

Promoting Draft Plan and Community Meetings

Radio

15 and 30 sec radio spots (426 total commercials)

March 1 – April 1

Stations: LaMovida, 93.1, Magic 98,

WMMM, WOLX, Z104, WIBA-AM, Star Country

Digital Ads

March 21 – April 10

- In-app mobile device display ads
- OTT streaming TV ads
- Google adword campaign

Online

- Posted on Metro website
- Spanish Page online
- City of Madison online calendar

Thursday, February 3

Monday, February 7

Saturday, February 12

Email Alerts

Started Friday, February 4

Email alerts were sent weekly to Metro's subscriber list.
(Approximately 4,000 subscribers)

Emails to Key Stakeholders

- Metro Service Partners
- Boys and Girls Club
- Centro Hispano

Wednesday, February 2

Wednesday, April 6

Wednesday, April 6

Library Information

Started Thursday, February 17

- Library screen ads
- Started bringing over materials for display
- Including draft plan (English, Spanish, Hmong), large system maps, individual maps, printed surveys (English, Spanish, Hmong)

Text Alerts

- Middleton Meeting
- Southside Meeting

Monday, March 21

Thursday, March 17

Network Redesign Plan – Outreach

Text Alerts Continued...

- | | |
|-------------------------------|-----------------------|
| • District 14 Meeting | Monday, March 14 |
| • Northside Meeting | Wednesday, March 9 |
| • Meeting recording available | Friday, February 25 |
| • Community meeting reminder | Thursday, February 24 |
| • Draft plan reminder | Friday, February 18 |
| • Community meeting | Friday, February 4 |
| • Draft plan | Wednesday, February 2 |

Print

- | | |
|--|------------------------|
| • Sign at front desk | Wednesday, February 16 |
| • Signs at approx. 350 busy stop and shelter locations | Tuesday, February 22 |
| • Flyers on buses | Wednesday, February 16 |
| • Surveys on buses | Monday, February 28 |
| • Fitchburg newspaper ad | Friday, March 11 |
| • Middleton newspaper ads | Monday, March 14 |
| • Middleton Buyers' Guide | Thursday, March 17 |
| • Wisconsin State Journal ad | Sunday, March 13 |
| • Capital Times ad | Wednesday, March 16 |
| • Reminder flyer on bus | Wednesday, April 6 |
| • Reminder poster (select bus shelter) | Wednesday, April 6 |

Postcards

Week of March 21

Sent postcards to post office mailing zones that contained low-income housing

- 20 post office zones
- Approximately 14,000 cards
- Total household incomes up to \$75,000

Social Media (Facebook, Twitter, Twitter-Spanish, Instagram)

- | | |
|------------------------|---------------------------------|
| • Paid Facebook ad | Friday, Feb 11 – Friday, Feb 18 |
| • Draft Plan Available | Friday, February 18 |
| • Meeting Details | Tuesday, February 22 |
| • Meeting Reminder | Thursday, February 24 |
| • Meeting Live | Thursday, February 24 |
| • Meeting Recording | Friday, February 25 |
| • Draft Plan | Tuesday, March 1 |
| • Survey | Monday, March 7-10 |
| • Northside meeting | |
| • Southside meeting | Thursday, March 14 |

Network Redesign Plan – Outreach

Social Media (Facebook, Twitter, Twitter-Spanish, Instagram) Continued...

- | | |
|---------------------|---------------------|
| • Meetings reminder | Tuesday, March 22 |
| • Survey Reminder | Wednesday, March 23 |
| • Fitchburg Meeting | Monday, March 28 |
| • Downtown Meeting | Wednesday, March 30 |
| • April Meetings | Monday, April 4 |
| • Survey Reminder | Thursday, April 7 |
| • UW Meeting | Thursday, April 14 |
| • Meeting Reminder | Monday, April 25 |

Facebook Events (Most with Paid Boosts)

- Community Meeting
- Northside Meeting
- Southside Meeting
- Middleton Meeting
- Near Westside Meeting
- UW Student/ Employee Meeting
- Far East Side Meeting
- Fitchburg Meeting
- Downtown Meeting
- Isthmus/ Near East Side Meeting
- Walnut Grove Meeting
- Southside (2nd meeting)
- Far Westside Meeting
- UW Student/ Employee (2nd meeting)
- Far West/ Southwest Side Meeting

Madison College

Thursday, April 14

Email sent to students on Truax, Commercial Ave,
Goodman South campuses (4,090 students)

UW Transportation Outreach

- Emailed every employee bus pass holder directly
- Posted UW Transportation website
- Mentioned at several Campus Transportation Committee meetings with requests to spread word to other networks
- Posters on every campus bus shelter on campus.
- Information pushed to FPM Communications and UW Communications for dissemination campus wide:
 - Published March 1st “Inside UW” newsletter

Network Redesign Plan – Outreach

UW Transportation Outreach Continued...

- Published March 2nd “Working at UW” employee newsletter
- Published March 3rd FPM employee newsletter
- Probably other places too, those are just the ones I found on first glance

UW ASM Outreach

Email sent on Wednesday, April 13 to whole student body (49,000 students)