

Better Bus Network Redesign

Digital Communications Toolkit

Better Bus Network Redesign

Newsletter and Social Media Copy

Web page: wmata.com/betterbus

Sample Newsletter Copy

Metro is continuing its work to build a better bus network for you.

The Better Bus Network Redesign invites you to 50 events in 50 days!

Metro heard last fall that reliable service and shorter wait times were customers' highest priorities for improving service. Metro used that feedback to create a draft new bus network — a vision for faster, more frequent, and reliable bus service for our region. By changing bus routes and schedules, this network is faster, more frequent, and more reliable than our service today. Your input on the visionary bus network will be used to develop the final product!

Metro is offering many ways to share your input. Participate in Better Bus Experience Live! at one of 50 events in 50 days from April through June! Or visit the Better Bus Experience Lab to explore maps and routes, play with a new trip planner, and share your input in interactive ways.

For more information and to participate in either Experience Lab or Experience Live! visit wmata.com/betterbus.

Sample Social Media Copy

Facebook and Instagram

Attention DMV! Metro is working to improve bus service and routes. 🚌 Find out ↓

April through June 5 is your chance to share your opinion on the draft new bus network 🚌. Join Metro at one (or more) of 50 events in 50 days at a Better Bus Experience Live! event.

Prefer a virtual experience? Visit the Better Bus Experience Lab to explore maps and routes, play with a new trip planner, and share your input in interactive ways.

Visit. Discover. Share. 📍 wmata.com/betterbus

#wmata #BetterBus



Shortened for Twitter

A #BetterBus is coming soon! 🚌 Help @wmata provide a fast, frequent and reliable bus network. Participate in Experience Live! at 1 of 50 events in 50 days or Experience Lab! online: wmata.com/betterbus #wmata