metro transit

P: (608) 266.4904
E: mymetrobus@cityofmadison.com
W: mymetrobus.com

Public Outreach

Metro Public Hearing – Redesign Items
Wednesday, November 9, 2022 – 6:00 pm

Legal Notice	Monday, October 10
Posted on Metro Website	Thursday, October 13
News Release (English/Spanish)	Tuesday, November 1

Paid Advertising

• Fitchburg Star	Friday, October 14
• Middleton Times	Thursday, October 27
• Wisconsin State Journal	Sunday, October 30
• Madison.com	Wednesday, October 26
• Capital City Hues	Monday, October 31
• Verona Press	Thursday, November 3
• The Capital Times	Wednesday, November 2
• The Badger Herald	Tuesday, November 1
• Sun Prairie	Friday, November 4
• Badger Herald e-newsletter	Friday, November 4
• Madison 365	October 30 – November 5
• La Movida (Spanish radio)	October 25 – November 9

Print Signage

• Color ads inside buses	Thursday, October 13
• Ads on bus exteriors (English/Spanish)	Thursday, October 13
• Posters at shelters and busy bus stops	Monday, October 17
• Posters at grocery/convenience stores, laundromats, etc.	Monday, October 17

Digital Signage

• Madison Libraries	Friday, October 25
• Metro Transfer Points	Monday, October 17
• Metro Capitol Square Shelters	Monday, October 17

Audio Announcements

Recorded announcements played on buses (English/Spanish/Hmong/Chinese)	Tuesday, November 8

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Printed Materials

• Flyers included in pass order and route/schedule mailings	Thursday, October 13
• Flyers on buses	Monday, October 24
• Distributed to all Madison, Fitchburg, Middleton, and Sun Prairie library locations	Wednesday, October 26

Mailers

• Postcards sent to low-income housing mailing zones	Friday, October 14

Social Media

English

• Facebook Event (paid boost through Nov. 9)	Thursday, October 13
• Facebook post (general notice)	Monday, October 24
• Tweet (general notice)	Monday, October 24
• Instagram post (general notice)	Monday, October 24
• Facebook post (materials available)	Friday, October 28
• Tweet (materials available)	Friday, October 28
• Tweet (news release)	Tuesday, November 1
• Tweet (Title VI report available)	Tuesday, November 1
• Retweet UW Transportation post	Wednesday, November 2
• Tweet (language access info)	Monday, November 7
• Facebook (language access info)	Tuesday, November 8
• Instagram Story (language access info)	Tuesday, November 8
• Facebook post (reminder of meeting)	Wednesday, November 9
• Tweet (reminder of meeting)	Wednesday, November 9
• Instagram post (reminder of meeting)	Wednesday, November 9
• Instagram (meeting link)	Wednesday, November 9

Spanish

• Tweet (general notice)	Monday, October 24
• Tweet (materials available)	Friday, October 28
• Tweet (Title VI report available)	Wednesday, November 2
• Tweet (language access info)	Monday, November 7
• Tweet (meeting reminder)	Wednesday, November 9
• Tweet (meeting link)	Wednesday, November 9

Emails to Key Stakeholders

• City of Madison alders	Tuesday, October 25
• Metro Contracted Partners	Tuesday, October 25
• Dane County Federation of the Blind	Wednesday, October 26

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- Madison Stakeholder Task Force — Wednesday, October 26
- Neighborhood Resource Teams — Thursday, October 27
- Commute Card Participants — Monday, November 7

Emails/Texts

- Rider Alert Email — Friday, October 14
- Rider Alert Email — Friday, October 21
- Rider Alert Email — Friday, October 28
- Rider Alert Email — Tuesday, November 1
- Rider Alert Email — Friday, November 4
- Text Message (English/Spanish) — Monday, October 24
- Text Message (English/Spanish) — Wednesday, November 2
- Final Reminder Email — Wednesday, November 9
- Final Reminder Text (English/Spanish) — Wednesday, November 9

UW Transportation Outreach

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