



Metro Transit – August Service Changes

UPDATED: Wednesday, April 5

PUBLIC OUTREACH:

General

| | |
|---|---------------------------------------|
| Legal notice | Thursday, March 9 |
| Online Webpage | Friday, March 10 |
| Rider Alert email | Friday, March 10 |
| Flyer on buses | Wednesday, March 16 |
| Rider Alert email | Friday, March 17 |
| Wisconsin State Journal ad | Wednesday, April 5 |
| AUTO response email account alert | Monday, March 20 – Wednesday April 12 |
| Poster at Metro reception desk | Monday, March 20 |
| Flyers posted at Transfer Points | Tuesday, March 21 |
| Email Sent to Housing Initiatives (Roth Dr.) | Monday, March 27 |
| Text Alert | Friday, March 31 |
| Flyers posted at stops proposed for elimination | Friday, March 31 |
| News Release | Tuesday, March 4 |

Twitter and Facebook

Information posted to both social media sites

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|--------------|---------------------|
| General Info | Monday, March 13 |
| Route 2/28 | Monday, March 13 |
| Route 35 | Tuesday, March 14 |
| Route 59 | Thursday, March 16 |
| Route 11 | Friday, March 17 |
| Route 14 | Monday, March 20 |
| Route 33 | Wednesday, March 22 |
| Route 49 | Wednesday, March 29 |
| Route 55 | Tuesday, April 4 |
| Route 56 | Wednesday, April 5 |

En Espanol

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|---------------------------------|--------------------|
| Spanish print ad (La Comunidad) | Thursday, March 23 |
| Webpage posted | Thursday, March 23 |
| Tweet (General Info) | Thursday, March 23 |
| Tweet (Route 2/28) | Thursday, March 23 |
| Tweet (Route 11) | Friday, March 24 |
| Tweet (Route 33) | Tuesday, March 28 |
| Text message (general) | Friday, March 31 |
| Tweet (Route 55) | Tuesday, April 4 |
| News Release | Wednesday, April 5 |
| Tweet (Route 56) | Wednesday, April 5 |