

# Better Bus Network Redesign

Fall 2022 Digital Communications Toolkit

## Better Bus Network Redesign

### Newsletter and Social Media Copy

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

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## Sample Newsletter Copy

### Metro wants your input to build a Better Bus network for you.

Metro is taking a fresh and detailed look at bus service and routes in the region to serve you better. The Better Bus initiative will create a fast, frequent, and reliable bus network that is easier to understand. The new bus network will take more people where they want to go when they want to travel. The network redesign includes the Metrobus, the City of Fairfax CUE Bus, and Prince George's County TheBus systems.

The network redesign kicks off by asking the community to help set goals and priorities for the new network. **Tell Metro what works well now and what needs to be better in the future by taking a survey.**

For more information and to take the survey, visit [wmata.com/betterbus](http://wmata.com/betterbus).

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## Sample Social Media Copy

### Facebook and Instagram

Attention DMV! Do this 1 thing to improve bus service and routes. 🚌 Find out ↓

Metro launched the Better Bus initiative to create a fast, frequent, and reliable bus network that's easier to understand. The network redesign includes the Metrobus, the City of Fairfax CUE Bus, and Prince George's County TheBus systems. And you get a chance to give your input when you take Metro's survey by November 11.

👉 Share what you like about the region's bus service and routes

👉 Give feedback on how to improve your bus experience

👉 Take the survey to get a Better Bus: [www.wmata.com/betterbus](http://www.wmata.com/betterbus)

Bonus you may even win a \$50 SmarTrip® card when you take the survey.

#wmata #BetterBus




## Alternate Facebook and Instagram Post

Metro needs your input to create a Better Bus for you.  Get the details 

Metro is taking a fresh look at bus service and routes in the region to serve you better. Metro has a Better Bus initiative to create a fast, frequent, and reliable bus network that is easier to understand.

To build a Better Bus network, they need your help.



 Take Metro's Better Bus survey here: [www.wmata.com/betterbus](http://www.wmata.com/betterbus)

 Share in the survey what works well now and what needs to be better in the future

You have until November 11 to take the survey, so give your input today.

#wmata #BetterBus

## Shortened for Twitter

Metro has a Better Bus  initiative to create a fast, frequent, and reliable bus network, and they need your input. Share  what works and what doesn't about the region's bus service and routes in the latest survey. Take @wmata's Better Bus survey now: [www.wmata.com/betterbus](http://www.wmata.com/betterbus) #wmata