

# **Public Outreach**

# Metro Public Hearing – December Service Adjustments Wednesday, September 27 – 6:00 pm

### General

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

# **Paid Advertising**

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

# **Printed Materials**

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

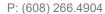
#### **Social Media**

# **English**

Facebook post (Title VI) Friday, August 25 Thursday, September 7 Facebook post (general notice) • 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 Monday, September 18 Twitter post Instagrm 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 Friday, September 8 Rider Alert Email Rider Alert Email Friday, September 15 Friday, Septemeber 22 Rider Alert Email 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.