in-person Public Hearing on site. Metro also held two virtual Public Hearings allowing people unable to attend an in-person event to provide testimony.



3

**In-person Discovery Days and Public Hearings**



2

**Virtual Public Hearings**



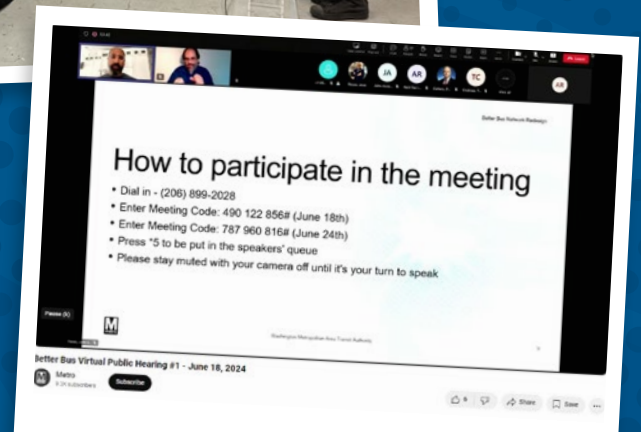
451

**Total Attendees**



57

**Public Hearing attendees provided testimony**





We held our Launch Event pop-up at Hyattsville Crossing Metro Station where we talked to over 1,700 people as we rolled out the proposed 2025 Network.



**13** Pop-Up Events



**14,000+**  
Interactions  
(33% Spanish)



**465**  
Interactive Feedback Activities Completed



**117**  
Video Testimonials

# Pop-Up Events

## Meeting People Where They Are

Metro held pop-up events across the region that were accessible, engaging, and convenient. Bilingual teams welcomed visitors to 13 events at Metro stations and transit hubs to get feedback on the proposed 2025 Network.

These events included an engaging Better Bus booth and interactive feedback activities. We provided route-level information on large printed bilingual posters to ensure the content was easy to understand.



# Bus Ride-Alongs

## Meeting People on Their Bus

We rode the bus with our customers to get their input on the proposed 2025 Network and how it could affect their trips. Our specially trained, bilingual staff connected with riders through one-on-one interactions, providing information customized for their specific route.



29

Ride-Alongs  
Conducted



1,000+

Conversations  
(24% in Spanish)



"The new route C27 will give me a second option to get to work; I currently have to use Capital Bikeshare to get between two different bus routes."

"The new route P51 will help me get to school at the community college faster."

# Webinars



## Meeting People Online

Metro joined forces with partner organizations from across the region to offer a series of webinars, which provided yet another convenient way for people to get information about the network.



4

### Webinars Held

including with Ward 4 Councilmember Lewis-George, Ward 5 Councilmember Parker, the Coalition for Smarter Growth, and goDCgo

290

### Total Attendees

Co-hosted webinars with partners like the Coalition for Smarter Growth allowed us to reach a wider regional audience with information on the proposed 2025 Network and ways to provide feedback.



Coalition for Smarter Growth  
DC • MD • VA

[Click here to watch Coalition for Smarter Growth Webinar](#)

**WEBINAR** goDCgo **BETTER BUS** powered by DC

**JUL 11**  
12:30-1:30PM

## Navigating the Better Bus Network

<b>Priscilla Ranjitkar</b> School Outreach Coordinator goDCgo	<b>Lessie Henderson</b> Residential Outreach Coordinator goDCgo	<b>Jessica Lin</b> Employer Outreach Coordinator goDCgo	<b>Melissa Kim</b> Program Manager, Strategic Planning WMATA	<b>William Jones</b> Program Manager, Strategic Planning WMATA

### Proposed 2025 Better Bus Network Includes

Changes from the draft Visionary Network

- Same level of resources as operated in FY24**
- Updated service design:** New routes and changes to routes and service times, building on Phase 2 outreach
- Operator assignments:** METRO, MR, Ride On
- New route names**
- Bus stop consolidation:** Eliminating some bus stop locations to be more efficient

**Redesigned Network Built Based on Data**

- Transit ridership
- Metrobus annual performance report FY19-23
- TheBus performance data
- Location Based Data (all trips CY19, CY22)
- COG Population and Job Data
- Metrobus Passenger Survey (2018)
- Census and American Community Survey
- Earlier comments on priorities and Visionary network

Washington Metropolitan Area Transit Authority

# Better Bus Discovery Hub



Metro designed the Better Bus Discovery Hub website to immerse visitors in all aspects of the proposed 2025 Network. Available in both English and Spanish, this unique platform included videos, maps, and interactive informational and feedback tools.



**64,106**

**Unique Users**

*(12% of users visited the Spanish-language pages)*

**141,650**

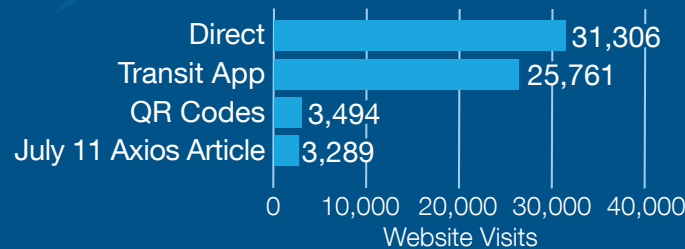
**Page Views**

**31%**

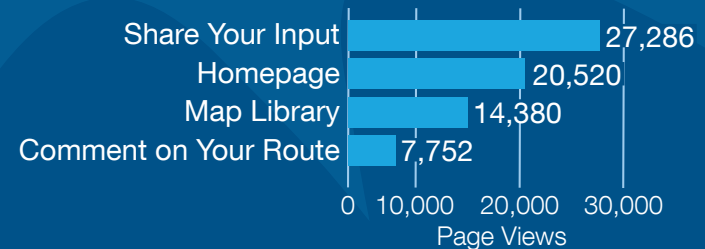
**of visitors viewed the website on a mobile device**



## Website Visits by Top Sources



## Top Pages Viewed



# 2025 Trip Planner Tool



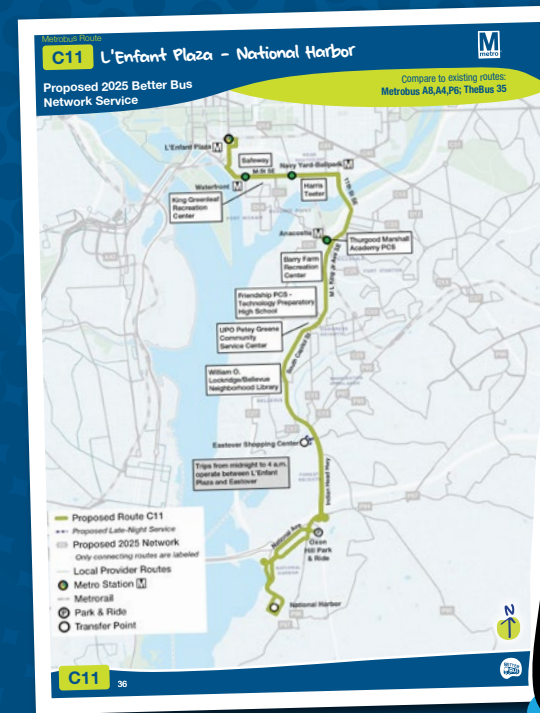
## Effectively Communicating Potential Changes

5,400 unique visitors explored the 2025 Trip Planner, which gave them the opportunity to compare their trip on the current network to their future trip in the proposed 2025 Network.

An Estimated **9,200** Origins and Destinations Searched



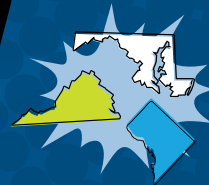
**3.4 Minutes** Average Per Visit (compared to industry standard of 54 seconds)



The Map Library featured downloadable PDFs illustrating the proposed 2025 Network. Using the Map Library, website visitors were able to:

### Explore State Maps

Featuring all routes in the proposed 2025 Network for DC, Maryland, and Virginia



### Review Route Profiles

Featuring details for each route in the network



### View Neighborhood Profiles

Featuring summaries of proposed changes by area



### View New Route Names

Featuring proposed new route names and information about how they were developed

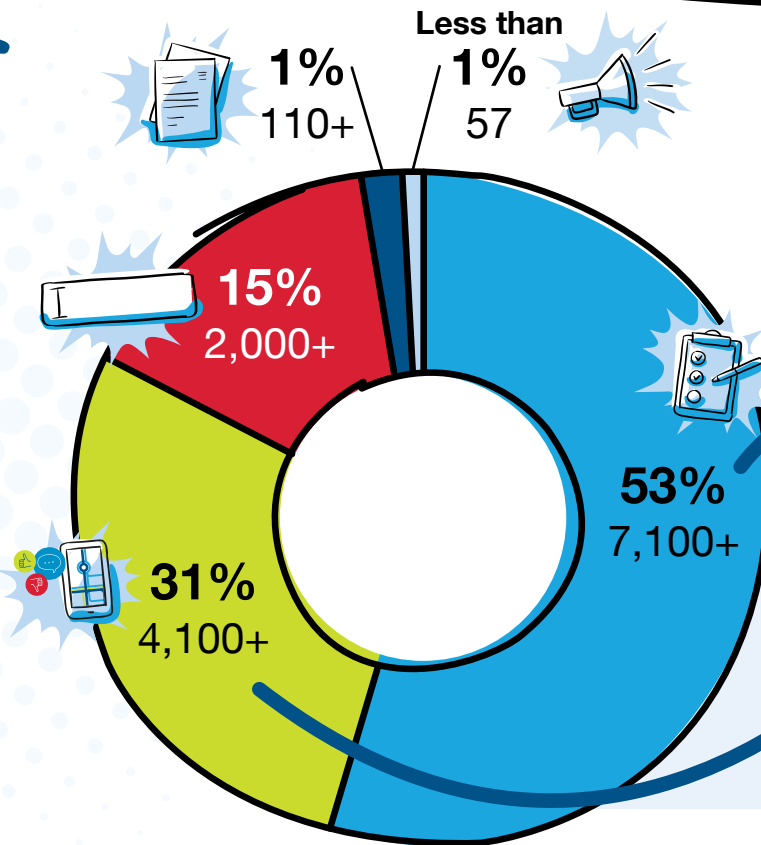


# Collecting Public Comment on the Proposed 2025 Network

We made it easy for people to share feedback on the proposed 2025 Network by offering many different virtual and in-person comment options.

**13,500+**  
Total Comments

- Survey Participants
- "Comment on Your Route" Interactive Map Tool Users
- Written Comments
- Document Uploads
- Public Hearing Testimony



**84%** of all comments were received through the "Comment on Your Route" interactive map and survey, which was also embedded in the interactive map tool.



# Engaging our Employees

We took the Discovery Tour to our employees by holding 13 events at our bus divisions and main offices. Through this outreach, employees talked directly with planners, became stronger project partners, and provided valuable feedback in a creative, engaging atmosphere.

## Bus Operations Employees

Metro held events at all nine Metrobus operating divisions and with project partner Prince George's County TheBus to provide frontline employees with information about the proposed 2025 Network and collect their feedback.

These events allowed us to gain valuable feedback from those who know the current network and customers the best. We left behind maps and feedback forms at all bus divisions so operators could review and comment on the network on an ongoing basis.



**BETTER BUS**

Bus operations employees:  
Tell us what you think about the  
Proposed 2025 Network!

With your input, we've created the proposed 2025 Senior Bus Network, which represents Metro's commitment to improving service and connections using the resources we have today.

**Why We're Coming to You**

Bus operators have a deep understanding of what works and what doesn't, both for customers and for ourselves as frontline employees. We want to make sure we're incorporating your knowledge, experience, and perspectives before we finalize the proposed 2025 network.

**We want your feedback on the proposed 2025 Network! Think about...**

- Operator needs like restrooms, showers, and other facilities
- Routing, difficult turns, traffic, and other operating conditions
- Frequency and type of service
- Support you will need to implement the network
- Bus stop locations
- Helping customers understand the network
- Other comments

**How to Provide Feedback**

1. Review the maps and route profiles of the proposed 2025 Network in your beat(s).
2. Provide your feedback during our visit, online, or at public events until July 18. Scan the QR code to learn more.

Join us at one of our many events across the region!

Visit [wwwta.com/betterbus](https://wwwta.com/betterbus) for the latest schedule.

For more information, visit [wwwta.com/betterbus](https://wwwta.com/betterbus)



187

Bus Operations Staff at 10 Events

169

Written Comments Received from Operations Staff

# Engaging our Employees

## Other Metro Employees

We held three coffee chat events at our L'Enfant, Eisenhower, and New Carrollton office buildings to share information about the proposed 2025 Network with our employees, many of whom are Metrobus customers themselves.

Our workforce of over 12,000 employees also received updates on the project via a series of email blasts and special features in the MetroVoices employee podcast and newsletter.

3

Employee Coffee  
Chat Events

260

Employee Coffee  
Chat Attendees



12,000+ Metro employees received timely and targeted updates on the project and how to provide their own input on the proposed 2025 Network.



A project-specific webpage on Metroweb, Metro's employee intranet



Special features in the MetroVoices employee newsletter



MetroVoices employee podcast episode featuring a bus operator and service planning manager





# Engaging Partners with Purpose

# Engaging Partners with Purpose

## Technical Committee

The project's Technical Committee includes Metro staff and staff from all the other transit agencies in the region, including partner jurisdiction Prince George's County. In Phase 3, Technical Committee members offered input on the proposed 2025 Network.

## Community Connections Committee

The project's Community Connections Committee (CCC) 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. In Phase 3, the committee met twice and helped us strategize on how to best engage and amplify feedback opportunities to members of their communities.

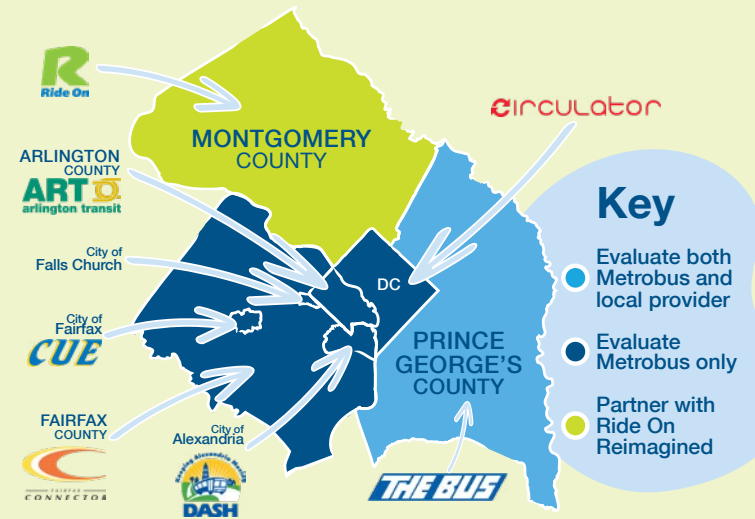
## Service Planning Workshops

Metro held seven service design workshops with technical staff from jurisdictions across the region in early 2024 that focused on the development of the proposed 2025 Network.



## Official Project Partner

In addition to working with our partner transit agencies from across the region, Metro has been working hand-in-hand with Prince George's County staff as an official project partner to redesign both Metrobus and TheBus service in the County.



# 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 **PAVE** (Parents Amplifying Voices in Education), **DC Sustainable Transportation**, and the **DC Transportation Equity Network**.



## Metro Committee Engagement

Metro engaged its Riders' Advisory Council, Accessibility Advisory Committee, and Youth Advisory Council at key points to provide updates, introduce the proposed 2025 Network, and increase awareness about public engagement opportunities.



## Tabling Events

Metro created a special “Table in a Box” kit that we showcased at four community events. The kit included multi-language flyers, maps, and other information about the proposed 2025 Network that made project resources easily available to share at community events. Metro took its Table in a Box to the City of Fairfax’s Rock the Block!, events by HIPS (Honoring Individual Power and Strength) and MedStar Health, as well as the inaugural community Metro Fest celebration.

# Engaging Partners with Purpose

## Elected Officials Engagement

Partnerships with elected officials were critical to getting feedback from different areas in the region. Metro hosted both our own events and attended external events to engage with elected officials and help spread information about the proposed 2025 Network with constituents and communities across the region.



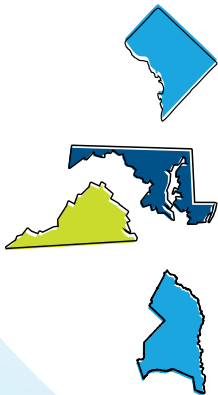
Metro held a **pre-launch briefing** for elected officials to share information on the proposed 2025 Network, the upcoming public comment period, and upcoming events.



Metro hosted an **open house event for DC Advisory Neighborhood Commission** officials at our L'Enfant headquarters, which was attended by **65 Commissioners**.



Metro held a number of briefings with elected officials from jurisdictions across the region to provide updates on the project, including:



**Five events** held by District of Columbia Councilmembers, reaching four Wards of the District

Briefings to the **Greenbelt, MD, Hyattsville, MD, and Alexandria, VA City Councils**

A briefing to the **Prince George's County Council** Transportation, Infrastructure, Energy and the Environment Committee



## Regional Committee Briefings

We also participated in seven briefings to regional committees, such as the Northern Virginia Transportation Commission (NVTC) and the Metropolitan Washington Council of Governments Transportation Planning Board.

# Engaging Partners with Purpose

## Digital Communications Toolkit

Our web-based toolkit provided multilingual collateral, sample newsletter copy and social media text, and photos for Metro partners to use in their own communications channels, social media pages, and distribution lists.



Additional posts using our Digital Communications Toolkit resources were made by the **Coalition for Smarter Growth**, **Councilmember Charles Allen**, **Greater Greater Washington**, **Councilmember Zachary Parker**, and **House of Ruth DC**.

**660**  
Digital Communications  
Toolkit page views





More than  
**6,000**  
customers

gain access to high-frequency  
evening service 7 days a week.

isting transit passengers  
will save a combined

**10,000**

every weekday  
the direct and more  
efficient service



# Spreading the Word Across the Region

# Digital Engagement

## Better Bus Dispatch e-Newsletter

The monthly Better Bus Dispatch e-newsletter gave subscribers the latest information on how to provide feedback. Four issues of the newsletter featured links to the Better Bus Discovery Hub, Public Hearing and event information, as well as promotional videos to increase engagement.



**46.3%** Average Open Rate  
(compared to 33.3% industry average)



**520+** New subscribers in Phase 3



**1,180+** Click-throughs to the Better Bus Discovery Hub



## Video Highlights

Phase 3 engagement featured several specially-crafted videos to introduce the proposed 2025 Network, promote our events, and explain how the network was created.

**Click on a thumbnail to watch!**

### Route Renaming

A behind-the-scenes look at the history of the current Metrobus naming system and our approach to developing proposed new route names



### Better Bus Heroes Assemble!

A hero-themed, movie trailer-inspired video to announce the release of the proposed 2025 Network and the launch of the Better Bus Discovery Tour



### It's Not Too Late to Be a Better Bus Hero!

An ode to our Better Bus heroes, thanking customers and community members who had provided comments so far, and serving as a "last call" for those who hadn't yet provided feedback on the proposed 2025 Network

# Digital Engagement

## Organic Social Media



26 Posts → 312,500 Impressions



**7.5%**  
Engagement Rate of Top-Performing Post  
(More than 4x the industry average)

**16,900** Views of Top-Performing Video Post



**Top Performing Video Post**

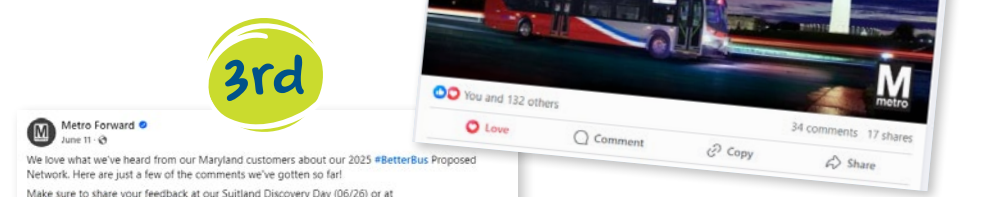


**1st**

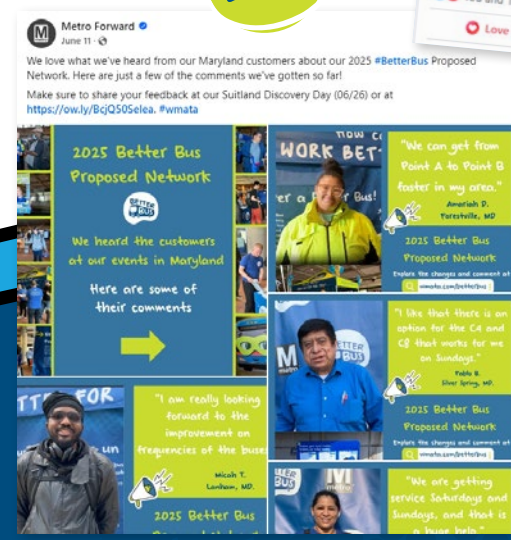
**Top-Performing Photo Posts**

**2nd**

May 31, 2024



May 13, 2024



June 27, 2024

# Digital Engagement

## Paid Social Media



2,680+

Clicks

197,900+

Impressions



1.36%

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

**Targeted Audiences**  
*(Equity Focus Communities)*

68.7%

Of All Clicks

69.3%

Of All Impressions



# Print Promotion

Metro implemented a print and digital campaign across the Metrobus and Metrorail systems to encourage customers to attend an event, visit the online Discovery Hub, and provide comments on the proposed 2025 Network.



**1,500 printed signs** and **124,000 take-ones** in English and Spanish on-board buses and in Metro stations



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



**Digital screen displays** in English and Spanish at all 98 Metro stations

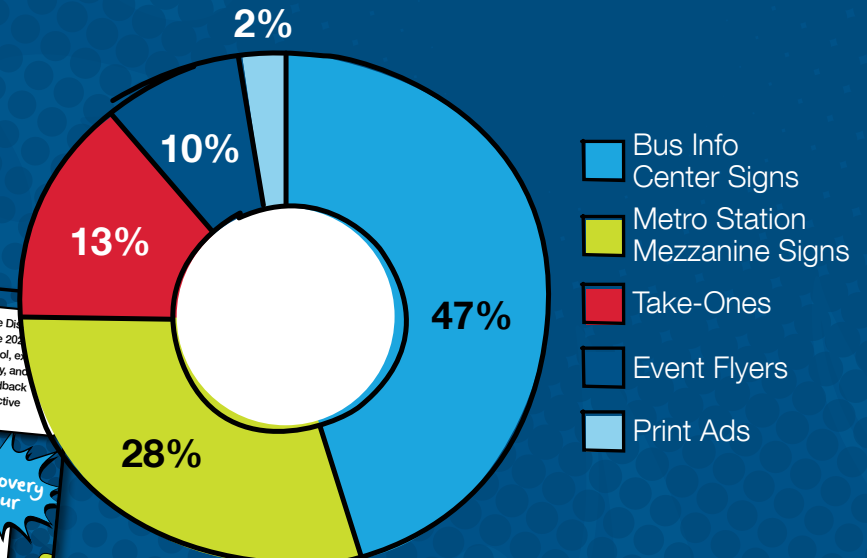


**Bus stop pole signs** at 195 locations across the region

We included QR codes on our materials to provide immediate and convenient access to the Discovery Hub, online tools, and events information as well as to track the effectiveness of the campaign.

Print and digital materials posted within the Metro system (such as Metro station mezzanine signs and on-board bus info center signs) received the most QR code scans.

## 3,050+ Total QR Code Scans



- Bus Info Center Signs
- Metro Station Mezzanine Signs
- Take-Ones
- Event Flyers
- Print Ads



# Digital Promotion



**8** print ad placements with a circulation of **319,000+** in non-English media



**285,200+** digital ad impressions



**0.20%** average click rate



transit: **168,300+**

impressions on Transit App banner with a

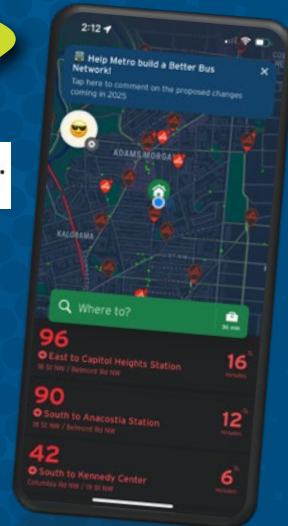
**11.6%** average click rate

Spanish-speaking Transit App users accounted for 41% of all click-throughs to the website.

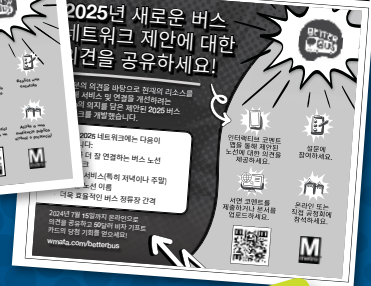


**2** radio ads on El Zol and El Nueva Spanish radio airwaves, reaching **184,900** listeners per week

Transit App Banner



Digital/Radio Ads



Community Newspaper Print Ads



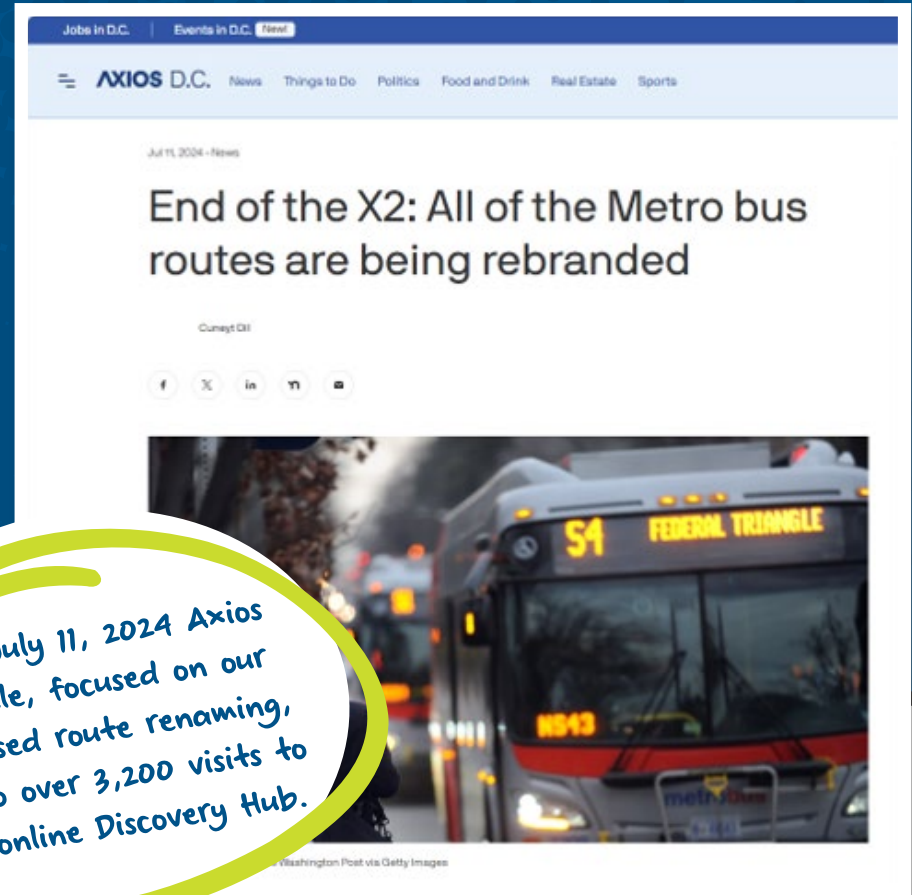
# Telling Our Story

## Media Coverage

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

Metro held a media briefing on May 6, 2024 and issued a press release on May 9, 2024 to provide an overview of the proposed 2025 Network and how people could get engaged that led to several news features in the following days. An additional press release was issued on June 11, 2024 to promote the Discovery Day events and Public Hearings.

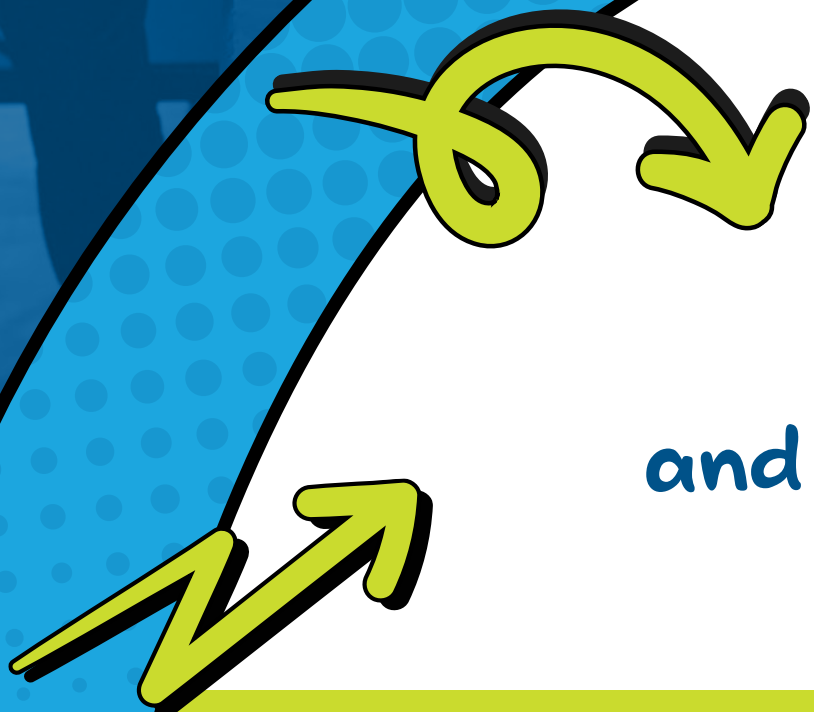
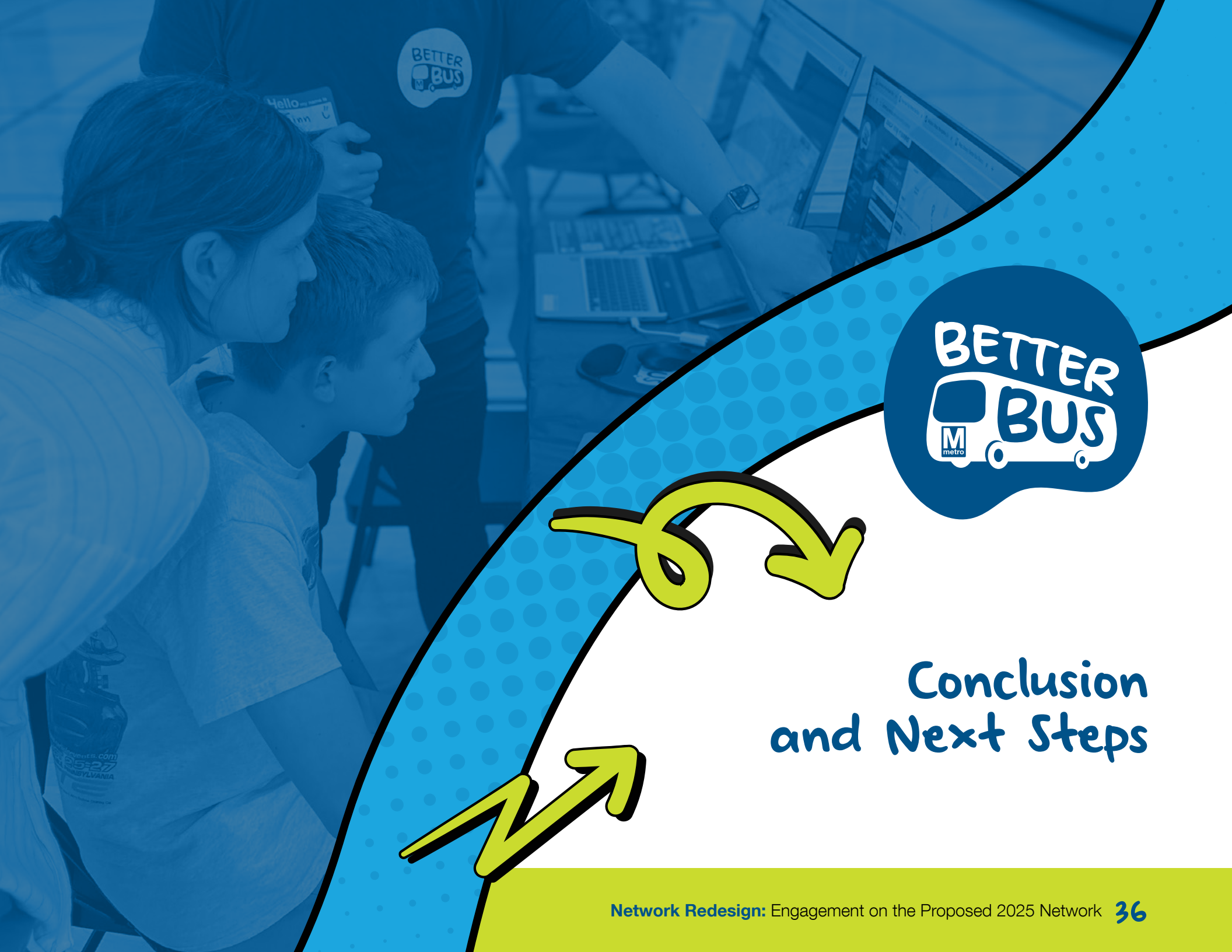
Media coverage included print, TV, and web-only sources and continued throughout the engagement phase.



The July 11, 2024 Axios article, focused on our proposed route renaming, led to over 3,200 visits to the online Discovery Hub.

**30+**  
features in local,  
regional, and national  
news outlets





# Conclusion and Next Steps

# Conclusion

Thanks to your 13,500+ comments this year – and a total of 21,000+ comments across 23 weeks of engagement since 2022 – Metro has the input we need to finalize the 2025 Network!

And good news! The 2025 Network is just the first step to implement the Visionary Network – the network Metro believes the region deserves.

We thank Metro's dedicated partners who helped us reach our customers and the communities across the region.

**We will continue to prioritize communication with our customers as we approach roll-out of the 2025 Network.**

## Sign up for Better Bus Updates



# Next Steps

## Revise, Finalize, Implement!

We thank everyone who shared their feedback on the proposed 2025 Network, as well as community partners who helped us spread the word. The information gathered during this phase will be critical in finalizing the 2025 Network.

With close coordination with our partners across the region, the 2025 Network will be finalized and adopted by the Metro Board in Fall 2024, and we will work to implement the network starting in Summer 2025.

We will continue to engage customers across the region as we prepare to roll out the 2025 Network.



[Click here to watch our Phase 3 "Thank You" video](#)

