

# APPENDIX C-7

## Digital Outreach Reports and Media Reports

	<u>Page</u>
Summer 2017 .....	1
Fall 2017 .....	5
Winter 2017/2018 .....	13
Spring 2018 .....	21
Summer 2018 .....	25



# OHIO RIVER CROSSING

## Website analytics

June 1 to 30, 2017



Visits: 789  
Users: 681



Total page views: 2,790



Avg. visit duration: 2 min., 12 sec.



Desktop: 1,575



Mobile: 143

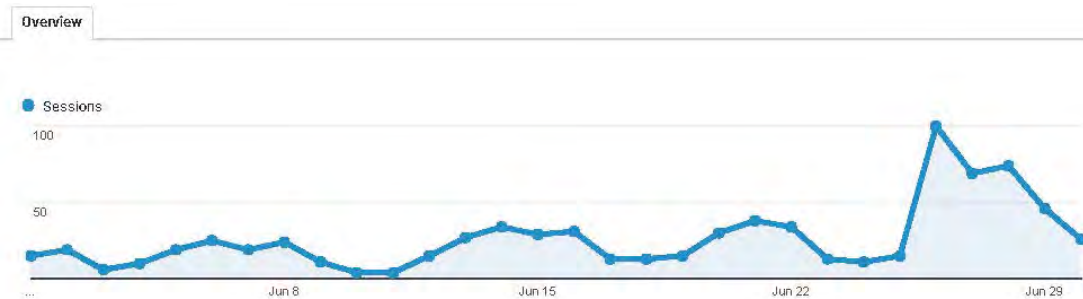


Tablet: 61

### Individual Page Performance

Page Title	Pageviews
Home	124
Public Information	40
The Project	37
News & Events	19
Stay Informed	12
Project Offices Now Open in Henderson and Evans. . .	290
Contact Us	185

### Peak usage dates



### Where are our users?

Evansville:	135	17%
Indianapolis:	107	14%
Newburgh:	35	4%
Henderson:	75	10%
Owensboro	28	4%

80% were new visitors!



# OHIO RIVER CROSSING

# Digital analytics

June 1 to 30, 2017



### E-newsletter

Subscribers: 289  
Ribbon cutting  
open rate: 60.6%  
Click rate: 6.5%



Mayors Winnecke and Austin join Project Team to officially open project offices

Evansville Mayor Lloyd Winnecke and Henderson Mayor Steve Austin helped to officially open I-69 Ohio River Crossing (ORX) project offices on their respective sides of the river on Tuesday, June 27.



Texting  
opt-ins:  
76



Facebook  
followers:  
266  
2,164 people  
engaged



Twitter  
followers:  
137  
705 people  
engaged

Top Post: 1033 reached, 357 unique views



Top Tweet: 532 impressions

Top Tweet earned 532 impressions

Lots of valuable ideas exchanged with our EJ subcommittee, a group helping to represent low-income or minority populations. @INDOT @KYTC pic.twitter.com/115gAPzA4b



1 5



# OHIO RIVER CROSSING

# Website analytics

July 1 to 31, 2017



Visits: 1,282  
Users: 1,029



Total page views: 3,927



Avg. visit duration: 2 min., 13 sec.



Desktop: 740 (58%)



Mobile: 448 (35%)

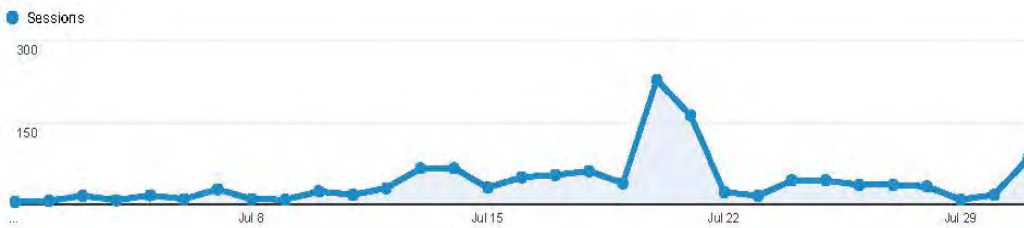


Tablet: 97 (7%)

## Individual Page Performance

Page Title	Pageviews
Home	1,389
Short List of Alternatives	591
Public Information	549
The Project	471
News and Information	260
Stay Informed	122
Project Offices Now Open	89

## Peak usage dates



## Where are our users?

Evansville:	213	16%
Indianapolis:	127	10%
Atlanta, GA	106	8%
Newburgh:	92	7%
Henderson:	92	7%
Owensboro	35	3%



# OHIO RIVER CROSSING

# Digital analytics

July 1 to 31, 2017



**E-newsletter**  
Subscribers: 338  
(up 15%)

- **July 18: Open Houses**  
53% opened
- **July 20: Short List**  
61% opened, 16% clicked
- **July 28: Open House Reminder**  
38% opened



Texting  
opt-ins:  
89 (up 15%)



Facebook  
followers:  
396 (up 33%)  
6,679 people  
engaged



Twitter  
followers:  
172 (up 21%)  
13,500  
impressions

## Social Media

### Top Post: July 20

- 16, 194 reached
- 400 reactions, comments and shares
- 4,050 post clicks



### Top Tweet: July 7

**Top Tweet** earned 2,674 impressions  
An I-69 Ohio River Crossing will improve safety and cross-river mobility. Learn more at [i69ohiorivercrossing.com](http://i69ohiorivercrossing.com). @INDOT @KYTC pic.twitter.com/EJjd1bLJLL

- 2,674 impressions





# OHIO RIVER CROSSING

## Website analytics

August 1 to 31, 2017



Visits: 458  
Users: 387  
(down 48%)



Total page views: 748  
(down 78%)



Avg. visit duration: 2 min., 31 sec.



Desktop: 355 (77%)



Mobile: 76 (17%)



Tablet: 27 (6%)

### Individual Page Performance

Page Title	Pageviews
Home	914
Short List of Alternatives	321
Public Information	319
The Project	312
News and Events	159
Contact Us	79
Stay Informed	56

### Peak usage dates



### Where are our users?

Indianapolis	57	12%
Evansville:	28	6%
Atlanta, GA	25	5%
New York, NY	25	5%
Henderson	17	4%



# OHIO RIVER CROSSING

## Digital analytics

August 1 to 31, 2017



### E-newsletter

Subscribers: 368  
(up 9%)



Texting opt-ins:  
95  
(up 7%)



Facebook followers:  
442 (up 12%)  
2,248 people engaged



Twitter followers:  
192 (up 12%)  
7,282 impressions



YouTube:  
Launched in mid-August

### Social Media

#### Facebook: Top Post



- 3,975 people reached
- 1,549 video views
- 66 likes, comments and shares
- 393 post clicks

#### Top Tweet:

1,746 impressions

**Top Tweet** earned 1,746 impressions

The I-69 ORX project has an experienced team leading it. Meet Project Manager Janelle Lemon of @INDOT.  
pic.twitter.com/qVA6vf5MCf



# OHIO RIVER CROSSING

## Website analytics

September 1 to 30, 2017



Visits: 458  
Users: 387  
(down 48%)



Total page views: 748  
(down 78%)



Avg. visit duration: 2 min., 31 sec.



Desktop: 355 (77%)



Mobile: 76 (17%)

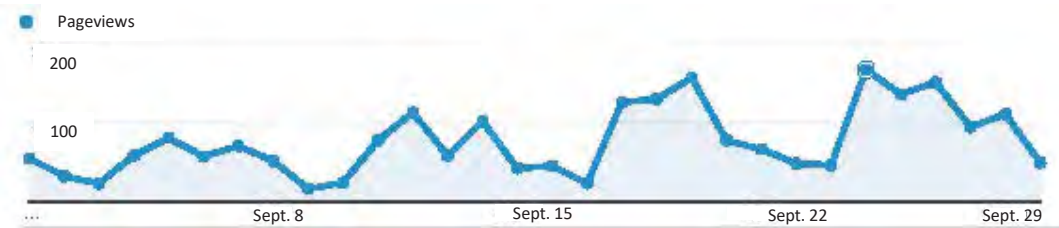


Tablet: 27 (6%)

### Individual Page Performance

Page Title	Pageviews
Home	914
Short List of Alternatives	321
Public Information	319
The Project	312
News and Events	159
Contact Us	79
Stay Informed	56

### Peak usage dates



### Where are our users?

Indianapolis	57	12%
Evansville:	28	6%
Atlanta, GA	25	5%
New York, NY	25	5%
Henderson	17	4%





# OHIO RIVER CROSSING

## Digital analytics

September 1 to 30, 2017



**E-newsletter**  
Subscribers: 376  
(up 3%)



**Texting opt-ins:**  
96  
(up 1%)



**Facebook followers:**  
486 (up 9%)  
842 people engaged



**Twitter followers:**  
200 (up 4%)  
8,684 impressions



**YouTube:**  
Launched in mid-August

### Social Media

#### Facebook: Top Post



- 1,177 people reached
- 545 video views
- 110 reactions, comments and shares
- 393 post clicks

#### Top Tweet:

2,560 impressions

**Top Tweet** earned 2,560 impressions

"It's a vital, economic development interest to not just Evansville, but also to the entire region." @EvansvilleNGov @MayorWinnecke #I69ORX pic.twitter.com/eBaafZiIG6



10/10



# OHIO RIVER CROSSING

# Website analytics

October 1 to 31, 2017



Visits: 495  
Users: 390  
(up 10%)



Total page views: 2,513  
(up 11%)



Avg. visit duration: 3 min., 28 sec.  
(up 38%)



Desktop: 370 (75%)



Mobile: 98 (20%)



Tablet: 27 (6%)

## Individual Page Performance

Page Title	Pageviews
Home	898
The Project	347
Public Information	344
Short List of Alternatives	298
News and Events	182
Stay Informed	67
Contact Us	50

## Peak usage dates



## Where are our users?

Indianapolis	70	14%
Evansville:	46	9%
New York, NY	38	8%
Henderson	29	6%
Atlanta, GA	20	4%



# OHIO RIVER CROSSING

## Digital analytics

October 1 to 31, 2017



**E-newsletter**  
Subscribers: 387  
(up 3%)



**Texting opt-ins:**  
102  
(up 6%)



**Facebook followers:**  
492 (up 1%)  
99 people engaged



**Twitter followers:**  
208 (up 4%)  
5,782 impressions



**YouTube:**  
Launched in mid-August

### Social Media

#### Top Post on both Facebook and Twitter

**I-69 Ohio River Crossing**  
Published by Sprout Social [?] · October 23 at 11:50am · 🌐

The I-69 ORX Project Team has a short list of three corridors. Alternatives are being developed in each corridor to find the best possible solution. Find the complete Level 1 Screening Report that led to the short list of corridors by clicking here:

**Short List of Corridors**  
West Corridor 1  
West Corridor 2  
Central Corridor 1

Three corridors are moving forward for additional study

Greatest potential of meeting project's purpose and need for:

- Improving long-term cross-river mobility
- Reducing congestion and delay
- Improving safety

Underway now: Detailed surveys and impact assessment

The Project Team is developing alternatives in each corridor

Facebook:

- 1,234 people reached
- 23 likes, comments and shares
- 137 post clicks

Twitter: 1,757 impressions



# OHIO RIVER CROSSING

## Website analytics

November 1 to 30, 2017



Visits: 446  
Users: 353  
(down 3%)



Total page views: 2,635  
(up 352%)



Avg. visit duration: 4 min., 4 sec.



Desktop: 341 (77%)



Mobile: 74 (17%)

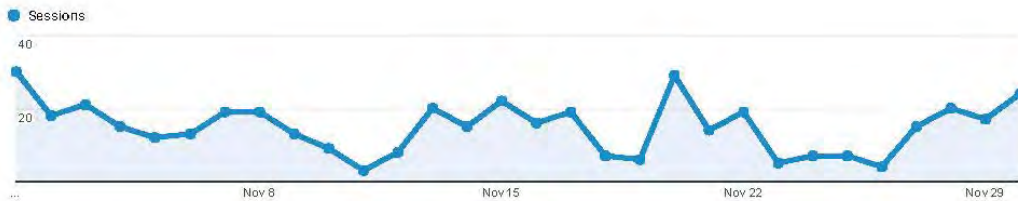


Tablet: 31 (6%)

### Individual Page Performance

Page Title	Pageviews
Home	832
Short List of Alternatives	190
Public Information	189
The Project	187
Project Documents	152
Maps	132
News & Events	116

### Peak usage dates



### Where are our users?

Indianapolis	84	20%
Evansville	32	6%
New York, NY	26	5%
Henderson	26	5%



# OHIO RIVER CROSSING

## Digital analytics

November 1 to 30, 2017



E-newsletter  
Subscribers: 402  
(up 7%)



Texting  
opt-ins:  
102  
(up 5%)



Facebook  
followers:  
494 (up 1%)  
449 people  
engaged



Twitter  
followers:  
215 (up 3%)  
5,243  
impressions



YouTube:  
Launched in  
mid-August

### Social Media Facebook: Top Post



1,362 people  
reached

143 post clicks

### Top Tweet: 345 impressions





# OHIO RIVER CROSSING

## Website analytics

December 1 to 31, 2017



Visits: 820  
Users: 689  
(up 195%)



Total page views: 2,635  
(up 352%)



Avg. visit duration:  
2 min., 2 sec.



Desktop:  
401 (58%)



Mobile:  
234 (34%)



Tablet:  
54 (8%)

### Individual Page Performance

Page Title	Pageviews
Home	386
Maps	169
Progress Update	69
Short List of Corridors	69
Stay Informed	46
Project Overview	44
Schedule	36

### Peak usage dates



### Where are our users?

77% new

Evansville	114
Indianapolis	82
Henderson	56
Owensboro, New York	46



# Digital analytics

December 1 to 31, 2017



E-newsletter  
Subscribers: 416  
(up 3%)



Texting  
opt-ins:  
111  
(up 9%)



Facebook  
followers:  
511 (up 4%)  
341 people  
engaged



Twitter  
followers:  
220 (up 2%)  
5,949  
impressions

## Social Media

### Facebook: Top Post

1,739 people  
reached



### Top Tweet:

345 impressions





# OHIO RIVER CROSSING

## Website analytics

January 1 to 31, 2018



Visits: 861  
Users: 695  
(up 5%)



Total page views: 2,630  
(0% change)



Avg. visit duration: 2 min., 2 sec.  
(up 41%)



Desktop: 454 (65%)



Mobile: 182 (26%)



Tablet: 60 (9%)

### Individual Page Performance

Page Title	Pageviews
Home	924
Maps	455
Project Overview	124
Open Houses Feb. 6 and 7	108
Short List of Corridors	106
News & Events	103
Project Documents	103

### Peak usage dates



### Where are our users?

73% new

Indianapolis	99
Evansville	94
Atlanta	49
New York	44
Henderson	39
Newburgh	23





# Digital analytics

January 1 to 31, 2018



E-newsletter  
Subscribers: 448  
(up 8%)



Texting opt-ins:  
115  
(up 4%)



Facebook followers:  
583 (up 14%)  
2,515 people engaged



Twitter followers:  
247 (up 11%)  
23,200 impressions

## Social Media

### Facebook: Top Post

1,739 people reached



### Top Tweet:

4,472 impressions





# OHIO RIVER CROSSING

# Website analytics

February 1 to 28, 2018



Visits: 3,645  
Users: 2,716  
(up 391%)



Total page views: 17,585  
(up 669%)



Avg. visit duration: 3 min., 33 sec.  
(up 74%)



Desktop: 1,507 (56%)



Mobile: 956 (35%)

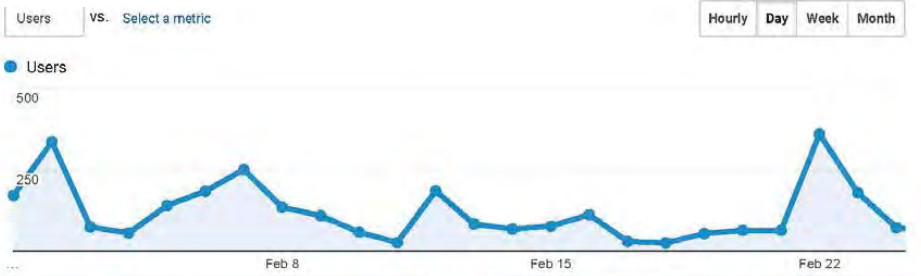


Tablet: 253 (9%)

## Individual Page Performance

Page Title	Pageviews
Home	4,290
Maps	2,657
Survey	1,473
Preliminary Alternatives	1,106
February 2018 Public Meetings	936
Videos	916

## Peak usage dates



## Where are our users?

Evansville	368
Henderson	349
Atlanta	305
Indianapolis	238
Owensboro	138
New York	80
Newburgh	69



# OHIO RIVER CROSSING

## Digital analytics

February 1 to 28, 2018



E-newsletter  
Subscribers: 483  
(up 8%)



Texting  
opt-ins:  
122  
(up 6%)



Facebook  
followers: 563  
(no change)

32,533  
impressions



Twitter  
followers:  
252 (up 2%)

24,468  
impressions

### Social Media

#### Facebook: Top Post

2,301 people reached



#### Top Tweet:

3,195 impressions





# OHIO RIVER CROSSING

## Website analytics

March 1 to 31, 2018



Visits: 3,645  
Users: 857  
(down 316%)



Total page views: 1,565  
(own 1,100%)



Avg. visit duration: 3 min., 1 sec.  
(down 10%)



Desktop: 742 (63%)



Mobile: 308 (26%)

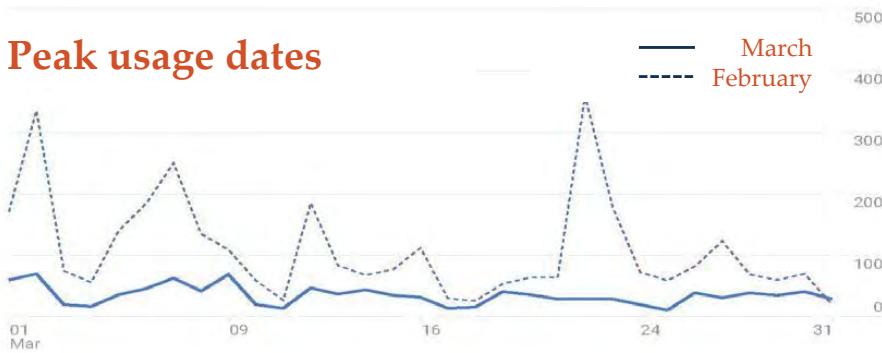


Tablet: 136 (11%)

### Individual Page Performance

Page Title	Pageviews
Home	1,565
Maps	903
Stay Informed	636
Survey	389
Project Documents	257
Videos	257

### Peak usage dates



### Where are our users?

Indianapolis	106
Henderson	104
Evansville	89
Atlanta	62
Owensboro	41
New York	23
Louisville	19



# OHIO RIVER CROSSING

## Digital analytics

March 1 to 31, 2018



E-newsletter  
Subscribers: 755  
(up 163%)



Texting  
opt-ins:  
299  
(up 245%)



Facebook  
followers: 576  
(up 2%)

Reach: 14,335  
(down 16%)



Twitter  
followers:  
261 (up 4%)

12,985  
impressions  
(down 48%)

### Social Media

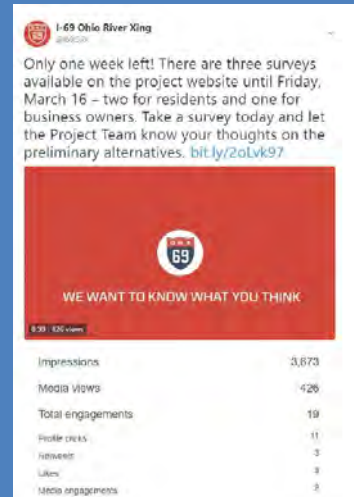
#### Facebook: Top Post

3,555 people reached



#### Top Tweet:

3,673 impressions



Impressions	3,673
Media views	426
Total engagements	19
Profile views	11
Retweets	3
Likes	3
Media engagements	3



# OHIO RIVER CROSSING

# Website analytics

April 1 to 30, 2018



Visits: 1,727  
Users: 1,434  
(up 67%)



Total page views: 7,929  
(up 506%)



Avg. visit duration: 2 min., 35 sec.  
(down 14%)



Desktop: 802 (56%)



Mobile: 508 (35%)



Tablet: 124 (9%)

## Individual Page Performance

Page Title	Pageviews
Home	2,532
Maps	1,429
Community Conversations	574
Project Documents	449
Project Overview	397
Preliminary Alternatives	255

## Peak usage dates



## Where are our users?

Evansville	175
Atlanta	163
Henderson	160
Indianapolis	109
Chattanooga	102
New York	47
Owensboro	46



# OHIO RIVER CROSSING

## Digital analytics

April 1 to 30, 2018



E-newsletter  
Subscribers: 809  
(up 7%)



Texting  
opt-ins:  
267  
(down 11%)



Facebook  
followers: 588  
(up 2%)



Twitter  
followers:  
278 (up 6%)

Reach: 14,335  
(down 16%)

22,816  
impressions  
(up 71%)

### Social Media

Facebook: Top Post  
866 people reached



Top Tweet:  
4,198 impressions





# OHIO RIVER CROSSING

# Website analytics

May 1 to 31, 2018



Visits: 1,362  
Users: 1,575  
(visits down 22%)



Total page views: 5,482  
(down 31%)



Avg. visit duration: 1 min., 46 sec.  
(down 33%)



Desktop: 992 (63%)



Mobile: 463 (30%)

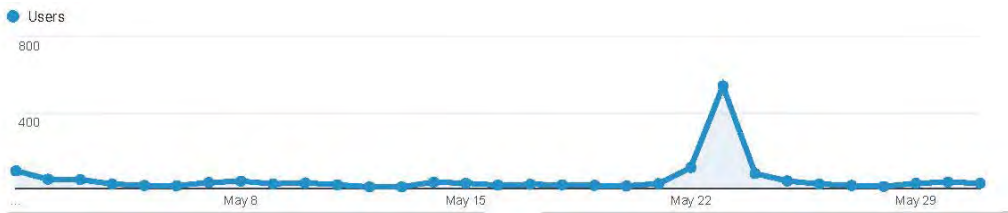


Tablet: 110 (7%)

## Individual Page Performance

Page Title	Pageviews
Home	1,366
Community Conversations	1,125
Maps	826
Project Documents	308
Project Overview	220
Videos	117

## Peak usage dates



## Where are our users?

Atlanta	259
Henderson	180
Indianapolis	113
Evansville	112
N/A	84
Chicago	48
New York	35





**OHIO RIVER  
CROSSING**

# Digital analytics

May 1 to 31, 2018



E-newsletter  
Subscribers: 833  
(up 3%)



Texting  
opt-ins:  
302  
(up 13%)



Facebook  
followers: 677  
(up 15%)

Reach: 14,335  
(down 16%)



Twitter  
followers:  
280 (up 1%)

12,200  
impressions  
(down 52%)

## Social Media

Facebook: Top Post  
21,903 people reached



Top Tweet:  
3,046 impressions





# OHIO RIVER CROSSING

# Website analytics

June 1 to 30, 2018



Visits: 2,099  
Users: 1,747  
(visits up 36%)



Total page views: 7,830  
(up 30%)



Avg. visit duration: 2 min., 26 sec.  
(up 28%)



Desktop: 979 (56%)



Mobile: 664 (38%)



Tablet: 104 (6%)

## Individual Page Performance

Page Title	Pageviews
Home	1,660
Updated Alternatives News Post	1,102
Updated Maps	942
Maps	618
Project Documents	373
Project Overview	354

## Peak usage dates



## Where are our users?

Evansville	215
Atlanta	187
Henderson	184
Indianapolis	161
Paris	141
Ashburn	69



# OHIO RIVER CROSSING

# Digital analytics

June 1 to 30, 2018



E-newsletter  
Subscribers: 855  
(up 3%)



Texting  
opt-ins:  
302  
(no change)



Facebook  
followers: 715  
(up 9%)

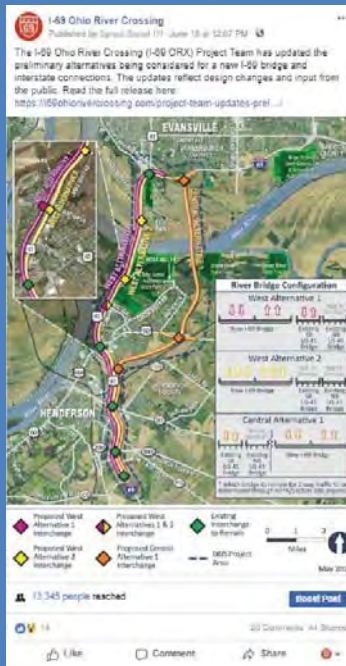
Reach: 14,335  
(0% change)



Twitter  
followers:  
290 (up 3%)

7,300  
impressions  
(down 37%)

## Social Media



Facebook: Top Post  
13,345 people reached



Top Tweet:  
1,296  
impressions