

# LEE COUNTY COMMUNITY ENGAGEMENT JUNE 2024 RECAP



## Trending Topics

- FEMA - NFIP/CRS Rating
- Hurricane Season
- Park Updates
- Water Quality and Conservation



## Social Stats

- 431,941 impressions
- 18,564 engagements
- 311 new followers



## Website Stats

- 486,590 Total Web Visits
- The LeeWay Tolls landing page ([leegov.com/tolls](http://leegov.com/tolls)) was the top-visited landing page (60,563)
- 8,396 website visits driven from social media



## Media Outreach

- 122 Total Media Inquiries
- 22 Press Releases
- Top Media Topics
  - Rainfall/Roadway Flooding
  - Fort Myers Beach Pier
  - Bridge Traffic
  - NFIP



## Priorities

- 31 Agenda items included in communication efforts
- Launched Facts First social media post series
- Held Summer of Safety event at Estero Park



## Upcoming Plans

- DOT Video Series
- Hurricane Season Messaging
- Parks Progress Tool
- FEMA Story Map Tool and NFIP/CRS Update