



Public Outreach 2017-2019

16

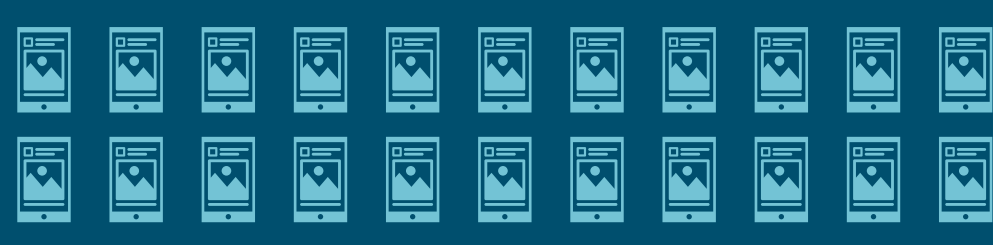
OPEN
HOUSES



IN 7 COMMUNITIES

New Berlin, Muskego, Franklin, Waukesha, West Allis, Greenfield & Milwaukee

22



OPEN HOUSE SOCIAL POSTS & ADS



2,848

CONSTITUENT
LETTERS MAILED



+331%
vs 2018

168,548

IMPRESSIONS



+65.8%
vs 2018

3,596

ENGAGEMENTS



+12.9%
vs 2018

55

NEW FOLLOWERS

556

TOTAL SOCIAL
MEDIA POSTS

2017 + 56 Twitter
+ 62 Facebook
= 118 Posts

2018 + 57 Twitter
+ 82 Facebook
= 139 Posts

2019 + 149 Twitter
+ 150 Facebook
= 299 Posts



123

HOTLINE CALLS
& E-MAILS

410

TELEVISION NEWS, BLOGS
& NEWSPAPER ARTICLES



E-NEWSLETTERS