

# **Public Hearing – Outreach**

# **Proposed Service Updates – August, 2019**

#### **Notices/News Releases/Print**

•	Legal Notice (Wisconsin State Journal)	Friday, March 22
•	Flyers installed on buses	Thursday, April 4
•	Signs installed at affected bus stops and transfer points	Wednesday, April 10
•	Direct mail postcards to households along routes	
	proposed for elimination	Wednesday, April 10
•	Sign posted at Sherman Park/Ride shelter	Monday, April 15
•	State Journal print ad	Wednesday, April 17
•	Press Release	Wednesday, April 17

#### Online

•	Posted on Metro website	Friday, March 29
•	City of Madison online calendar	Thursday, April 4
•	Cityofmadison.com – highlight section	Monday, April 8-24

#### **Email Alerts**

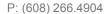
•	Rider Alert sent	Thursday, April 4
•	Rider Alert sent	Friday, April 12
•	Specific message to Route 29 subscribers	Friday, April 12
•	Specific message to Route 6 subscribers	Friday, April 12
•	Specific message to Route 25 subscribers	Friday, April 12
•	Specific message to Route 31,34,39 subscribers	Monday, April 15
•	Rider Alert sent	Friday, April 19

### **Emails to Key Stakeholders**

•	Madison Metropolitan School District	Monday, April 8
•	City of Madison Alders	Tuesday, April 9
•	Madison College	Wednesday, April 10

#### **Text Alerts**

\ L /	t Alerts		
•	Text (English)	Wednesday, April 3	
•	Text (Spanish)	Wednesday, April 3	
•	Text (English)	Wednesday, April 10	
•	Text (Spanish)	Wednesday, April 10	
•	Text (English)	Monday, April 15	
•	Text (Spanish)	Monday, April 15	
•	Text (English)	Wednesday, April 17	
•	Text (Spanish)	Wednesday, April 17	
•	Text (English)	Friday, April 19	
•	Text (Spanish)	Friday, April 19	









## Social Media

Facebook Post Public Hearing

Twitter Public Hearing

Spanish Twitter Public Hearing

Facebook Post

Twitter Post

Spanish Twitter

Facebook Post

Twitter Post

Spanish Twitter

Facebook Post

Twitter Post

Twitter Post (Spanish)

Instagram Post

Twitter Post (English)

Twitter Post (Spanish)

Facebook Post

Twitter Post

Facebook Post

Twitter Post

Twitter Post (Spanish)

Facebook Post

Twitter Post

Twitter Post (Spanish)

Wednesday, April 3

Wednesday, April 3

Wednesday, April 3

Friday, April 5

Friday, April 5

Friday, April 5

Tuesday, April 9

Tuesday, April 9

Tuesday, April 9

Wednesday, April 10

Wednesday, April 10

Wednesday, April 10

Wednesday, April 10

Monday, April 15

Monday, April 15

Wednesday. April 17

Wednesday, April 17

Monday, April 22

Monday, April 22

Monday, April 22

Wednesday, April 24

Wednesday, April 24

Wednesday, April 24