



Public Hearing – Outreach

Proposed Service Updates – August, 2021

Public Meeting

- An informational meeting was held to introduce fare collection project and answer initial questions Wednesday, July 21

Notices/News Releases/Print

- Legal Notice (Wisconsin State Journal) Saturday, July 24
- Flyers posted at transfer points, Capitol Square, State St. Monday, July 26
- Display page ad (Wisconsin State Journal) Sunday, July 25
- Display ad (Cap Times) Wednesday, July 28

Online

- Posted on Metro website Wednesday, July 21
- Mentioned at virtual public meeting Wednesday, July 21
- Posted Spanish Page online Thursday, July 22
- Facebook event Tuesday, July 27
- City of Madison online calendar Wednesday, July 28
- Posted on Digital Screens Thursday, July 29
- Posted on Digital Driver Screen Thursday, July 29

Social Media

- Facebook Post Thursday, July 22
- Twitter Post Thursday, July 22
- Spanish Twitter Post Thursday, July 22
- Instagram Post Thursday, July 22
- Mention in Facebook Post Wednesday, July 28
- Mention in Twitter Post Wednesday, July 28
- Spanish Twitter Post Wednesday, July 28
- Instagram Post Wednesday, July 28
- Facebook Post Saturday, July 31
- Twitter Post Saturday, July 31
- Spanish Twitter Post Saturday, July 31
- Facebook Post Monday, August 2
- Twitter Post Monday, August 2
- Spanish Twitter Post Monday, August 2
- Instagram Post Monday, August 2

Email Alerts

- Rider Alert sent Friday, July 23
- Email sent to Neighborhood Assoc. Tuesday, July 27
- Rider Alert sent Friday, July 30



Emails to Key Stakeholders

- City of Madison Alders

Wednesday, July 28

Text Alerts

- Text (English)
- Text (Spanish)
- Text (English)
- Text (Spanish)

Friday, July 23

Friday, July 23

Wednesday, July 28

Wednesday, July 28