



## **PUBLIC HEARING OUTREACH** **PROPOSED FARE INCREASE**

**Monona Terrace**  
**Wednesday, May 11, 6:00 PM**

- Legal notice 4/11/16
- Posted on website. Info in English, Spanish, Hmong 4/18/16
- Tweet Scheduled 4/18/16
- Tweet Scheduled (Spanish) 4/18/16
- Text message sent to Rider Alert group 4/18/16
- Rider Alert email sent (English and Spanish) 4/18/16
- Email sent to UW and MATC groups 4/19/16
- Text message sent to UW/MATC groups 4/19/16
- Flyers distributed at the Dane Co. Farmer's Market (English, Spanish, Hmong) 4/20/16
- Flyers sent for interlibrary distribution (English, Spanish, Hmong) 4/20/16
- Hmong tweet 4/21/16
- Rider Alert email sent (English and Spanish) 4/22/16
- Paratransit Alert email sent 4/22/16
- Tweet Scheduled 4/23/16
- Tweet Scheduled (Spanish) 4/23/16
- Tweet Scheduled (Hmong) 4/23/16
- Email sent to the Neighborhood Association 4/25/16
- Email sent to Commute Card Clients 4/25/16
- Email outreach to pass program contacts 4/25/16
- Poster displayed at reception window 4/25/16
- Flyers distributed at MATC Truax Commuter Alternatives Event (English, Spanish, Hmong) 4/26/16
- Flyers posted at transfer points 4/26/16
- Tweet scheduled 4/26/16
- Tweet scheduled in Spanish 4/26/16
- Tweet scheduled in Hmong 4/26/16
- Flyers posted on buses (English/Spanish) 4/26/16
- Flyers distributed at Dane Co. Farmer's Market (English, Spanish, Hmong) 4/27/16
- Spanish radio ads on WLMV 4/27/16 – 5/10/16
- Text message sent 4/28/16
- Text message sent (Spanish) 4/28/16

- Email sent to Theresa-Hammersley NRT 4/28/16
- Rider Alert Email 4/29/16
- ¼ page ad in Voz Latina Newspaper 4/29/16
- Tweet scheduled 4/29/16
- Tweet scheduled in Spanish 4/29/16
- Tweet scheduled in Hmong 4/29/16
- Facebook post scheduled (English, Spanish) 4/29/16
- Online ads (Fitchburg Star) 4/29/16–5/11/16
- Print ad in Daily Cardinal 5/2/16
- Facebook post pinned to front (English, Spanish) 5/2/16
- News Release (English) 5/2/16
- Print ad in Badger Herald 5/3/16
- ¼ page ad in Wisconsin State Journal 5/4/16
- Print ad in Madison College – Clarion 5/4/16
- Ads on Channel3000.com 5/1/16 – 5/10/16
- Ad in Verona newspaper 5/5/16
- Print ad in Verona Press newspaper 5/5/16
- Rider Alert Email sent 5/6/16
- Tweet scheduled 5/9/16
- Tweet scheduled in Spanish 5/9/16
- Tweet scheduled in Hmong 5/9/16
- Rider Alert Email sent – Reminder 5/10/16
- Text message sent – Reminder 5/10/16