



# Public Participation Plan

## Metro Public Hearing – Redesign Items

Wednesday, November 9 – 6:00 pm

### Outreach Goals

- **Notify public of virtual public hearing** to approve Title VI/equity analysis, bus stop plan, and route naming structure and start/stop times.
- **Encourage feedback in advance** – emphasizing that feedback collected ahead of time by phone, email, etc. is weighed with as much importance as testimony at public hearing
- **Encourage engagement parties** at area community centers and gathering places. Also encourage watch party organizers to let Metro staff know of engagement center locations so that it can be promoted and printed information can be distributed ahead of time.

### Legal Notice

Meeting will be officially noticed in Wisconsin State Journal (Thursday, October 13, 2022)

### Online Information

- (Starting Thursday, October 13) Meeting details, materials in multiple languages, zoom registration information all posted at [mymetrobus.com/public hearing](http://mymetrobus.com/public_hearing)

### News Release

To be sent two weeks prior to hearing when all materials are available online.

### Printed Materials

- Flyers will be posted on buses and online.
- Flyers will also be included in all mailings (printed schedule requests and pass sales) to customers between now and the hearing.
- Flyers, the Title VI equity analysis, bus stop plan and route name information will be distributed to all Madison library locations, as well as libraries in Fitchburg, Middleton, and Sun Prairie
- Information packs will be distributed to any engagement party registrants including same materials distributed to libraries along with instructions on how to access Zoom alternate language options. Packs will also be posted online with links distributed in all announcement emails.

### Signage

- Vinyl posters inside buses (where space available)
- Posters at transfer points, Metro reception desk, various bus stop poles, and heavily-used shelters such as on the Capitol Square, State St., and UW campus.



## Signage (continued)

- Posters also posted/distributed to area laundromats and grocery stores

## Social Media

- (Starting October 13) Multiple posts on Twitter, Instagram, and Facebook.
- Additional paid Facebook posts
- Facebook event created

## Paid Advertising

- Wisconsin State Journal/Capital Times, Middleton, Verona, Sun Prairie, Fitchburg newspapers
- UW campus, Madison College newspaper/websites
- La Movidia radio
- Metro bus exteriors
- Madison 365
- Capital City Hues

## Digital Signage

Ads to be run on digital screens at transfer points, Capitol Square, and Madison libraries

## Audio Announcements

Recorded announcements will be played at various times on Metro buses.

## Email/Text Outreach

- Message to all alders, NRT's, neighborhood associations, and Metro's contracting service providers asking for assistance disseminating information
- Multiple emails and texts to be sent to Metro's rider subscription groups
- Emails to be sent to social service agencies as well as area campus student lists
- Emails to be sent to City of Madison Stakeholder Task Force list

## Mailers

- Postcards to be sent to mailing zones that contain low income housing
- Information letters about public hearing and encouragement of engagement parties sent to senior housing and other apartment complexes such as Dryden Terrace, Romnes, Olbrich Apartments, Burr Oaks Senior Apartments, etc.