



Public Hearing and Meeting Notification Techniques

Newspaper Advertisements – both print and online ads should be used when advertising with newspapers. With many larger newspapers having more online than print readership, online ads are just as important and sometimes more effective than traditional print ads.

Facebook – Facebook posts and Facebook events can both be used to inform people of meeting/hearings. Collaborate with MPOs, RMAs, ISDs, neighborhood associations, and other community groups and have them share events and messages. Ads on Facebook are also inexpensive and have good visibility.

Twitter – Tweets leading up to meetings with links to the project/study website are useful. Collaborate with MPOs, RMAs, ISDs, neighborhood associations, and other community groups and have them retweet messages.

Website – project/study webpages from the District webpage can notify citizens of the when, where, why, etc. of local meetings and projects.

Google Ads – Google ads allow for targeting certain keywords or [geographic areas](#) reaching additional citizens.

Print Materials – door hangers, flyers, posters on the community boards in local hotspots like the morning coffee shop, Dairy Queen, gas station, libraries, etc. can all be used to inform citizens.

Changeable Message Signs – meeting info can be posted on portable and static changeable message signs.

Word of Mouth – ensuring elected officials and community leaders are aware of the meetings and providing them with information so they can easily invite others to attend meetings.

Email and Telephone Lists – use already established email and telephone lists and database contacts to inform and send out information. A pre-recorded message can be used for phone numbers. Be sure to include cell phones as well as land lines.

Text Messages – text messaging can be used to send out information (ads) in some instances.

Banners – banners that span the street with information notify motorists of upcoming meetings. Small temporary signs (like campaign signs) in the ROW can also be used to notify motorists of upcoming meetings.



Community Marquee and Electronic Displays – collaborate with local schools, churches, banks and other local businesses to use their marquees and electronic display boards to advertise upcoming meetings.

Pre-movie advertising – many movie houses now do pre-movie ads and can be used to notify people of upcoming events and meetings.

Fairs and Community Gatherings – community fairs, football games, etc. provide a forum to pass out small leaflets and information about the upcoming meeting.

Advertising in Local Publications – many communities have local publications dedicated to fitness, family living, community events, etc. These publications all have ad space and can be used to target specific audiences or to just generally inform, as well.

Advertising in Unusual Places –Example, many high schools publish quarterly athletics programs or other community distributed brochures that provide advertising space.

Hotlines – a pre-recorded message providing essential information on upcoming public meetings/hearings, perhaps IRV style with all districts.

Media Contact – a proactive approach to introduce “TxDOT’s story”; including editorial boards, news conferences.

Table Toppers – leaflets at events the agency personnel attend or sponsor.

Postcards – meeting announcements, or save-the-date cards.