

Network Redesign Public Hearing Outreach

Public Hearing Date: Tuesday, May 31, 2022

NOTE: Outreach for this public hearing was just one part of a much larger public outreach campaign for the draft network redesign, which included promoting a final Q&A community meeting on May 19, 2022.

To make sure it was understood that the May 19 meeting was different than the final public hearing on May 31, we waited until after May 20 to do an exclusive promotion. The public hearing was mentioned several times in all previous meetings.

Legal Notice – *posted Friday, April 29*

Homepage of Metro website – *posted Wednesday, April 27*

Created City Event Page – *posted Wednesday, April 27*

Paid Facebook advertisements – *posted Friday, May 20 through Tuesday, May 31*

Other Social Media Posts - *Facebook, Twitter, Instagram posts (week of 5/23)*

Wisconsin State Journal ad – *in Sunday, May 22 and Sunday, May 29 newspapers*

Capital Times ad - *in Wednesday, May 25 newspaper*

Web notification banner on all route pages – *posted Monday, May 2*

City of Madison website highlight – *live on May 9*

Paper flyers installed on buses week – *installed the week of May 16*

Posters at the Metro front desk – *posted Wednesday, May 18*

Press Release – *posted Tuesday, May 24*

Digital screen ads at transfer points and Capitol Square - *posted Friday, May 20*

Text message to Metro’s rider notification system – *text sent Tuesday, May 24*

Staff emails - *sent Tuesday, May 24*

- Neighborhood Resources Teams
- Neighborhood Groups
- Commute Card Participants
- Metro Service Partners

Metro Rider Alert emails on 4/29, 5/6, 5/13, 5/19, 5/20 and 5/27 (*scheduled*) to the following groups:

- Metro’s general rider alert list
- Detour Alerts

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- Employment Opportunities
- Network Redesign Updates
- University of Wisconsin Service Alerts
- Epic Systems Service Alerts
- Bus Rapid Transit Updates
- Along with various route specific lists