



# Public Hearing (March 11) – Outreach

## Proposed Service Updates – August, 2020

### Notices/News Releases/Print

- Legal Notice (Wisconsin State Journal) Friday, February 7
- Flyers installed on buses Tuesday, February 25
- Signs installed at on Cap/Square and transfer points Tuesday, February 18
- Sign posted at Sherman Park/Ride shelter Wednesday, February 26
- Signs installed on affected stops Saturday, February 29
- State Journal print ad Wednesday, March 4
- Daily Cardinal print ad Thursday, March 5
- Badger Herald print ad Tuesday, March 3
- Press Release Monday, March 9

### Online

- Posted on Metro website Friday, February 14
- City of Madison online calendar Monday, February 17
- City Transportation website – highlight section Monday, February 17

### Email Alerts

- Rider Alert Monday, February 17
- Rider Alert Monday, February 24
- Rider Alert Monday, March 9

### Emails to Key Stakeholders

- City of Madison Alders Friday, February 14

### Text Alerts

- English/Spanish Tuesday, February 18
- English/Spanish Tuesday, March 10

### Social Media

- Twitter/Facebook Tuesday, February 18
- Twitter/Facebook - Route 3 message Wednesday, February 19
- There were other postings not listed here