

# February 2024 Outreach Summary

Event Date	Name of Event/Activity and Location	Date Publicized And Communication Method (Public Notice, Posters, Social Media, etc.)	Outreach/Communication Method (Meeting, Focus Group, Survey, etc.)	Staff	Notes
2/1/24	E/W BRT Virtual meeting for Downtown areas	1/22/24 Metro Social Media	Rider Updates, social media, etc.	Delfina	Service changes, detours, Information about BRT upcoming outreach events.
2/3/24	Navigate the Bus System at Sequoya Library	Social media: 1/29/24, Rider Updates 1/26/24 Library materials and Website: 1/5/24	In-person one-on-one sessions in English and Spanish	Uriel Shanae	Trip Planning one-on-one conversations, discussion of E/W BRT, Fare Tecnology, etc.  Attendees: 10
2/8/24	Transportation Options at Central Library	Social media: 1/29/24, Rider Alert Updates 1/26/24 Library materials and Website: 1/5/24	In-person one-on-one sessions in English and Spanish	Uriel Shanae Sara Delfina MPO-Zia and Kayla Traffic Engineering: Colleen	Trip planning, BRT information, RoundTrip and emergency ride home/carpooling. Questions about service providers and fare upgrades (Operation Fresh Start and IRIS)  Attendees: 4
2/8/24	Warner Park Resource Fair	Social media: 1/29/24, Rider Updates 1/26/24	In-person one-on-one sessions in English and Spanish. Children's activities and N/S	Uriel Shanae	Warner Park: Why BRT stations in middle— understand quickly. Excited about BRT and Bike/Ped improvements. Safety features E Wash &

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			BRT feedback on station locations		<p>Wright (intersection area with underground tunnel is only way to ped cross). No international BRT stop. How will motorists know when/if they can use bus lane (peak hours, will there be signage?)</p> <p>The Route L comments: Good to have direct route to MATC , but it doesn't start early enough and it is not frequent enough. Another L route comment was about how it doesn't connect with any other routes in a timely fashion. This gentleman walked home on streets that have no sidewalks.</p> <p>Survey for N/S BRT Stations:</p> <p>Packers/Dryden-Northport 2  Troy/Northport: 1  International: 1  Sherman: 4  School Road: 1  Suggested: Coolidge, Schlingen, and not international</p>
2/13/24	Notice of Public Hearing, Scheduled 3/16/24	Public Notice Madison.com/Wisconsin State Journal and The Capitol Times.	Newspaper/Local news outlets	Mick	

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2/13/24	South Side NRT meeting—Urban League Black Business Hub	Email; NRT group	In-Person	Uriel Shanae	Approximately 25 attendees from city agencies and area stakeholders. Provided update on South Transfer Point structure removal and tour of Black Business Hub
2/13/24	Transportation Options Pinney Library	Rider Updates 2/9/24 Library materials and Website: 1/5/24  Madison MPO Newsletter 2/5/24	In-person one-on-one sessions in English and Spanish	Uriel Shanae MPO-Zia and Kayla Traffic Engineering: Colleen	Trip planning, BRT information, RoundTrip and emergency ride home/carpooling. Questions about service providers and fare upgrades. Older adults with questions about reduced fares, requests for improvements to the L route. Information about public hearing.  Attendees: 10
2/14/24	Arbor Hills/Leopold NRT meeting (Virtual)	Email; NRT group	Virtual Meeting	Shanae	Approximately 25 attendees from city agencies and area stakeholders. Provided update on South

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					Transfer Point structure removal, plans for the Leopold Community Supper event for outreach.
2/16/24	Elver Park/Park Ridge NRT	Email; NRT group	Virtual Meeting	Shanae	Approximately 25 attendees from city agencies and area stakeholders. Discussion largely around housing concerns. Requests to provide summer youth passes for summer through community center. This was a discussion point last year.
2/19/24	Navigate the Bus System at Central Library	Social media: 2/14/24, Rider Updates 2/16/24 Library materials and Website: 1/5/24	In-person one-on-one sessions in English and Spanish	Shanae	Trip Planning one-on-one conversations, discussion of E/W BRT.  Attendees: 1
2/20/24	JustDane Reentry Service Fair (for previously incarcerated individuals) at Madison College Goodman South Campus	2/20/24 (JustDane Instagram and Facebook)	In-person one-on-one sessions in English and Spanish	Uriel Shanae	Trip Planning one-on-one conversations, discussion of educed fare passes, Fare Tecnology, etc. E/W and N/S BRT. Information about public hearing.  Attendees:35
2/23/24	Navigate the Bus System at Sequoya Library	Social media: 2/20/24, Rider Alert Updates 2/20/24	In-person one-on-one sessions in English and Spanish	Uriel Shanae	Trip Planning one-on-one conversations, discussion of E/W BRT, Fare Tecnology, etc. Older Adults with questions about reduced fares. Excitement of more accessible fare for older adults. Information about public hearing.

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					Attendees: 10
2/23/24	Public Hearing Notification	Social Media: Facebook, X, and Instagram 2/23/24	Rider Alert email	Delfina	Service changes, detours, Information about public hearing and upcoming outreach events.
2/27/24	Navigate the Bus System at Meadowridge Library	Social media: 2/20/24, Rider Alert Updates 2/23/24	In-person one-on-one sessions in English and Spanish	Uriel	<p>Trip Planning one-on-one conversations, discussion of E/W BRT, Fare Tecnology, etc.</p> <p>Comments: Attendees were wondering what safety features there will be for crossing the middle BRT Bus stations. Information about public hearing.</p> <p>Want service in Waunakee.</p> <p>Much excitement for the launch of BRT</p> <p>Attendees: 6</p>
2/29/24	Navigate the Bus System at Meadowridge Library	Social media: 2/20/24, Rider Alert Updates 2/23/24	In-person one-on-one sessions in English and Spanish	Uriel Shanae	<p>Trip Planning one-on-one conversations, discussion of E/W BRT, Fare Tecnology, etc.</p> <p>Comments: Walking difficult for some in Allied Drive area, concerns for lack of coverage on the D(2). Paratransit. E/W BRT and pedestrian questions. Trip planning.</p>

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					Much excitement for the launch of BRT Attendees: 4