

Sample Email Newsletter Copy:

Have you heard? Metro will soon be adding more buses and trains and offering fare discounts to make it easier for you to return to work, school, and wherever else you want to be!

Here's an overview of the changes coming to Metro starting September 5, along with safety precautions they're taking to help keep you safe:

More Service All Day

- More trains day and night will make the average wait time between 2-7 minutes depending on your station.
- Metrorail will stay open until 1 a.m. instead of midnight on Friday and Saturday, and open at 7 a.m. instead of 8 a.m. on Sunday.
- More buses on the most popular routes will give you more frequent service from 7 a.m.-9 p.m., 7 days a week.

Discounts

- Receive free bus transfers (\$2 discount) to/from Metrorail. Make sure to remember to use a SmarTrip card to receive the discount.
- Ride Metrorail for just \$2 for any one-way trip all weekend.
- Save 20% on a 7-Day Regional Bus Pass – now only \$6!
- Save up to 50% on selected Unlimited Passes between September 16 and October 15. With a range of daily, weekly, and monthly unlimited passes on Metrorail and Metrobus, it's easier than ever to save money on Metro.

Doing Their Part to Keep Everyone Safe

- All riders and employees must wear a face covering on trains, buses and in stations. If you need one, they have extras.
- Metro stations feature hospital-grade air filters, and trains and buses replace air every few minutes. They're even testing new upgrades to make air filtration even better.
- Using advanced hospital-grade cleaner, vehicles and trains are scrubbed down every day.
- With the SmarTrip App, you can pay fare, add value, buy passes, manage your account and much more, right from your phone.

To learn more, visit [**wmata.com/changes**](https://wmata.com/changes).

Sample Social Media Copy:

Option 1

Coming soon! **@wmata** will be adding more buses and trains and offering fare discounts on September 5 to make it easier for you to return to work, school, and wherever else you want to be! Learn more at wmata.com/changes.

Option 2

Have you heard? **@wmata** will be adding more buses and trains and offering fare discounts on September 5 to make it easier for you to return to work, school, and wherever else you want to be! Learn more at wmata.com/changes.

Option 3

Metro will introduce new discounts and service improvements starting September 5th, including:

- ✓ More buses and trains all day long
- ✓ \$2 one-way trips, all weekend
- ✓ Free bus transfers to/from Rail
- ✓ 20% off 7-Day Regional Bus Pass
- ✓ Up to 50% off selected Unlimited Ride Passes

Learn more and start planning your next ride at wmata.com/changes. **@wmata**

Copia de ejemplos para redes sociales:

Opción 1

¡Muy pronto! **@wmata** agregará más autobuses y trenes, y también ofrecerá descuentos en las tarifas desde el 5 de septiembre para que le resulte más fácil regresar al trabajo, a la escuela ¡y a cualquier otro lugar al que quisiera ir! Obtenga más información en wmata.com/changes.

Opción 2

¿Se enteró? **@wmata** agregará más autobuses y trenes, y también ofrecerá descuentos en las tarifas desde el 5 de septiembre para que le resulte más fácil regresar al trabajo, a la escuela ¡y a cualquier otro lugar al que quisiera ir! Obtenga más información en wmata.com/changes.

Opción 3

Metro introducirá nuevos descuentos y mejoras en el servicio a partir del 5 de septiembre, incluidos:

- ✓ Más autobuses y trenes durante todo el día
- ✓ Viajes de ida a \$2, todos los sábados y domingos
- ✓ Transbordos en autobús gratuitos desde/hacia trenes
- ✓ 20% de descuento con el pase de autobús regional de 7 días
- ✓ Hasta 50% de descuento en pases ilimitados de autobús

Obtenga más información y comience a planificar su próximo viaje en wmata.com/changes. **@wmata**