

# Proposed Service Changes

## Public Outreach Presentation



# Total Responses

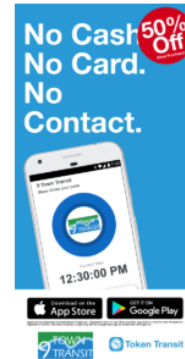
- Collected 222 total responses
  - 83 Online Surveys
  - 115 In person surveys
  - 18 Driver Responses
  - 6 Community Organizations Stakeholder Meetings



# Methods of Outreach Online

- Email Blasts
  - 2000 Contacts
  - 791 opens
  - 155 link clicks
- Facebook Advertisement
  - 621 Engagements (likes, shares etc)
  - 9,638 people reached
  - 494 link Clicks
- Service change webpage
  - 1,711 users with 2357 total views
  - Recorded Virtual Public Meeting Presentation

## Proposed Service Changes



### Stay Informed



Enter your email address to receive newsletters and updates of the latest happenings at River Valley Transit.

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### Public Hearings

As part of the recent merger of Middletown Area Transit and 9-Town Transit, Estuary Transit District is proposing a series of updates and changes to the existing routes. These proposed changes largely come from our most recent transit study; the Lower Connecticut River Valley Transit Study conducted in 2020.

The primary purpose of these changes is to make service faster and more direct, improve service to under-served areas and better coordinate transfers.

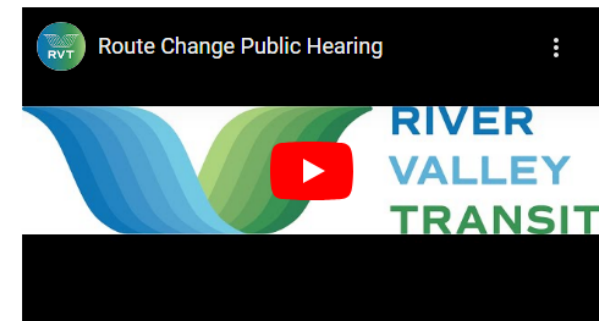
Maps and descriptions of the changes are available below. You can complete our [survey](#) to provide your feedback. Formal public hearings will be held:

March 28, 7:00 PM, Facebook Live  
March 29, 6:30 PM, Clinton Town Hall  
March 30, 6:00 PM, Middletown City Hall

Submit Your Comments

### Public Hearing Video

Watch our public hearing to learn more about the proposed changes.



# Methods of Outreach In-Person

- 3 public meetings including a virtual option
- 7 Outreach Tables (Downtown Terminal, Old Saybrook Train Station, Scranton Gazebo)
- 14 Route rides with at least one ride per route to hear from riders directly
- 6 Community organization meetings including Middlesex Community College, Vista Life Innovations, Middlesex Chamber of Commerce and more.





Any Questions?

- Questions about the outreach conducted?
- Questions about specific route or schedule changes?