***Your Metro, The Way Forward***

**Metro’s Strategic Transformation Plan**

**Sample Email Newsletter & Social Media Copy**

**Sample Email Newsletter Copy:**

Metro is working to meet the evolving needs of its customers and employees. To do so, they’ve developed a new strategic plan, *Your Metro, the Way Forward,* to guide long-term decision making and everyday actions over the next 5+ years. Metro has identified a new mission and vision, along with goals, objectives, and initiatives to achieve this.

Now it’s our turn to weigh in. Is Metro on the right path? Do their goals align with your needs?

Join Metro for a public hearing on Thursday, Feb. 9, at 6:30 p.m., or share your feedback through Tuesday, Feb. 14. Learn more about the strategic plan and opportunities to submit your comments at [wmata.com/strategicplan](https://wmata.com/initiatives/strategic-plan/index.cfm). #wmata #YourMetro

**Sample Social Media Copy:**

It’s #YourMetro, and @wmata wants to know what you think about its new strategic plan to meet the evolving needs of customers and employees over the next 5+ years. The public can submit feedback through Tuesday, 2/14. Visit [wmata.com/strategicplan](https://wmata.com/initiatives/strategic-plan/index.cfm) to learn more about the plan and opportunities to submit your comments.

Play a part in Metro’s day-to-day decision-making over the next 5+ years on goals like service excellence, talented teams, regional opportunity and partnership, and sustainability. Provide input on Metro’s strategic plan by Feb. 14 at 5 p.m.: [www.wmata.com/strategicplan](http://www.wmata.com/strategicplan) #wmata #yourmetro

Your Metro, the Way Forward – was developed to guide Metro’s strategy and actions over the next 5+ years, as it works to grow to meet the evolving needs of its customers and employees. There are several ways you can provide feedback: [www.wmata.com/strategicplan](http://www.wmata.com/strategicplan) #wmata #yourmetro

Metro wants to be the region’s trusted way to move people more safely and sustainably. Share your input on the agency’s 5+ year strategic transformation plan by Feb. 14 at 5 p.m.: [www.wmata.com/strategicplan](http://www.wmata.com/strategicplan) #wmata #yourmetro

You can attend a public hearing on Metro’s 5+ year strategic transformation plan online, by phone, or in-person. Join on Thursday, Feb. 9 at 6:30 p.m. Learn more: [www.wmata.com/strategicplan](http://www.wmata.com/strategicplan) #wmata #yourmetro

You can help Metro be the region’s trusted way to move more people safely and sustainably. Share your feedback on Your Metro, the Way Forward – the agency’s 5+ year strategic transformation plan by Feb. 14 at 5 p.m.: [www.wmata.com/strategicplan](http://www.wmata.com/strategicplan) #wmata #yourmetro

Do you have feedback for Metro? Share your input on goals like service excellence, regional opportunity and partnership, and sustainability. Provide your insights by Feb. 14 at 5 p.m.: [www.wmata.com/strategicplan](http://www.wmata.com/strategicplan) #wmata #yourmetro

Share your insights on Metro’s 5+ year strategic transformation plan today. Your Metro, the Way Forward – was developed to guide Metro’s strategy and actions to meet the evolving needs of its customers and employees. Learn more: [www.wmata.com/strategicplan](http://www.wmata.com/strategicplan) #wmata #yourmetro

*For posting only on Tuesday, February 14:*

Join Metro today for a public hearing on the agency’s 5+ strategic transformation plan. You can attend in-person, by phone, or video. You may also provide your feedback online by 5 p.m. on Tuesday, Feb. 14. Learn more: [www.wmata.com/strategicplan](http://www.wmata.com/strategicplan) #wmata #yourmetro