



## Public Hearing - Outreach Efforts

### Notices/News Releases/Print

- Legal Notice (Wisconsin State Journal) Friday, October 26
- La Comunidad print ad Thursday, November 1
- Flyers installed on buses Wednesday, November 7
- Signs installed at affected bus stops and transfer points Tuesday, November 13
- State Journal print ad Wednesday, November 21
- Press Release Monday, November 26

### Email Alerts

- Rider Alert Email Monday, November 5
- Rider Alert Email Friday, November 9
- Rider Alert Email Friday, November 16
- Detour Alert Email Monday, November 19
- Rider Alert Email Wednesday, November 21

### Text Alerts

- Metro Alert Text Public Hearing Thursday, November 1
- Metro Alert Spanish Text Public Hearing Thursday, November 1
- Metro Alert Text Route 37 changes (Buckeye) Monday, November 5
- Metro Alert Text Route 37 changes (Helgesen) Tuesday, November 6
- Metro Alert Text Route 38 (Oakridge) Thursday, November 8
- Metro Alert Text Route 38 (Dennett) Monday, November 12
- Metro Alert Text Route 38 (Dempsey) Tuesday, November 13
- Spanish Tweet Public Hearing Wednesday, November 21

### Social Media

- Facebook post Public Hearing Notice Thursday, November 1
- Twitter Post Public Hearing Thursday, November 1
- Facebook post Route 37 changes (Buckeye) Monday, November 5
- Twitter post Route 37 changes (Buckeye) Monday, November 5
- Facebook post Route 37 changes (Helgesen) Tuesday, November 6
- Facebook post Route 38 (Oakridge) Thursday, November 8
- Twitter post Route 38n (Oakridge) Thursday, November 8
- Twitter post Route 37 changes (Helgesen) Tuesday, November 6
- Twitter post Route 38 (Dennett) Monday, November 12
- Facebook post Route 38 (Dennett) Monday, November 12
- Spanish Twitter post Route 38 (Dennett) Monday, November 12
- Facebook post Route 38 (Dempsey) Tuesday, November 13
- Twitter post Route 38 (Dempsey) Tuesday, November 13
- Spanish Twitter post Route 38 (Dempsey) Tuesday, November 13
- Facebook Public Hearing Post Wednesday, November 21
- Tweet Public Hearing Post Wednesday, November 21