

Metro's New Bus Network Implementation

Spring 2025 Digital Communications Toolkit

Metro's New Bus Network Launch – **June 29, 2025**

Suggested Copy for Newsletter, Social Media, and Talking Points

Web page: wmata.com/BetterBus

COMMUNITY PARTNER PREVIEW - SNEAK PEEK!

Thank you for helping to share this important information. We're pleased to provide this early to our valued community partners.

We truly appreciate your continued partnership on our Better Bus journey!


Sample Newsletter Copy

Metro's New Bus Network is Coming **June 29!** 

Mark your calendar! On Sunday, June 29, Metro is launching their new bus network, designed to better serve you and the entire region.

The new bus network is a system shaped by a two-year process that included extensive data analysis about where and when people travel today coupled with 23 weeks of community engagement. This network is a result of tens of thousands of customers, residents, and stakeholders who shared their feedback online and at in-person events to help design a faster, more frequent, and more reliable bus network!

As Metro prepares for the launch, major efforts are underway, including updated bus stop signs and network maps, operator training, and system upgrades to ensure riders have the most accurate and up-to-date information.

 It's never too early to learn your new bus route! Explore [the updated trip planner](#), network maps, route profiles and more at wmata.com/BetterBus.

Get ready for a better, more connected way to ride!

Sample Social Media Copy

Facebook and Instagram

1. 🚌 Big updates are coming to Metro's bus system! 🚌🌟 Metro's new bus network is launching on Sunday, June 29!

After a two-year process that included 23 weeks of public engagement, this new network reflects your feedback and Metro's commitment to faster, more frequent, and more reliable transit. Want a sneak peek? 👁️ Explore network maps and resources at wmata.com/BetterBus! #wmata

2. #DYK that Metro's new bus network 🚌🌟 is the first comprehensive redesign of Metrobus service in its 50-year history? While Metro works behind-the-scenes to prepare for the June 29 launch, you can visit wmata.com/BetterBus today to explore network maps and more resources! #wmata

Shortened for X

1. 🚌 Better Bus is coming! 🚌🌟
On Sunday, June 29, Metro will launch the new bus network—designed to serve you better through a faster, more frequent, and more reliable network. 👁️ Get a sneak peek: Explore maps & more at wmata.com/BetterBus! #wmata
2. #DYK? that Metro's new bus network 🚌🌟 is the first comprehensive redesign of Metrobus service in its 50-year history. While Metro prepares for the June 29 launch, you can visit wmata.com/BetterBus today to learn about the changes coming to the bus network!

Talking Points

- **Once in a Lifetime Change:** Metro is launching its first complete bus network redesign since 1973 on June 29, 2025—the new system is shaped by community input and the most current travel data available.
- **Better Bus, Better Service:** Many customers will enjoy faster, more frequent, and more reliable bus service with shorter wait times, and simplified schedules—all at the same \$2.25 fare.
- **New, Simpler Naming System:** New route names will begin with letters indicating areas served:
 - A: Arlington/Alexandria
 - C: Crosstown DC /D: Downtown DC
 - F: Fairfax City, Fairfax County, and Falls Church
 - M: Montgomery County
 - P: Prince George's County
 - X: Limited-stop routes (added at the end of route names)



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- **Mark Your Calendar:** Check out the updated Trip Planner to explore your new travel options and get ready for the full launch on Sunday, June 29.
- **Streamlined System:** About 5% of bus stops will be consolidated to improve speed and reliability. Major preparation efforts are currently underway, including operator training, system upgrades, and over 7,000 new bus pole signs.
- **It's Never Too Early to Learn Your New Bus Route:** Please visit wmata.com/BetterBus for maps, route information, and other resources, or call Customer Service at (202) GO-METRO for assistance.

