



Public Outreach

Metro Public Hearing – December Service Adjustments

Wednesday, September 27 – 6:00 pm

General

- Legal Notice Friday, August 25
- Posted on Metro Website Friday, August 25
- News Release (English/Spanish) Friday, September 22

Paid Advertising

- Wisconsin State Journal Sunday, September 24
- The Capital Times Wednesday, September 20

Printed Materials

- Flyers on buses Friday, September 1
- Posters at stop locations Friday, September 1

Social Media

English

- Facebook post (Title VI) Friday, August 25
- Facebook post (general notice) Thursday, September 7
- Tweet (general notice) Thursday, September 7
- Instagram post (general notice) Thursday, September 7
- Facebook post (reminder) Wednesday, September 13
- Twitter post (reminder) Wednesday, September 13
- Instagram story (reminder) Wednesday, September 13
- Facebook post (public hearing) Monday, September 18
- Twitter post Monday, September 18
- Instagram post Monday, September 18

Spanish

- Tweet (general notice) Friday, August 25
- Tweet (materials available) Thursday, September 7
- Tweet (language access info) Thursday, September 7
- Tweet (meeting reminder) Wednesday, September 13



Emails/Texts

- Rider Alert Email Friday, August 25
- Rider Alert Email Friday, Septemeber 1
- Rider Alert Email Friday, September 8
- Rider Alert Email Friday, September 15
- Rider Alert Email Friday, Septemeber 22
- Text Message (English/Spanish) Tuesday, September 12
- Text Message (English/Spanish) Friday, September 22
- Final Reminder Email Friday, September 22
- Final Reminder Text (English/Spanish) Monday, September 25

Information Sessions

In-person and virtual information sessions were held on Thursday, September 14 for riders to get more information on proposed changes and ask questions of staff.

[Watch Video](#)

UW Transportation Outreach

UW Transportation's marketing team also distributes public hearing information through their own channels to both UW employees and students.