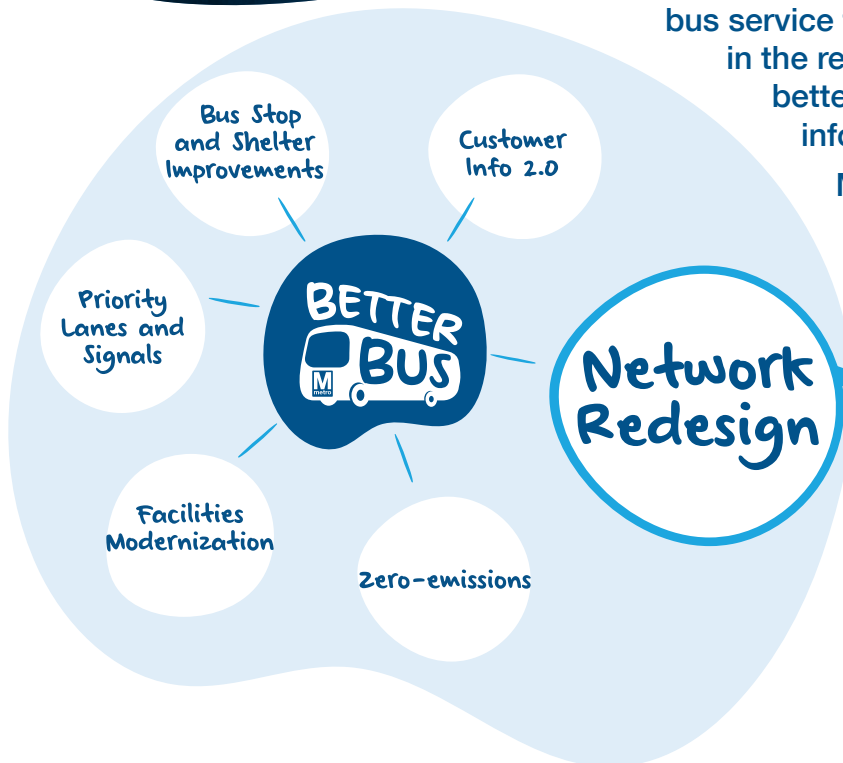




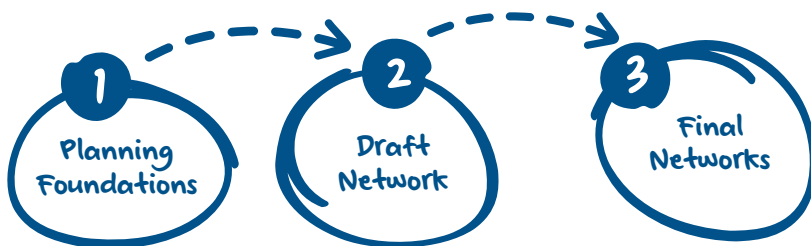
# Network Redesign

**Better Bus** is an initiative to rethink, redesign, and revitalize bus service to better serve the needs of customers in the region - through new facilities and buses, better and faster service, and better customer information and amenities.

Metro's **Network Redesign** is creating a new bus network that is fast, frequent, reliable, and easier to understand. It will get more people where they want to go, when they want to go.



## Project Phases and Outcomes



- Guiding principles
- Goals and priorities
- Needs, gaps, and opportunities in existing service

Fall 2022 Outreach

- Draft Visionary Network with more resources
- Tradeoff preferences

Spring 2023 Outreach

- Draft Year One Network
- Sustainable, predictable approach to pay for service
- Revised Visionary Network with more resources for the future
- Metrobus' role in the region

Winter 2024 Outreach



Increase access to frequent service



Align network with development and travel patterns



Enhance equity and customers' access to opportunities



Make the system easier to use and understand



## Metro's Board of Directors has adopted the following guiding principles for the network redesign:

- Ensure a customer-focused and regional perspective
- Engage and communicate authentically, inclusively, and transparently
- Ensure equity is a value throughout the project
- Allow customers' input, region's needs, data, and service guidelines to drive decisions
- Attract customers with frequent, reliable, connective service
- Make cost-effective and data-driven business decisions

## Engagement Strategies at a Glance

### Customers

- Multilingual Surveys and Information
- Bus Stop Chats and Ride-Alongs
- Webinars and Virtual Events
- Workshops and Pop-Up Events
- Print and Digital Signage on Buses and in Stations

### Jurisdictions and Community Organizations

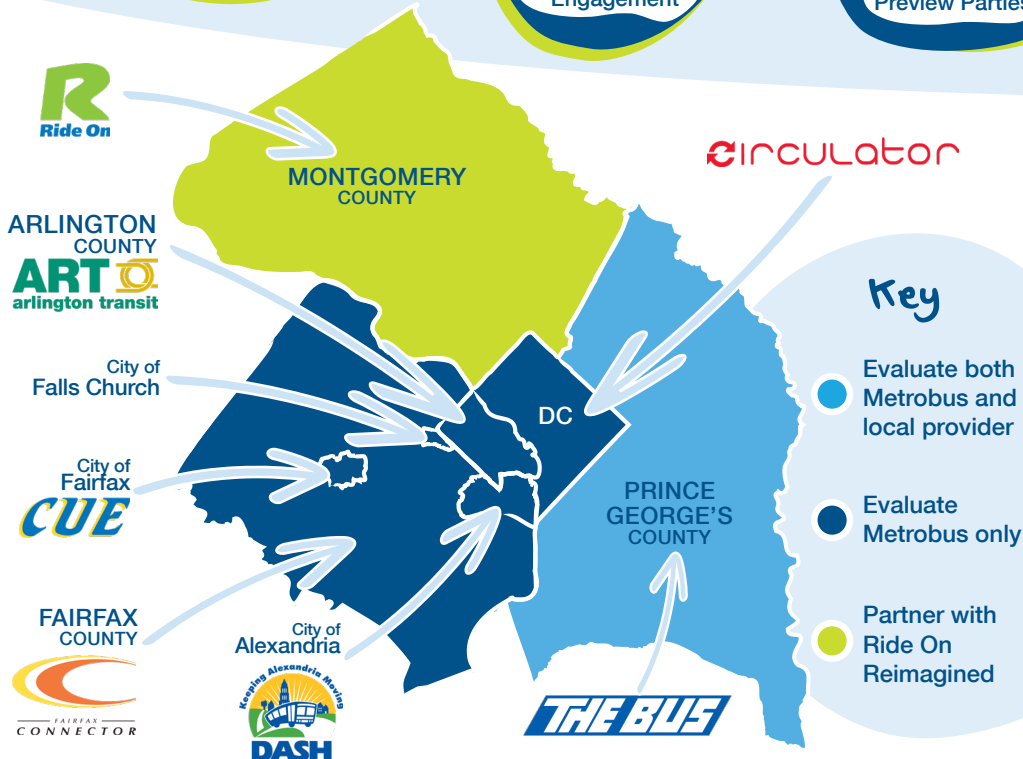
- Technical Committee
- Community Connections Committee
- DOT Director Listening Sessions
- Elected Official Briefings
- Community Organization Engagement

### Metro Workforce

- Employee Podcasts, Newsletters, and Videos
- Coffee Chats
- Customer Service Training
- Union Leadership Meetings
- Operations Preview Parties

### Other Community Engagement

- E-Newsletters
- Videos
- Briefings
- Digital Communications Toolkit
- Fact Sheet
- Social Media
- Multilingual Print and Digital Advertising



## Regional Bus Partners

The network redesign covers Metrobus as well as TheBus in Prince George's County. Metro is collaborating with other providers to effectively and efficiently integrate existing and new bus networks and services.