



Public Outreach Plan

Proposed Service Updates – August, 2020

Notices/News Releases/Print

- Legal Notice (Wisconsin State Journal)
- Install bus flyers
- Install signs at as many affected bus stops as possible
- Install signs at transfer points
- Install special Route 3 message sign at East and West TP
- Install sign at shelter on Sherman/Northport
- Install signs in UW campus shelters
- State Journal print ad
- La Comunidad print ad
- Print/online ads in UW campus publications
- Press Release

Friday, February 7

Online

- Posted on Metro website
- City of Madison online calendar
- Cityofmadison.com – highlight section

Thursday, February 13

Email Alerts

- Include in weekly Rider Alert Email

Starts, Friday, February 14

Emails to Key Stakeholders

- Will work with UW to see if there are email distribution possibilities
- City of Madison Alders
- Neighborhood Resource Teams

Text Alerts

- Series of alerts

Start Thursday, February 13

Social Media

- Series of posts highlighting individual changes

Start Thursday, February 13