



Public Hearing – Outreach

Proposed Service Updates – February, 2021

Notices/News Releases/Print

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|------------------------------------------------|-----------------------|
| • Legal Notice (Wisconsin State Journal) | Friday, November 6 |
| • Print Ad in Badger Herald Digital Newsletter | Tuesday, November 11 |
| • Print Ad in Badger Herald Digital Newsletter | Friday, November 20 |
| • Print Ads WI State Journal | Wednesday, December 2 |
| • Print Ads Capital Times | Wednesday, December 2 |
| • Legal Notice | Friday, January 8 |
| • WI State Journal | Sunday, January 31 |
| • Posters at Bus Shelters Downtown | Monday, January 25 |
| • Middleton Times | Thursday, February 4 |
| • Digital Ads Badger Herald | Tuesday, February 2 |
| • Capital Times | Wednesday, February 3 |
| • Digital Ads Badger Herald | Friday, February 5 |
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Note: due to daily fogging of buses, we are unable to install paper flyers inside buses

Online

- | | |
|-----------------------------------|------------------------|
| • Posted on Metro website | Friday, November 6 |
| • Spanish Page online | Friday, November 6 |
| • City of Madison online calendar | Friday, November 6 |
| • Facebook Event | Wednesday, November 11 |
| • Online | Friday, December 11 |
| • Facebook Post | Friday, January 29 |
| • Twitter Post | Friday, January 29 |
| • Instagram Post | Friday, January 29 |
| • Daily Cardinal Instagram | Wednesday, February 3 |
| • Daily Cardinal Twitter | Wednesday, February 3 |
| • Facebook Post | Friday, February 5 |
| • Twitter Post | Friday, February 5 |
| • Spanish Twitter Post | Friday, February 5 |
| • Instagram Post | Friday, February 5 |
| • Facebook Post | Monday, February 8 |
| • Twitter Post | Monday, February 8 |
| • Spanish Twitter | Monday, February 8 |
| • Instagram Post | Monday, February 8 |
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Email Alerts

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|-------------------------------------|----------------------|
| • Email sent to Neighborhood Assoc. | Monday, January 11 |
| • Metro Rider Alert | Tuesday, December 22 |



- Metro Rider Alert
- Metro Rider Alert
- Metro Rider Alerts
- Metro Rider Alerts

Monday, January 11
Friday, January 15
Friday, January 22
Friday, February 5

Emails to Key Stakeholders

- City of Madison Alders
- Unlimited Pass Partners

Wednesday, November 11
Wednesday, November 11

Text Alerts

- Text (English)
- Text (Spanish)
- Text (English)
- Text (Spanish)
- Text (English)
- Text (Spanish)

Wednesday, November 11
Wednesday, November 11
Friday, February 5
Friday, February 5
Monday, February 8
Monday, February 8