



# 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

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

### Text 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	Wednesday, April 3
• Twitter Public Hearing	Wednesday, April 3
• Spanish Twitter Public Hearing	Wednesday, April 3
• Facebook Post	Friday, April 5
• Twitter Post	Friday, April 5
• Spanish Twitter	Friday, April 5
• Facebook Post	Tuesday, April 9
• Twitter Post	Tuesday, April 9
• Spanish Twitter	Tuesday, April 9
• Facebook Post	Wednesday, April 10
• Twitter Post	Wednesday, April 10
• Twitter Post (Spanish)	Wednesday, April 10
• Instagram Post	Wednesday, April 10
• Twitter Post (English)	Monday, April 15
• Twitter Post (Spanish)	Monday, April 15
• Facebook Post	Wednesday, April 17
• Twitter Post	Wednesday, April 17
• Facebook Post	Monday, April 22
• Twitter Post	Monday, April 22
• Twitter Post (Spanish)	Monday, April 22
• Facebook Post	Wednesday, April 24
• Twitter Post	Wednesday, April 24
• Twitter Post (Spanish)	Wednesday, April 24