



Public Hearing – Outreach

Proposed Service Updates – August, 2020

Notices/News Releases/Print

- Legal Notice (Wisconsin State Journal) Friday, September 11
- Flyers posted outside of Admin. Office Monday, September 14
- Flyers sent with all pass orders Ongoing
- Signs installed at affected bus stops and transfer points Saturday, September 19
- Outside bus ads installed on 15 buses Saturday, September 19

Note: due to daily fogging of buses, we are unable to install paper flyers inside buses

Online

- Posted on Metro website Friday, September 4
- Spanish Page online Friday, September 4
- City of Madison online calendar Thursday, September 8

Email Alerts

- Rider Alert sent Friday, September 11
- Email sent to Neighborhood Assoc. Monday, September 14
- Email sent to Commute Card Clients Wednesday, September 16
- Rider Alert sent Friday, September 18
- Rider Alert sent Friday, September 25
- Rider Alert sent Friday, October 5
- Email reminder sent Tuesday, October 13

Emails to Key Stakeholders

- City of Madison Alders Monday, September 14
- Service Partners Thursday, October 1
- Past service partners Thursday, October 1

Text Alerts

- Text (English) Friday, September 11
- Text (Spanish) Friday, September 11
- Text (English) Wednesday, September 23
- Text (Spanish) Wednesday, September 23
- Text (English) Wednesday, September 30
- Text (Spanish) Wednesday, September 30
- Text (English) Tuesday, October 13
- Text (Spanish) Tuesday, October 13
- Text (English) Wednesday, October 14
- Text (Spanish) Wednesday, October 14



Social Media

- Facebook Post
 - Twitter Public Hearing
 - Twitter Spanish
 - Facebook Post
 - Twitter Post
 - Twitter Spanish
 - Instagram Post
 - Twitter Post
 - Twitter Spanish
 - Facebook Post
 - Twitter Post
 - Twitter Spanish
 - Facebook Post
- Monday, September 21
Monday, September 21
Monday, September 21
Wednesday, September 30
Wednesday, September 30
Wednesday, September 30
Wednesday, September 30
Tuesday, October 13
Tuesday, October 13
Tuesday, October 13
Wednesday, October 14
Wednesday, October 14
Wednesday, October 14