

LEE COUNTY COMMUNITY ENGAGEMENT JULY 2024 RECAP



Trending Topics

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



Social Stats

- 376,363 Impressions
- 11,093 Engagements
- 285 New Followers



Website Stats

- 496,509 Total Web Visits
- Top Visited Page - LeeWay Tolls Page (69,234 Visits)
- 7,190 Visits Driven from Social Media



Media Outreach

- 132 Total Media Inquiries
- 15 Press Releases
- Top Media Topics
 - FEMA CRS / NFIP
 - Zoning and Development Cases
 - DOT Projects, Operations



Priorities

- Launched DOT Video Series
- Continued Hurricane Season Prep Messaging
- Launched FEMA Story Map Tool



Upcoming Plans

- Illegal Dumping Videos
- Launch Parks Progress Tool
- Continue Transparency and Proactive Communications about FEMA CRS / NFIP