Pittsburgh Regional Transit

Bus Line ~~Redesign~~ Refresh

Communications Toolkit

March 2026

Bus Line Redesign has a NEW name!

Purpose of this Toolkit

PRT is introducing Bus Line Refresh, which is our second draft of Bus Line Redesign and we need your help!

The goal of this toolkit is to provide you - our partners - with simple language and graphics to make it easy for you to share information about Bus Line Refresh and encourage people to participate! It provides ready-to-use materials and guidance to ensure consistent, clear, and engaging messages across all channels.

We are asking you to help us:

- Promote Bus Line Refresh and encourage people to visit our website BusLineRedesign.com to learn more about the latest network draft, see how their route(s) has changed, and complete the survey to let us know what they think!
- Learn more about ways to participate, including attending upcoming meetings and/or pop-up events!
- Encourge people to download the Tranist app to plan their trip with the proposed route changes, to see how their bus ride would be affected!

Key Message

Bus Line Refresh (BLR) is an update to Pittsburgh Regional Transit's bus network that reflects how people travel today while building on what already works. Rather than a major overhaul, BLR focuses on improving reliability, frequency, seven-day service, and connectivity throughout the network.

Shaped by rider and operator feedback, BLR makes targeted improvements using our current funding and staffing. The goal is a clearer, more dependable network that better serves everyday trips and is ready to grow in the future.

New Logo

Bus Line Refresh

Your Bus Network: Familiar Routes, Stronger Connections

Share, share, and share!

◆ **Share with your network**
Share our posts and encourage your residents, employees, members, friends, neighbors, and family to participate!

◆ **Tag us in your relevant content**
Tag us in your posts that relate to transit, we would love to be a part of the conversation!

Facebook

facebook.com/pghtransit
Page tag: @pghtransit

Twitter

twitter.com/PGHtransit
Page tag: @PGHtransit

Instagram

instagram.com/pghtransit
Page tag: @pghtransit

Youtube

youtube.com/pghtransit
page tag: @pghtransit

Website content

Suggested content to post on your organization's website:

PRT releases a 'refreshed' take on Bus Line Redesign

PRT is unveiling a refreshed take on Bus LIne Redesign - now called Bus Line Refresh! Powered by more than 16,000 comments from riders last year, this second draft features a network that keeps what works, fixes what doesn't, and is ready to be implemented with today's resources.

Now it's time for you to check their work. Visit the project website to explore the interactive maps, see how your route(s) changed, and learn how you can engage with PRT to share your input. PRT plans to refine the final draft his summer, so don't miss your chance to be part of the journey!

Learn more, explore resources, and share your input at: BusLineRedesign.com.



Note:

All of our ads for Bus Line Refresh are available to download HERE!
We will be adding more ads as the engagement period continues, so check back for new ads. We encourage you to mix/match and make the posts your own!

Social media content

Sample posts are included below, but feel free to use our graphics and create your own posts! Just be sure to tag PRT (@pghtransit) and link to the project website BusLineRedesign.com.

Promote our website and online route surveys!



The second draft of Bus Line Redesign is live and ready for your feedback! Updated routes, improved connections, and community-driven changes are all part of the plan.
Take a few minutes to explore the interactive maps, see how your route might be changing, and share your thoughts. Your voice will help shape the future of transit in our community!

Visit us today at BusLineRedesign.com.

Promote the Transit app Bus Line Refresh trip preview!



Did you know that you can preview how your trip would change if Bus Line Refresh were to be implemented? Download the Transit app, view your proposed trip changes, and take the survey today!

For more information, please visit BusLineRedesign.com.

Social media content (continued)

Sample posts are included below, but feel free to use our graphics and create your own posts! Just be sure to tag PRT (@pghtransit) and link to the project website BusLineRedesign.com.

Promote our in-person public meeting on April 7th!



We're giving our bus routes a glow-up and YOU'RE invited to the party!
Swing by our upcoming Bus Line Refresh public meeting to see what's new, what's changing, and how we're making your rides smoother, easier, and more connected.
Come chat with the project team, share your thoughts, and help shape the future of our routes.

Learn more BusLineRedesign.com.

Promote our virtual meeting on May 6!



Your route might be changing!
We're refreshing our bus network to maintain familiar routes, but with stronger connections. Take a seat at our virtual table and help shape the future of transit.
▶ Join us to learn more about Bus Line Refresh and why PRT is making changes
▶ Ask questions and provide your input

Let's refresh our network together.

Register to attend at BusLineRedesign.com.

Social media content (continued)

Sample posts are included below, but feel free to use our graphics and create your own posts! Just be sure to tag PRT (@pghtransit) and link to the project website BusLineRedesign.com.

Promote our upcoming events in sorrounding communities



BLR is coming to YOUR community!
Join us at a pop-up or community meeting to review the proposed refreshed routes and give input in person!

Learn more BusLineRedesign.com.



Join us this week to learn about proposed bus route changes, ask questions, and share your feedback. Whether you attend in person or online, your input helps shape a system with familiar routes and stronger connections.
Don't miss your chance to meet the team, review updates, and make your voice heard!

Register to attend at BusLineRedesign.com.



We're popping up in a community near you! Find our pop-up tent this week in McKeesport and Wilkinsburg for your chance to review the proposed BLR routes in person with a member of our planning team.
See you out there!

Learn more BusLineRedesign.com.