



Pittsburgh Regional Transit



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 BusLineRefresh.com (note: the old link BusLineRedesign.com will still take you there!) to learn more about the second draft of BLR, 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!
- Encourage 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



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.com/pghtransit

Page tag: @pghtransit



twitter.com/PGHtransit

Page tag: @PGHtransit



instagram.com/pghtransit

Page tag: @pghtransit



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 this summer, so don't miss your chance to be part of the journey!

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



We heard you!
We're making fewer changes and focusing on improving today's system.

Learn more about the second draft and give your input at: **BusLineRefresh.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 [BusLineRefresh.com](https://www.pghtransit.com/buslinerefresh).

Promote our website and online route surveys!



The second draft of BLR, now called Bus Line Refresh, 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 [BusLineRefresh.com](https://www.pghtransit.com/buslinerefresh).



It's finally here! Check out PRT's second draft of BLR - now called Bus Line Refresh today to see how your bus route might be changing and tell us if we got it right!

Visit us today at [BusLineRefresh.com](https://www.pghtransit.com/buslinerefresh).

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 BusLineRefresh.com.

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

Familiar Routes, Better Connections
Give Input at upcoming public meeting

APRIL 7
5:00pm - 7:00pm
August Wilson Center
980 Liberty Ave, Pittsburgh, PA 15222
Open House Format with a Presentation at 5:30 pm

Learn more at BusLineRefresh.com

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 at BusLineRefresh.com.

Promote our virtual meeting on May 6!

Join our online meeting!

YOUR BUS NETWORK: FAMILIAR ROUTES, STRONGER CONNECTIONS

Don't miss your chance!
Join our upcoming meeting!

WEDNESDAY MAY 6 6:00 PM

Meeting will be held via Zoom
Registration is required.
To join by phone call 1-646-931-3860 and enter meeting ID 896 3999 1673

Register at BusLineRefresh.com

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 BusLineRefresh.com.