



Public Hearing – Outreach

Proposed Service Updates – August, 2020

Notices/News Releases/Print

- | | |
|---|------------------------|
| • Legal Notice (Wisconsin State Journal) | Friday, September 11 |
| • Flyers posted outside of Admin. Office | Monday, September 14 |
| • Flyers sent with all pass orders | Ongoing |
| • Signs installed at affected bus stops and transfer points | Saturday, September 19 |
| • Outside bus ads installed on 15 buses | Saturday, September 19 |
| • News release sent | Friday, October 2 |

Note: due to daily fogging of buses, we are unable to install paper flyers inside buses

Online

- | | |
|---|-----------------------|
| • Posted on Metro website | Friday, September 4 |
| • Spanish Page online | Friday, September 4 |
| • City of Madison online calendar | Thursday, September 8 |
| • Cityofmadison.com – highlight section | Monday, April 8-24 |

Email Alerts

- | | |
|--------------------------------------|-------------------------|
| • Rider Alert sent | Friday, September 11 |
| • Email sent to Neighborhood Assoc. | Monday, September 14 |
| • Email sent to Commute Card Clients | Wednesday, September 16 |
| • Rider Alert sent | Friday, September 18 |
| • Rider Alert sent | Friday, September 25 |
| • Rider Alert sent | Friday, October 5 |

Emails to Key Stakeholders

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|--------------------------|----------------------|
| • City of Madison Alders | Monday, September 14 |
| • Service Partners | Thursday, October 1 |
| • Past service partners | Thursday, October 1 |

Text Alerts

- | | |
|------------------|-------------------------|
| • Text (English) | Friday, September 11 |
| • Text (Spanish) | Friday, September 11 |
| • Text (English) | Wednesday, September 23 |
| • Text (Spanish) | Wednesday, September 23 |
| • Text (English) | Wednesday, September 30 |
| • Text (Spanish) | Wednesday, September 30 |



Social Media

- Facebook Post
- Twitter Public Hearing
- Spanish Twitter
- Facebook Post
- Twitter Post
- Twitter Spanish
- Instagram Post

Monday, September 21
Monday, September 21
Monday, September 21
Wednesday, September 30
Wednesday, September 30
Wednesday, September 30
Wednesday, September 30