

LEE COUNTY COMMUNITY ENGAGEMENT MAY 2024 RECAP

Trending Topics



- Traffic/Transportation Improvements
- FEMA
- Water Quality and Water Resources

Social Stats



- 340,954 impressions
- 15,897 engagements
- 316 new followers

Website Stats



- 478,789 Total Web Visits
- leegov.com was the top-visited landing page (61,840)
- 7,214 website visits driven from social media

Media Outreach



- 125 Total Media Inquiries
- 24 Press Releases
- Top Media Topics
 - FEMA CRS Rating
 - Parks projects, lan recovery
 - FDOT and Lee DOT projects

Priorities



- 22 Agenda items included in communication efforts
- Videos - Ortiz Widening, Lynn Hall/FMB Pier Update and a North Fort Myers Update

Upcoming Plans



- DOT Video Series
- Hurricane Season Messaging
- Parks Progress Tool
- Summer Safety Event