

# **Public Outreach**

Metro Public Hearing – Redesign Items Wednesday, November 9, 2022 – 6:00 pm

Legal Notice
Posted on Metro Website
News Release (English/Spanish)

**Paid Advertising** 

Fitchburg StarMiddleton Times

Wisconsin State Journal

Madison.com

Capital City Hues

Verona Press

The Capital Times

The Badger Herald

Sun Prairie

Badger Herald e-newsletter

Madison 365

• La Movida (Spanish radio)

Monday, October 10 Thursday, October 13 Tuesday, November 1

Friday, October 14
Thursday, October 27
Sunday, October 30
Wednesday, October 26
Monday, October 31
Thursday, November 3
Wednesday, November 2
Tuesday, November 1
Friday, November 4
Friday, November 4

October 30 – November 5 October 25 – November 9

## **Print Signage**

Color ads inside buses

Ads on bus exteriors (English/Spanish)

Posters at shelters and busy bus stops

• Posters at grocery/convenience stores, laundromats, etc.

Thursday, October 13 Thursday, October 13 Monday, October 17

Monday, October 17

## **Digital Signage**

Madison Libraries

Metro Transfer Points

Metro Capitol Square Shelters

Friday, October 25 Monday, October 17 Monday, October 17

#### **Audio Announcements**

Recorded announcements played on buses (English/Spanish/Hmong/Chinese)

Tuesday, November 8



### **Printed Materials**

Flyers included in pass order and route/schedule mailings

Flyers on buses

Distributed to all Madison, Fitchburg,
 Middleton, and Sun Prairie library locations

Thursday, October 13 Monday, October 24

Wednesday, October 26

#### **Mailers**

Postcards sent to low-income housing mailing zones

Friday, October 14

Thursday, October 13

#### **Social Media**

#### English

Facebook Event (paid boost through Nov. 9)Facebook post (general notice)

• Tweet (general notice)

Instagram post (general notice)

Facebook post (materials available)

• Tweet (materials available)

Tweet (news release)

Tweet (Title VI report available)

Retweet UW Transportation post

• Tweet (language access info)

Facebook (language access info)

Instagram Story (language access info)

Facebook post (reminder of meeting)

Tweet (reminder of meeting)

Instagram post (reminder of meeting)

Instagram (meeting link)

Monday, October 24
Monday, October 24
Monday, October 24
Friday, October 28
Friday, October 28
Tuesday, November 1
Tuesday, November 1
Wednesday, November 7
Tuesday, November 8
Tuesday, November 8
Wednesday, November 9

Wednesday, November 9

Wednesday, November 9

Wednesday, November 9

Spanish

Tweet (general notice)
 Tweet (materials available)
 Tweet (Title VI report available)
 Tweet (language access info)

Tweet (meeting reminder)

Tweet (meeting link)

Monday, October 24 Friday, October 28 Wednesday, November 2 Monday, November 7 Wednesday, November 9 Wednesday, November 9

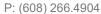
## **Emails to Key Stakeholders**

City of Madison alders

Metro Contracted Partners

Dane County Federation of the Blind

Tuesday, October 25 Tuesday, October 25 Wednesday, October 26





W: mymetrobus.com



Madison Stakeholder Task Force
 Neighborhood Resource Teams
 Commute Card Participants
 Wednesday, October 26
 Thursday, October 27
 Monday, November 7

#### **Emails/Texts**

Rider Alert Email Friday, October 14 Rider Alert Email Friday, October 21 Friday, October 28 Rider Alert Email Tuesday, November 1 Rider Alert Email Friday, November 4 Rider Alert Email Text Message (English/Spanish) Monday, October 24 Wednesday, November 2 Text Message (English/Spanish) Final Reminder Email Wednesday, November 9 Final Reminder Text (English/Spanish) Wednesday, November 9

### **UW Transportation Outreach**

UW Transportation's marketing team also distributed public hearing information through their own channels to both UW employees and students.