

Promoting Draft Plan and Community Meetings

Radio

15 and 30 sec radio spots (426 total commercials)
Stations: LaMovida, 93.1, Magic 98,
WMMM, WOLX, Z104, WIBA-AM, Star Country

March 1 – April 1

Digital Ads

- In-app mobile device display ads
- OTT streaming TV ads
- Google adword campaign

March 21 – April 10

Online

- Posted on Metro website
- Spanish Page online
- City of Madison online calendar

Thursday, February 3
Monday, February 7
Saturday, February 12

Email Alerts

Email alerts were sent weekly to Metro’s subscriber list.
(Approximately 4,000 subscribers)

Started Friday, February 4

Emails to Key Stakeholders

- Metro Service Partners
- Boys and Girls Club
- Centro Hispano

Wednesday, February 2
Wednesday, April 6
Wednesday, April 6

Library Information

- Library screen ads
- Started bringing over materials for display
- Including draft plan (English, Spanish, Hmong),
large system maps, individual maps, printed
surveys (English, Spanish, Hmong)

Started Thursday, February 17

Text Alerts

- Middleton Meeting
- Southside Meeting

Monday, March 21
Thursday, March 17

Network Redesign Plan – Outreach

Text Alerts Continued...

- District 14 Meeting Monday, March 14
- Northside Meeting Wednesday, March 9
- Meeting recording available Friday, February 25
- Community meeting reminder Thursday, February 24
- Draft plan reminder Friday, February 18
- Community meeting Friday, February 4
- Draft plan Wednesday, February 2

Print

- Sign at front desk Wednesday, February 16
- Signs at approx. 350 busy stop and shelter locations Tuesday, February 22
- Flyers on buses Wednesday, February 16
- Surveys on buses Monday, February 28
- Fitchburg newspaper ad Friday, March 11
- Middleton newspaper ads Monday, March 14
- Middleton Buyers' Guide Thursday, March 17
- Wisconsin State Journal ad Sunday, March 13
- Capital Times ad Wednesday, March 16
- Reminder flyer on bus Wednesday, April 6
- Reminder poster (select bus shelter) Wednesday, April 6

Postcards

Sent postcards to post office mailing zones that contained low-income housing

- 20 post office zones
- Approximately 14,000 cards
- Total household incomes up to \$75,000

Week of March 21

Social Media (Facebook, Twitter, Twitter-Spanish, Instagram)

- Paid Facebook ad Friday, Feb 11 – Friday, Feb 18
- Draft Plan Available Friday, February 18
- Meeting Details Tuesday, February 22
- Meeting Reminder Thursday, February 24
- Meeting Live Thursday, February 24
- Meeting Recording Friday, February 25
- Draft Plan Tuesday, March 1
- Survey Monday, March 7-10
- Northside meeting
- Southside meeting Thursday, March 14

Network Redesign Plan – Outreach

Social Media (Facebook, Twitter, Twitter-Spanish, Instagram) Continued...

- Meetings reminder Tuesday, March 22
- Survey Reminder Wednesday, March 23
- Fitchburg Meeting Monday, March 28
- Downtown Meeting Wednesday, March 30
- April Meetings Monday, April 4
- Survey Reminder Thursday, April 7
- UW Meeting Thursday, April 14
- Meeting Reminder Monday, April 25

Facebook Events (Most with Paid Boosts)

- Community Meeting
- Northside Meeting
- Southside Meeting
- Middleton Meeting
- Near Westside Meeting
- UW Student/ Employee Meeting
- Far East Side Meeting
- Fitchburg Meeting
- Downtown Meeting
- Isthmus/ Near East Side Meeting
- Walnut Grove Meeting
- Southside (2nd meeting)
- Far Westside Meeting
- UW Student/ Employee (2nd meeting)
- Far West/ Southwest Side Meeting

Madison College

Thursday, April 14

Email sent to students on Truax, Commercial Ave,
Goodman South campuses (4,090 students)

UW Transportation Outreach

- Emailed every employee bus pass holder directly
- Posted UW Transportation website
- Mentioned at several Campus Transportation Committee meetings with requests to spread word to other networks
- Posters on every campus bus shelter on campus.
- Information pushed to FPM Communications and UW Communications for dissemination campus wide:
 - Published March 1st “Inside UW” newsletter

Network Redesign Plan – Outreach

UW Transportation Outreach Continued...

- Published March 2nd “Working at UW” employee newsletter
- Published March 3rd FPM employee newsletter
- Probably other places too, those are just the ones I found on first glance

UW ASM Outreach

Email sent on Wednesday, April 13 to whole student body (49,000 students)