



Language Assistance Plan

Metro Public Hearing – Redesign Items

Wednesday, November 9 – 6:00 pm

General Summary

- **Printed materials** will be written in plain language and translated into Spanish, Hmong and Chinese.
- **Public Hearing (Live)** On Zoom with ability to choose interpreter channels in Spanish, Hmong, and Chinese. An ASL interpreter will be available. Meeting will be live captioned in English.
- **Public Hearing (Recordings)** Recordings will be available with Spanish, Hmong and Chinese interpretation.

Online Information

- (Starting Thursday, October 13) Meeting details, materials in multiple languages, Zoom registration information all posted at mymetrobus.com/public_hearing

News Release

Spanish release to be sent two weeks prior to hearing when all materials are available online.

Paid Advertising

- La Movida radio
- Metro bus exteriors (Spanish)
- Madison 365
- Capital City Hues

Printed Materials

- Flyers in multiple languages will be posted on buses
- Flyers, a plain language executive summary version of the the Title VI equity analysis will be translated into Spanish, Hmong and Mandarin. Bus stop plan and route name information will also be distributed to all Madison library locations, as well as libraries in Fitchburg, Middleton, and Sun Prairie
- Information packs in multiple languages will be distributed to any engagement party registrants including same materials distributed to libraries along with instructions on how to access Zoom alternate language options.

Signage

- Vinyl posters inside buses will have English/Spanish text (where bus space available)



- English/Spanish text posters at transfer points, Metro reception desk, various bus stop poles, and heavily-used shelters such as on the Capitol Square, State St., and UW campus.
- English/Spanish text posters also posted/distributed to area laundromats and grocery stores

Social Media

- (Starting October 13) Multiple posts on Metro's Spanish Twitter account, with posts translated into Spanish on Instagram, and Facebook.

Paid Advertising

- La Movida radio
- Metro bus exteriors
- LaComunidad News

Digital Signage

Ads translated into Spanish to be run on digital screens at transfer points, Capitol Square, and Madison libraries

Audio Announcements

Recorded announcements in Spanish will be played at various times on Metro buses.

Email/Text Outreach/Mailers

- Message sent to all alders and NRT's asking for assistance disseminating information with translated information that can be forwarded or shared on blogs
- Metro's bilingual marketing specialist will work with the City of Madison's Latinx group to distribute info
- Multiple emails and texts to be sent to Metro's Spanish rider subscription groups
- Information letters/emails about public hearing and encouragement of engagement parties will be sent to agencies that focus on outreach to non-English speaking residents such as Hmong Madison, The Hmong Institute, Hmong Wisconsin Chamber of Commerce, Centro Hispano, Latino Academy of Workforce Development, Wisconsin Latino Chamber of Commerce
- Emails to be sent to City of Madison Stakeholder Task Force list