



Public Outreach

Metro Public Hearing – Redesign Items Wednesday, November 9, 2022 – 6:00 pm

Legal Notice

Posted on Metro Website

News Release (English/Spanish)

Monday, October 10
Thursday, October 13
Tuesday, November 1

Paid Advertising

- Fitchburg Star
- Middleton Times
- Wisconsin State Journal
- Madison.com
- Capital City Hues
- Verona Press
- The Capital Times
- The Badger Herald
- Sun Prairie
- Badger Herald e-newsletter
- Madison 365
- La Movida (Spanish radio)

Friday, October 14
Thursday, October 27
Sunday, October 30
Wednesday, October 26
Monday, October 31
Thursday, November 3
Wednesday, November 2
Tuesday, November 1
Friday, November 4
Friday, November 4
October 30 – November 5
October 25 – November 9

Print Signage

- Color ads inside buses
- Ads on bus exteriors (English/Spanish)
- Posters at shelters and busy bus stops
- Posters at grocery/convenience stores, laundromats, etc.

Thursday, October 13
Thursday, October 13
Monday, October 17

Monday, October 17

Digital Signage

- Madison Libraries
- Metro Transfer Points
- Metro Capitol Square Shelters

Friday, October 25
Monday, October 17
Monday, October 17

Audio Announcements

Recorded announcements played on buses
(English/Spanish/Hmong/Chinese)

Tuesday, November 8



Printed Materials

- Flyers included in pass order and route/schedule mailings Thursday, October 13
- Flyers on buses Monday, October 24
- Distributed to all Madison, Fitchburg, Middleton, and Sun Prairie library locations Wednesday, October 26

Mailers

- Postcards sent to low-income housing mailing zones Friday, October 14

Social Media

English

- Facebook Event (paid boost through Nov. 9) Thursday, October 13
- Facebook post (general notice) Monday, October 24
- Tweet (general notice) Monday, October 24
- Instagram post (general notice) Monday, October 24
- Facebook post (materials available) Friday, October 28
- Tweet (materials available) Friday, October 28
- Tweet (news release) Tuesday, November 1
- Tweet (Title VI report available) Tuesday, November 1
- Retweet UW Transportation post Wednesday, November 2
- Tweet (language access info) Monday, November 7
- Facebook (language access info) Tuesday, November 8
- Instagram Story (language access info) Tuesday, November 8
- Facebook post (reminder of meeting) Wednesday, November 9
- Tweet (reminder of meeting) Wednesday, November 9
- Instagram post (reminder of meeting) Wednesday, November 9
- Instagram (meeting link) Wednesday, November 9

Spanish

- Tweet (general notice) Monday, October 24
- Tweet (materials available) Friday, October 28
- Tweet (Title VI report available) Wednesday, November 2
- Tweet (language access info) Monday, November 7
- Tweet (meeting reminder) Wednesday, November 9
- Tweet (meeting link) Wednesday, November 9

Emails to Key Stakeholders

- City of Madison alders Tuesday, October 25
- Metro Contracted Partners Tuesday, October 25
- Dane County Federation of the Blind Wednesday, October 26



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- Madison Stakeholder Task Force Wednesday, October 26
 - Neighborhood Resource Teams Thursday, October 27
 - Commute Card Participants Monday, November 7

Emails/Texts

- Rider Alert Email Friday, October 14
- Rider Alert Email Friday, October 21
- Rider Alert Email Friday, October 28
- Rider Alert Email Tuesday, November 1
- Rider Alert Email Friday, November 4
- Text Message (English/Spanish) Monday, October 24
- Text Message (English/Spanish) Wednesday, November 2
- Final Reminder Email Wednesday, November 9
- Final Reminder Text (English/Spanish) Wednesday, November 9

UW Transportation Outreach

UW Transportation's marketing team also distributed public hearing information through their own channels to both UW employees and students.