



# Public Hearing – Outreach

## Proposed Service Updates – August, 2019

### Notices/News Releases/Print

- Legal Notice (Wisconsin State Journal) Friday, March 22
- Flyers installed on buses Thursday, April 4
- Signs installed at affected bus stops and transfer points Wednesday, April 10
- Direct mail postcards to households along routes proposed for elimination Wednesday, April 10
- Sign posted at Sherman Park/Ride shelter Monday, April 15
- State Journal print ad Wednesday, April 17
- Press Release Wednesday, April 17

### Online

- Posted on Metro website Friday, March 29
- City of Madison online calendar Thursday, April 4
- Cityofmadison.com – highlight section Monday, April 8-24

### Email Alerts

- Rider Alert sent Thursday, April 4
- Rider Alert sent Friday, April 12
- Specific message to Route 29 subscribers Friday, April 12
- Specific message to Route 6 subscribers Friday, April 12
- Specific message to Route 25 subscribers Friday, April 12
- Specific message to Route 31,34,39 subscribers Monday, April 15
- Rider Alert sent Friday, April 19

### Emails to Key Stakeholders

- Madison Metropolitan School District Monday, April 8
- City of Madison Alders Tuesday, April 9
- Madison College Wednesday, April 10

### Text Alerts

- Text (English) Wednesday, April 3
- Text (Spanish) Wednesday, April 3
- Text (English) Wednesday, April 10
- Text (Spanish) Wednesday, April 10
- Text (English) Monday, April 15
- Text (Spanish) Monday, April 15
- Text (English) Wednesday, April 17
- Text (Spanish) Wednesday, April 17
- Text (English) Friday, April 19
- Text (Spanish) Friday, April 19



## Social Media

- Facebook Post Public Hearing Wednesday, April 3
- Twitter Public Hearing Wednesday, April 3
- Spanish Twitter Public Hearing Wednesday, April 3
- Facebook Post Friday, April 5
- Twitter Post Friday, April 5
- Spanish Twitter Friday, April 5
- Facebook Post Tuesday, April 9
- Twitter Post Tuesday, April 9
- Spanish Twitter Tuesday, April 9
- Facebook Post Wednesday, April 10
- Twitter Post Wednesday, April 10
- Twitter Post (Spanish) Wednesday, April 10
- Instagram Post Wednesday, April 10
- Twitter Post (English) Monday, April 15
- Twitter Post (Spanish) Monday, April 15
- Facebook Post Wednesday, April 17
- Twitter Post Wednesday, April 17
- Facebook Post Monday, April 22
- Twitter Post Monday, April 22
- Twitter Post (Spanish) Monday, April 22
- Facebook Post Wednesday, April 24
- Twitter Post Wednesday, April 24
- Twitter Post (Spanish) Wednesday, April 24