

LEE COUNTY COMMUNITY ENGAGEMENT AUG. 2024 RECAP



Trending Topics

- FEMA - NFIP / CRS Rating
- Hurricane Season
- DOT Projects
- Solid Waste/Illegal Dumping



Social Stats

- 380,891 Impressions
- 13,327 Engagements
- 342 New Followers



Website Stats

- 506,237 Total Web Visits
- Top Visited Page - LeeWay Tolls Page 82,122 Visits)
- 8,339 Visits Driven from Social Media



Media Outreach

- 153 Total Media Inquiries
- 32 Press Releases
- Top Media Topics
 - Tropical Storm Debby
 - FEMA Flood Insurance
 - Lee Health Conversion



Priorities

- Communicated Updates on FEMA / CRS Rating
- Launched Parks Project Information Tool
- Proactive Communications for Tropical Storm Debby



Upcoming Plans

- Launch Illegal Dumping Videos and Billboards
- Continue Transparency and Proactive Communications about FEMA CRS / NFIP
- Launch a Monthly “By the Numbers” Series