

APPENDIX C-7

Digital Outreach and Social Media Reports

	<u>Page</u>
Spring 2017	2
Summer 2017	4
Fall 2017	10
Winter 2017/2018	16
Spring 2018	22
Summer 2018	28
Fall 2018	34
Winter 2018/2019	40
Spring 2019	46
Summer 2019	52
Fall 2019	58
Winter 2019/2020	64
Spring 2020	70
Summer 2020	76
Fall 2020	82
Winter 2020/2021	88
Spring 2021	94



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

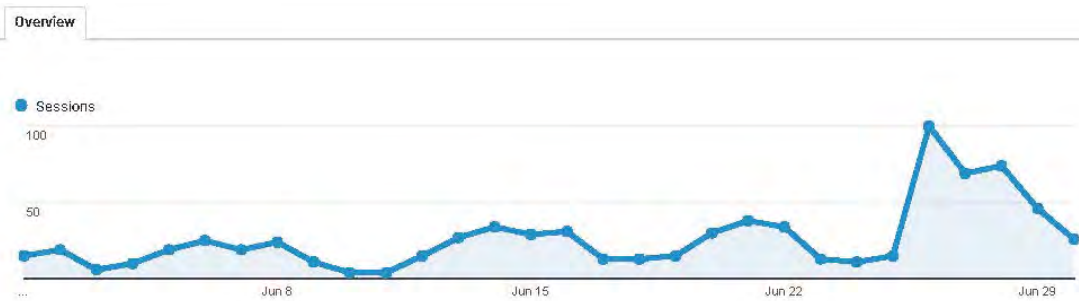


Tablet:
61

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

Evanville 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/1l5gAPzA4b





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. @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



2 2



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%)

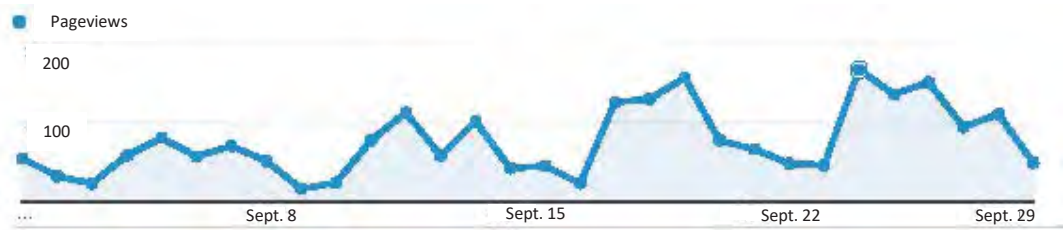


Tablet:
27 (6%)

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." @EvansvilleINGov
@MayorWinnecke #I69ORX
pic.twitter.com/eBaafZitG6





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%)

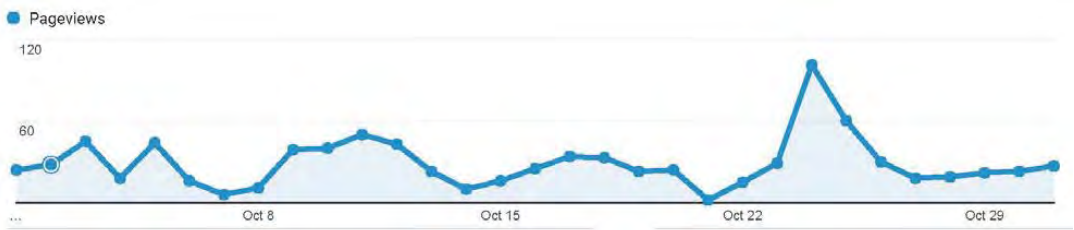


Tablet:
27 (6%)

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



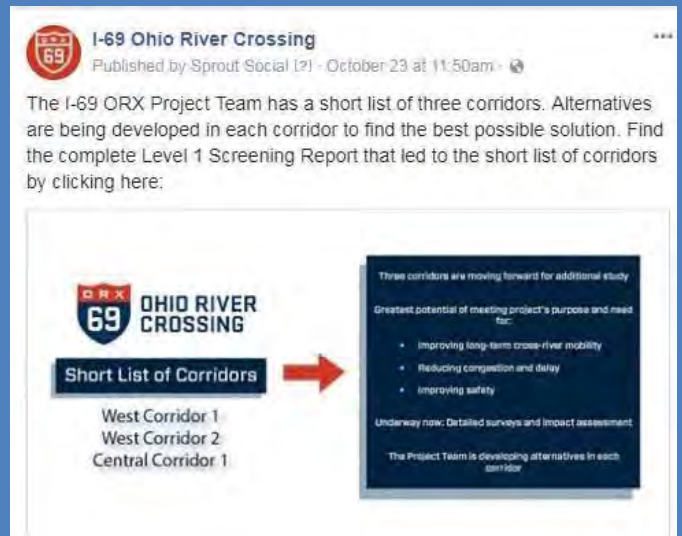
Twitter
followers:
208 (up 4%)
5,782
impressions



YouTube:
Launched in
mid-August

Social Media

Top Post on both Facebook and Twitter



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%)

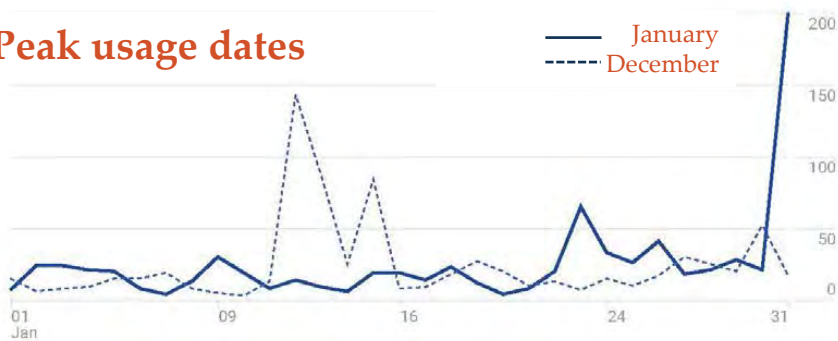


Tablet: 60 (9%)

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



OHIO RIVER CROSSING

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%)

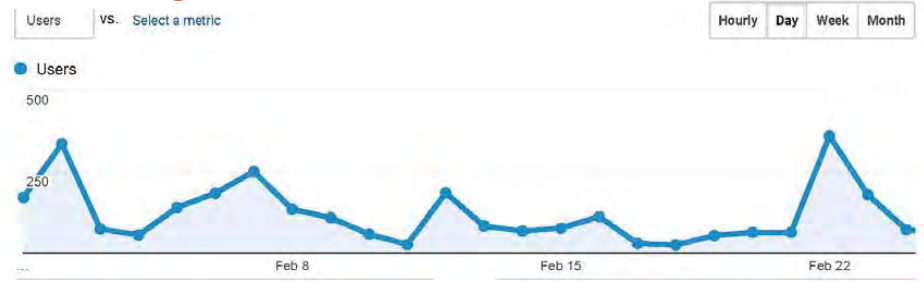


Tablet:
253 (9%)

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

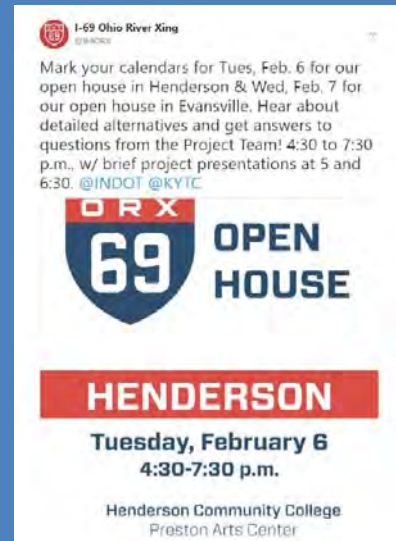
Facebook: Top Post

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%)

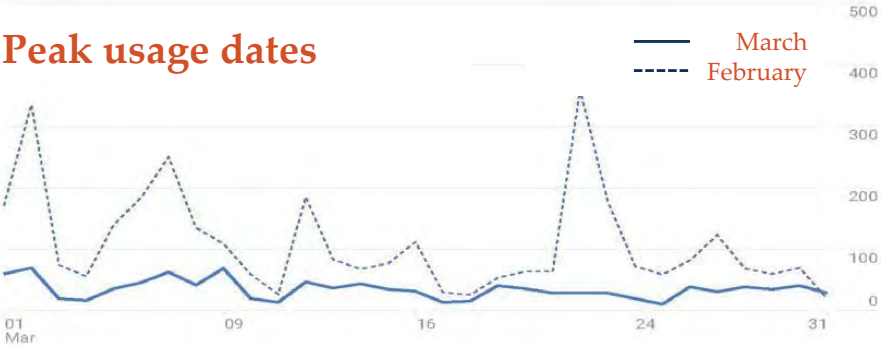


Tablet:
136 (11%)

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

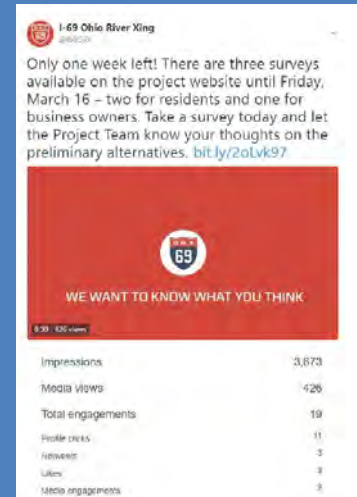
Facebook: Top Post

3,555 people reached



Top Tweet:

3,673 impressions





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%)

Reach: 14,335
(down 16%)



Twitter
followers:
278 (up 6%)

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%)

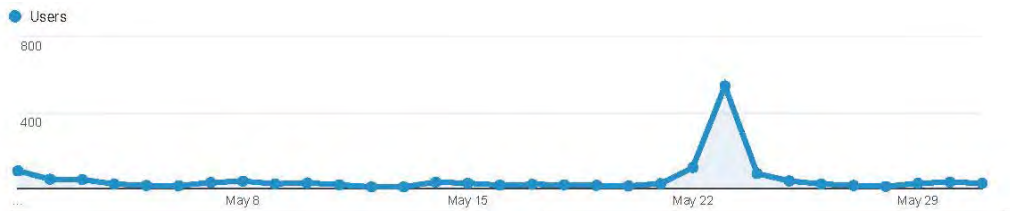


Tablet: 110 (7%)

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%)

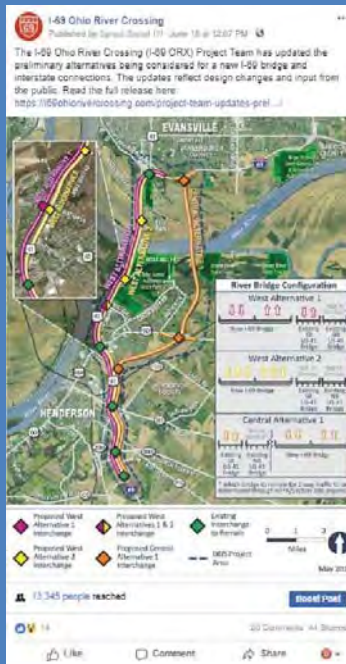
Reach: 14,335
(0% change)



Twitter
followers:
290 (up 3%)

7,300
impressions
(down 37%)

Social Media



Facebook: Top Post
13,345 people reached



Top Tweet:
1,296
impressions



OHIO RIVER CROSSING

Website analytics

July 1 to 31, 2018



Visits: 1,230
Users: 1,038
(down 41%)



Total page
views: 4,097
(down 48%)



Avg. visit
duration:
1 min., 59 sec.
(down 18%)



Desktop:
584 (56%)



Mobile:
363 (35%)

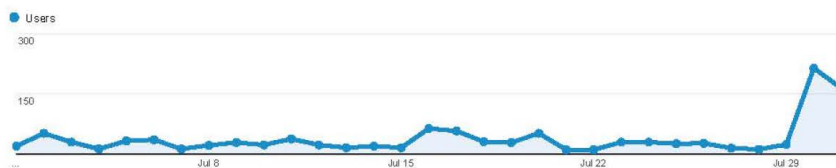


Tablet:
91 (9%)

Individual Page Performance

Page Title	Pageviews
Home	1,130
Updated Maps	786
Business Survey	404
Updated Preliminary Alternatives	297
Project Documents	232
Project Overview	206

Peak usage dates



Where are our users?

Indianapolis	108
Evansville	84
Henderson	79
Atlanta	75
Paris	41
N/A	40



**OHIO RIVER
CROSSING**

Digital analytics

July 1 to 31, 2018



E-newsletter
Subscribers: 861
(up 1%)



**Texting
opt-ins:**
304
(up 1%)



**Facebook
followers: 793**
(up 20%)



**Twitter
followers:**
291 (+-0%)

Reach: 14,335
(+-0%)

**10,600
impressions**
(up 30%)

Social Media

Facebook: Top Post



Top Tweet:





OHIO RIVER CROSSING

Website analytics

August 1 to 31, 2018



Visits: 1,370
Users: 1,160
(up 12%)



**Total page
views: 5,388**
(up 32%)



**Avg. visit
duration:
2 min., 42 sec.**
(up 36%)



Desktop:
881 (76%)



Mobile:
186 (16%)

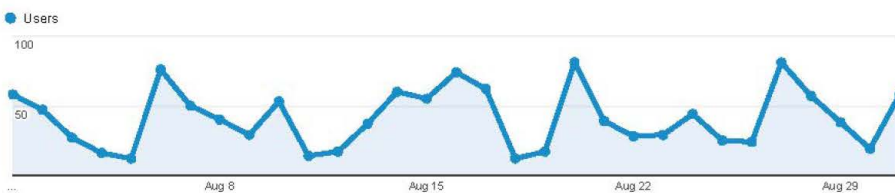


Tablet:
93 (8%)

Individual Page Performance

Page Title	Pageviews
Home	1,726
Updated Maps	999
Project Documents	403
Updated Preliminary Alternatives	308
Project Overview	304
Project Schedule	212

Peak usage dates



Where are our users?

Indianapolis	115
Paris	115
Evansville	77
Atlanta	70
Henderson	61
N/A	55



OHIO RIVER
CROSSING

Digital analytics

August 1 to 31, 2018



E-newsletter
Subscribers: 894
(up 3%)



Texting
opt-ins:
311
(up 2%)



Facebook
followers: 736
(+- 0%)

Impressions:
6,398



Twitter
followers:
295
(up 1%)

Impressions:
6,311

Social Media



Facebook: Top Post

- 391 people reached
- 8 likes, comments and shares
- 10 post clicks

Top Tweet:

- Potential reach: 6,135
- Retweets: 3



I69ORX

The I-69 Ohio River Crossing project will link Evansville and Henderson, a vital connection. Completing the connection between Kentucky and Indiana will improve long-term cross river mobility, reduce congestion and delay, and improve safety. <https://t.co/lkNZpKP7Fv>



OHIO RIVER CROSSING

Digital analytics

September 1 to 30, 2018



E-newsletter
Subscribers: 904
(up 1%)



Texting
opt-ins:
310
(+0%)



Facebook
followers: 754
(up 2%)



Twitter
followers:
300 (up 2%)

Impressions:
19,500

Impressions:
5,511

Social Media

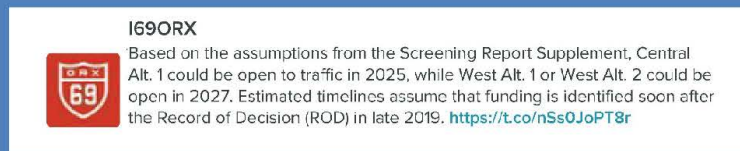


Facebook: Top Post

- 5,421 people reached
- 88 reactions, comments and shares

Top Tweet:

- Potential reach: 9,327
- Retweets: 6





OHIO RIVER CROSSING

Website analytics

September 1 to 30, 2018



Visits: 1,009
Users: 837
(down 12%)



Total page
views: 3,838
(down 29%)



Avg. visit
duration:
2 min., 29 sec.
(down 8%)



Desktop:
485 (58%)



Mobile:
285 (34%)



Tablet:
67 (8%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	1,208
Updated Maps	714
Surveys and Field Work (news post)	374
Project Documents	200
Project Overview	182
Updated Alternatives	158

Where are our users?

Indianapolis	92
Atlanta	69
Evansville	69
Henderson	68
N/A	25



OHIO RIVER CROSSING

Website analytics

October 1 to 31, 2018



Visits: 792
Users: 684
(down 22%)



Total page
views: 3,053
(down 8%)



Avg. visit
duration:
2 min., 28 sec.
(+/- 0%)



Desktop:
513 (75%)



Mobile:
130 (19%)



Tablet:
41 (6%)

Individual Page Performance

Page Title	Pageviews
Home	1,002
Updated Maps	451
Project Documents	205
Project Overview	166
Surveys and Field Work (news post)	158
Videos	154

Peak usage dates



Where are our users?

N/A	123
Indianapolis	62
Henderson	37
Atlanta	30
Evansville	29
Dubai	15



OHIO RIVER CROSSING

Digital analytics

October 1 to 31, 2018



E-newsletter
Subscribers: 913
(up 1%)



Texting
opt-ins:
319
(up 3%)



Facebook
followers: 770
(up 2%)



Twitter
followers:
312 (up 4%)

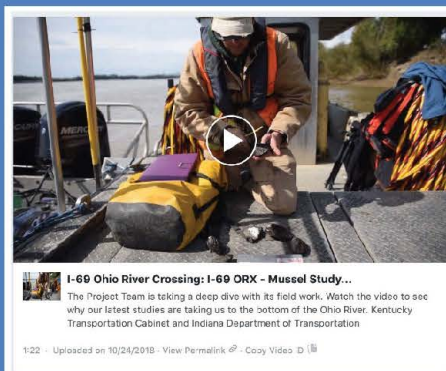
Impressions:
12,700

Impressions:
8,818

Social Media

Facebook: Top Post

- 6,000 people reached
- 27 interactions



Top Tweet:

- Potential reach: 5,981
- 24 reactions



I69ORX

The Project Team is taking a deep dive with its field work. Watch the video to see why our latest studies are taking us to the bottom of the Ohio River.
@KYTC and @INDOT <https://t.co/eaiCVgfPzV>



OHIO RIVER CROSSING

Website analytics

November 1 to 30, 2018



Visits: 896
Users: 750
(up 12%)



Total page
views: 3,788
(up 20%)



Avg. visit
duration:
3 min., 0 sec.
(+18%)



Desktop:
438 (59%)

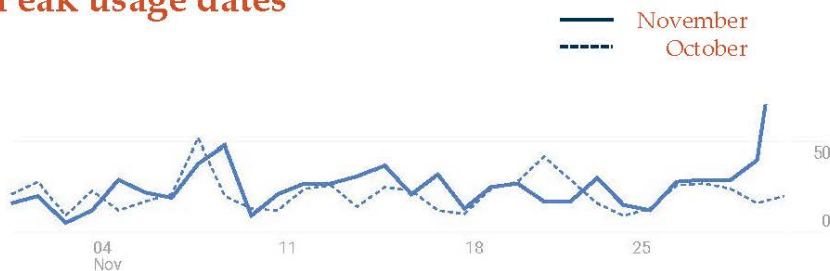


Mobile:
2 (36%)



Tablet:
45 (5%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	1,112
Updated Maps	788
Project Documents	241
Project Overview	236
News and Events	189
Surveys and Field Work	152

Where are our users?

Indianapolis	71
Henderson	48
Evansville	46
Atlanta	42
N/A	40
Chicago	25



OHIO RIVER CROSSING

Digital analytics

November 1 to 30, 2018



E-newsletter
Subscribers: 922
(up 1%)



Texting
opt-ins:
318
(+/-0%)



Facebook
followers: 768
(+/- 0%)



Twitter
followers:
316 (up 1%)

Impressions:
3,505

Impressions:
14,200

Social Media

Facebook: Top Post

- 3,081 people reached
- 1,495 video views



I-69 Ohio River Crossing: I-69 ORX Field Work...
The work of the I-69 ORX Project Team has taken us out of the office and into the field. Check out some of the work that's been underway. Kentucky Transportation Cabinet and Indiana Department of Transportation

Top Tweet:

- Potential reach: 18,334
- 276 engagements



I69ORX

Have questions about the project? We've got two offices on both sides of the river. Stop by or call 888-515-9756. Find more information at <https://t.co/AG0ZyEUf9> <https://t.co/EkRc1NOYZ>



OHIO RIVER CROSSING

Website analytics

December 1 to 31, 2018



Visits: 5,292
Users: 4,481
(up 597%)



Total page views: 18,042
(up 476%)



Avg. visit duration: 2 min., 23 sec.
(-21%)



Desktop: 2,210 (49%)

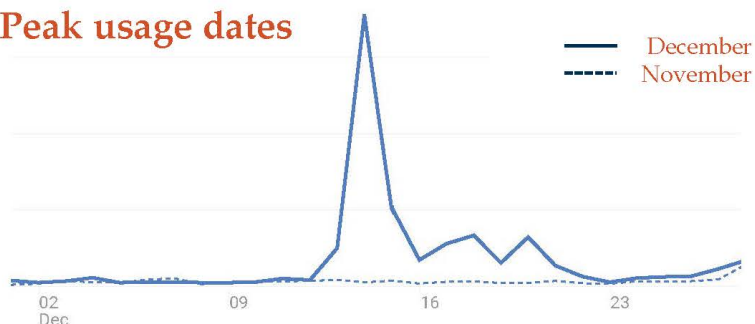


Mobile: 1,921 (43%)



Tablet: 350 (8%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	4,142
DEIS	4,053
Updated Maps	2,868
Central Alt. . .(News Page)	832
DEIS Maps	707
Project Overview	481

Where are our users?

Evansville	731
Henderson	501
Indianapolis	406
Detroit	296
Ann Arbor	201
Boardman	156



OHIO RIVER CROSSING

Digital analytics

December 1 to 31, 2018



E-newsletter
Subscribers: 966
(up 5%)



Texting
opt-ins:
313
(-2%)



Facebook
followers: 815
(+ 6%)



Twitter
followers:
331 (+3%)

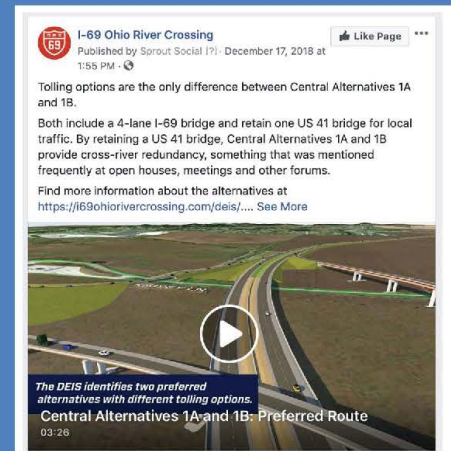
Impressions:
35,600

Impressions:
16,100

Social Media

Facebook: Top Post

- 8,570 people reached
- 1,135 engagements



Top Tweet:

- Reach: 6,914



I-69 Ohio River Crossing

The Draft Environmental Impact Statement was released today. The Central Alternative is the preferred route for the proposed I-69 crossing. The DEIS identifies two preferred alternatives with different tolling options. Central Alternative 1A would toll both the I-69 bridge and the remaining US 41 bridge. Central Alternative 1B would toll only the I-69 bridge. Find the DEIS online at: i69ohiorivercrossing.com/DEIS. Read the entire DEIS at various locations: both sides of the river at the ORX project offices, INDOT and KYTC district offices, local libraries and other sites.



OHIO RIVER CROSSING

Website analytics

January 1 to 31, 2019



Visits 3,352
Users: 2,658
(down 41%)



Total page views: 14,461
(down 20%)



Avg. visit duration: 2 min., 50 sec.
(up 19%)



Desktop:
1,365 (51%)



Mobile:
1,087 (41%)

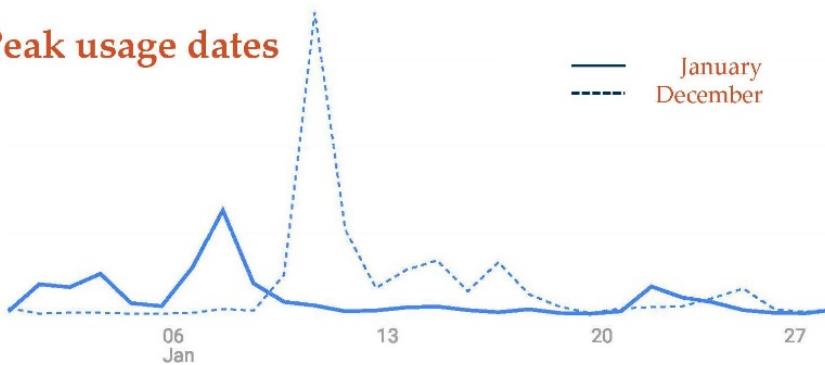


Tablet:
206 (8%)

Individual Page Performance

Page Title	Pageviews
Home	2,846
DEIS	2,392
Updated Maps	1,422
DEIS Maps	1,293
Public Hearings (event page)	733
Contact	687

Peak usage dates



Where are our users?

Evansville	395
Henderson	341
Indianapolis	220
Boardman	123
Detroit	120
Ann Arbor	94



OHIO RIVER CROSSING

Digital analytics

January 1 to 31, 2019



E-newsletter
Subscribers: 992
(up 3%)



Texting
opt-ins:
316
(+1%)



Facebook
followers: 1,174
(+ 4%)



Twitter
followers:
338 (+2%)

Impressions:
27,000

Impressions:
26,700

Social Media

Facebook: Top Post

- 5,130 people reached
- 93 engagements



Top Tweet:

- Reach: 3,975



I-69 Ohio River Crossing

Tonight is our second public hearing. Join us in Evansville from 5 – 8 p.m. at the Old National Events Plaza in the Locust meeting room. Visit <http://bit.ly/ORXPublicHearings> to learn more about the DEIS and how to have your opinion made part of the record. **Kentucky Transportation Cabinet & Indiana Department of Transportation**



OHIO RIVER CROSSING

Website analytics

February 1 to 28, 2019



Visits: **1,331**
Users: 1,021
(down 75%)



Total page
views: 5,779
(down 60%)



Avg. visit
duration:
3 min., 18 sec.
(up 14%)



Desktop:
643 (63%)



Mobile:
306 (30%)



Tablet:
72 (7%)

Individual Page Performance

Page Title	Pageviews
Home	274
DEIS	249
Updated Maps	85
Project Documents	60
Project Overview	59
Schedule	49

Peak usage dates



Where are our users?

Evansville	117
Henderson	71
Indianapolis	71
Nashville	64
New York	51
Ashburn	37



OHIO RIVER CROSSING

Digital analytics

February 1 to 28, 2019



E-newsletter

Subscribers: 1,008
(up 4%)



Texting
opt-ins:
322
(up 3%)



Facebook
followers: 821
(+ 1%)

Impressions:
9,869



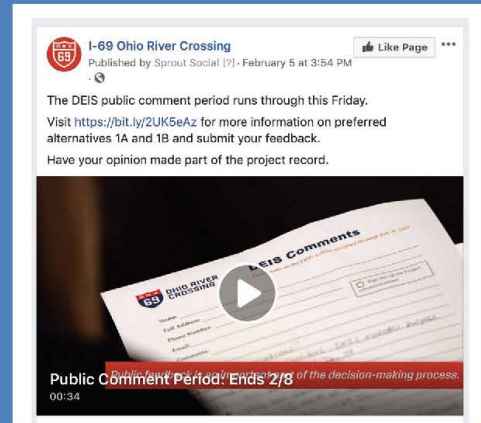
Twitter
followers:
338 (+2%)

Impressions:
8,604

Social Media

Facebook: Top Post

- 60 engagements
- Reach: 2,659



Top Tweet:

- Reach: 3,484

I69ORX



It's not too late to have your voice heard. Today is the last day of the DEIS public comment period for the I-69 ORX Crossing. Visit <https://t.co/aD5Er9OAFc> to share your feedback with the Project Team. Public feedback plays an important role in the decision-making process. <https://t.co/U1gkzXDbjh>



OHIO RIVER CROSSING

Website analytics

March 1 to 31, 2019



Visits: 728
Users: 564
(down 45%)



Total page views: 3,615
(down 34%)



Avg. visit duration: 3 min., 21 sec.
(+/- 0%)



Desktop:
383 (68%)



Mobile:
146 (26%)



Tablet:
35 (6%)

Individual Page Performance

Page Title	Pageviews
Home	853
DEIS	703
Updated Maps	279
Project Overview	240
Project Documents	235
DEIS Maps	211

Peak usage dates



Where are our users?

Indianapolis	45
Ashburn, Va.	45
Evansville	37
Nashville	36
Chicago	29
Henderson	24



OHIO RIVER CROSSING

Digital analytics

March 1 to 31, 2019



E-newsletter
Subscribers: 1,019
(up 1%)



Texting
opt-ins:
323
(+/- 0%)



Facebook
followers: 821
(+/- 0%)

Impressions:
3,583



Twitter
followers:
342 (+1%)

Impressions:
10,300

Social Media

Facebook: Top Post

- 14 reactions or comments
- Reach: 499

I-69 Ohio River Crossing

The I-69 Ohio River Crossing would complete the connection between Indiana and Kentucky, improve long-term cross-river mobility, reduce congestion and delay, and improve safety. Learn more about the project at i69OhioRiverCrossing.com.



Top Tweet:

- Potential reach: 6,621
- 7 responses or retweets

I69ORX

Nearly 300 comments were received during the public comment period. The Project Team will consider all comments. We thank you for your feedback.

<https://t.co/PLAm55ZKvD>



OHIO RIVER CROSSING

Website analytics

April 1 to 30, 2019



Visits: 667
Users: 536
(down 9%)



Total page views: 2,730
(down 25%)



Avg. visit duration: 2 min., 25 sec.
(down 40%)



Desktop:
375 (70%)

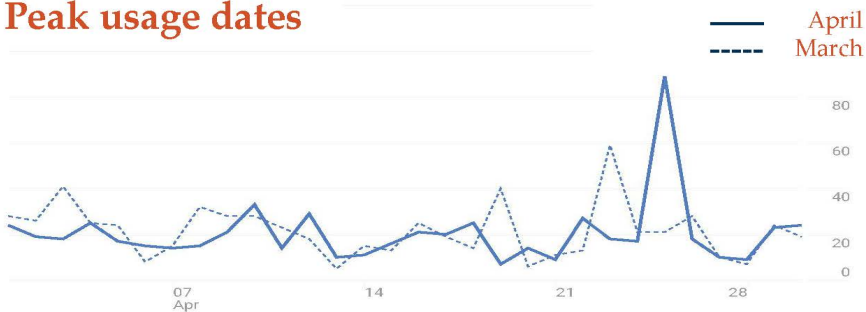


Mobile:
129 (24%)



Tablet:
32 (6%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	624
DEIS	283
Updated Maps	240
Project Overview	183
Project Documents	174
DEIS Maps	166

Where are our users?

N/A	106
Indianapolis	40
Henderson	30
Evansville	28
Chicago	17
Nashville	14
Ashburn, Va.	14



OHIO RIVER CROSSING

Digital analytics

April 1 to 30, 2019



E-newsletter
subscribers: 1,022
(+/- 0%)



Texting
opt-ins:
323
(+/- 0%)



Facebook
followers: 820
(+/- 0%)

Impressions:
2,560



Twitter
followers:
344 (+1%)

Impressions:
4,285

Social Media

Facebook: Top Post

- 6 reactions or comments
- Reach: 292



I-69 Ohio River Crossing

Glow Orange! Go Orange! Show your orange today to support Work Zone Awareness Week. People will be wearing orange and some buildings, bridges and other structures will be lit orange in support of worker safety. Kentucky and Indiana are taking part in the national initiative to raise awareness for protecting both workers and motorists in work zones.

#DriveLikeYouWorkHere #NWZAW Kentucky Transportation Cabinet & Indiana Department of Transportation

Top Tweet:

- Potential reach: 6,621
- 7 responses or retweets

I69ORX

Tweet

The Henderson Tri-Fest is this weekend! We hope everyone has a great time with friends and family. <https://t.co/JMSI87g10j>



OHIO RIVER CROSSING

Website analytics

May 1 to 31, 2019



Visits: 742
Users: 571
(up 11%)



Total page views: 3,841
(up 41%)



Avg. visit duration: 3 min., 35 sec.
(up 57%)



Desktop: 354 (62%)



Mobile: 148 (26%)

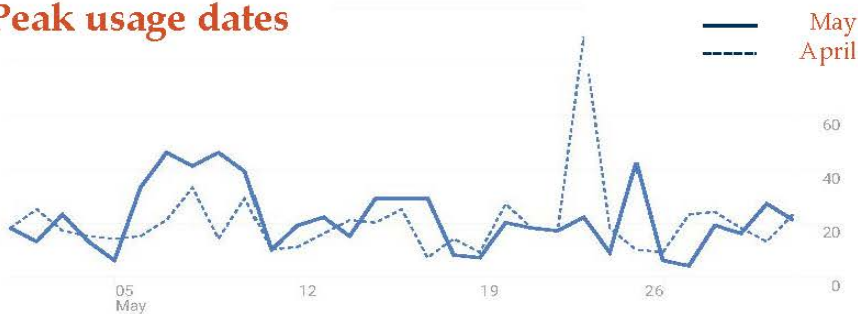


Tablet: 69 (12%)

Individual Page Performance

Page Title	Pageviews
Home	919
Project Documents	347
DEIS	250
Project Overview	232
DEIS Maps	221
Updated Maps	196

Peak usage dates



Where are our users?

Evansville	52
Nashville	45
Indianapolis	43
Henderson	40
Peterborough, NH	31
Ashburn, Va.	14



OHIO RIVER CROSSING

Digital analytics

May 1 to 31, 2019



E-newsletter
subscribers: 1,028
(+/- 0%)



Texting
opt-ins:
324
(+/- 0%)



Facebook
followers: 829
(+ 1%)



Twitter
followers:
347 (+1%)

Impressions:
2,690

Impressions:
3,047

Social Media

Facebook: Top Post

- 5 reactions or comments
- Reach: 319



I-69 Ohio River Crossing

When it comes to finding answers to questions about ORX, visit i69OhioRiverCrossing.com to learn more about the project. There are ORX project offices on both sides of the river.

Top Tweet:

- Potential reach: 512
- 1 response



I69ORX

The project team is continuing its work. Want to stay in touch? Visit <https://t.co/OcTyCYwm3k> to sign up for project updates. We offer both email and text alerts. <https://t.co/JQW5qyzOh7>



OHIO RIVER CROSSING

Website analytics

June 1 to 30, 2019



Visits: 887
Users: 451
(down 21%)



Total page
views: 2,736
(down 29%)



Avg. visit
duration:
3 min., 20 sec.
(down 7%)



Desktop:
270 (60%)

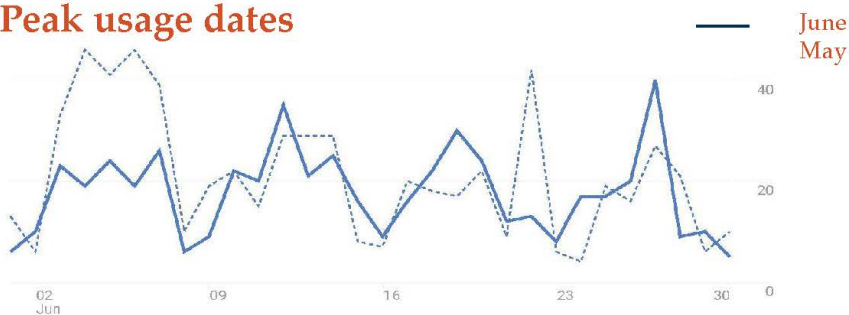


Mobile:
140 (31%)



Tablet:
31 (9%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	723
Project Documents	301
DEIS	289
DEIS Maps	224
Project Overview	190
Updated Maps	149

Where are our users?

Indianapolis	47
Evansville	39
Nashville	33
Ashburn, Vir.	32
N/A	18
Henderson	18



OHIO RIVER CROSSING

Digital analytics

June 1 to 30, 2019



E-newsletter
subscribers: 1,031
(+/- 0%)



Texting
opt-ins:
325
(+/- 0%)



Facebook
followers: 852
(+ 1%)



Twitter
followers:
351 (+1%)

Impressions:
2,009

Impressions:
2,945

Social Media

Facebook: Top Post

- 20 total engagements
- Reach: 312



I-69 Ohio River Crossing

Work continues! You weighed in and we're listening. Hundreds of comments were received during the public comment period that followed the Draft Environmental Impact Statement. The Project Team is continuing its work with additional studies and analyses.

Top Tweet:

- Potential reach: 4,672
- 2 responses



I69ORX

We're listening. More than 570 comments were received from more than 260 people during the public comment period earlier this year. The Project Team will consider all comments. <https://t.co/Kgotc6SZ9Q>



OHIO RIVER CROSSING

Website analytics

July 1 to 31, 2019



Visits: 488
Users: 414
(down 55%)



Total page
views: 2,429
(down 11%)



Avg. visit
duration:
2 min., 16 sec.
(down 32%)



Desktop:
257 (62%)



Mobile:
119 (29%)

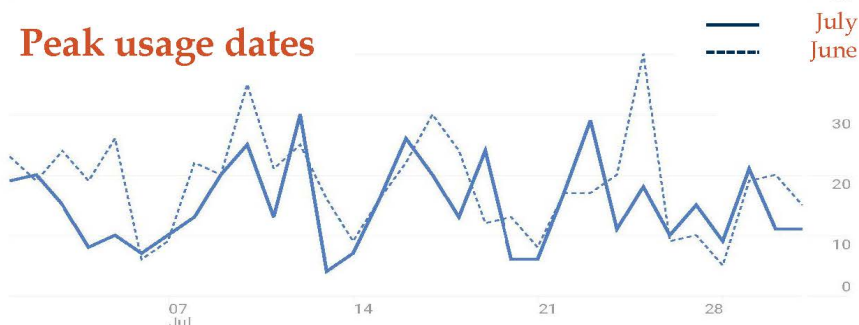


Tablet:
38 (9%)

Individual Page Performance

Page Title	Pageviews
Home	740
Project Documents	208
DEIS Maps	208
Project Overview	194
DEIS	166
Updated Maps	155

Peak usage dates



Where are our users?

Indianapolis	43
Nashville	29
Evansville	26
N/A	23
New York	23
Ashburn, VA	21
Henderson	19



OHIO RIVER
CROSSING

Digital analytics

July 1 to 31, 2019



E-newsletter
subscribers: 1,036
(+/- 0%)



Texting
opt-ins:
324
(+/- 0%)



Facebook
followers: 858
+/-0%)



Twitter
followers:
331 (-2%)

Impressions:
2,545

Impressions:
3,461

Social Media

Facebook: Top Post

- 17 total engagements
- Reach: 207



I-69 Ohio River Crossing

Work is ongoing! Public feedback is being considered. More than 500 comments were received during the public comment period that followed the Draft Environmental Impact Statement. The Project Team is continuing its work with additional studies and analyses.

Top Tweet:

- Potential reach: 3,461
- 23 total engagements

I69ORX

The ORX website has dozens of videos providing more information on the project and work to date. Visit <https://t.co/g2exHyyoPN> to watch them today.
<https://t.co/jfKDPRG0gZ>



OHIO RIVER CROSSING

Website analytics

August 1 to 31, 2019



Visits: 516
Users: 440
(up 6%)



Total page
views: 2,502
(up 3%)



Avg. visit
duration:
2 min., 33 sec.
(up 12%)



Desktop:
260 (59%)



Mobile:
158 (36%)

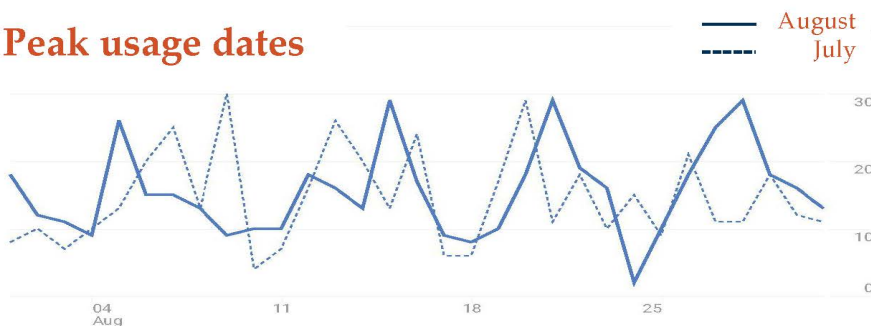


Tablet:
22 (5%)

Individual Page Performance

Page Title	Pageviews
Home	784
Project Documents	242
Updated Maps	223
DEIS Maps	217
Project Overview	187
DEIS	131

Peak usage dates



Where are our users?

Indianapolis	41
Evansville	28
Henderson	24
Nashville	24
N/A	20
Louisville	18
Ashburn, VA	14



OHIO RIVER CROSSING

Digital analytics

August 1 to 31, 2019



E-newsletter
subscribers: 1,042
(+/- 0%)



Texting
opt-ins: 325
(+/- 0%)



Facebook
followers: 848
-1%



Twitter
followers: 352 (+6%)

Impressions:
1,875

Impressions:
3,169

Social Media

Facebook: Top Post

- 18 total engagements

The I-69 Ohio River Crossing would complete the connection across the Ohio, improving long-term cross-river mobility, reducing congestion and delay and improving safety.



**Improve
mobility**

**Reduce
congestion**

**Improve
safety**

Top Tweet:

- Potential reach: 4,203
- 20 total engagements

I69ORX



The I-69 Ohio River Crossing would complete the connection across the Ohio, improving long-term cross-river mobility, reducing congestion and delay and improving safety. To learn more, visit <https://t.co/OcTyCYwm3k>.
<https://t.co/iP89POUqsP>



OHIO RIVER CROSSING

Website analytics

September 1 to 30, 2019



Visits: 545
Users: 437
(up 1%)



Total page
views: 2,502
(up 3%)



Avg. visit
duration:
2 min., 30 sec.
(up 1%)



Desktop:
267 (61%)

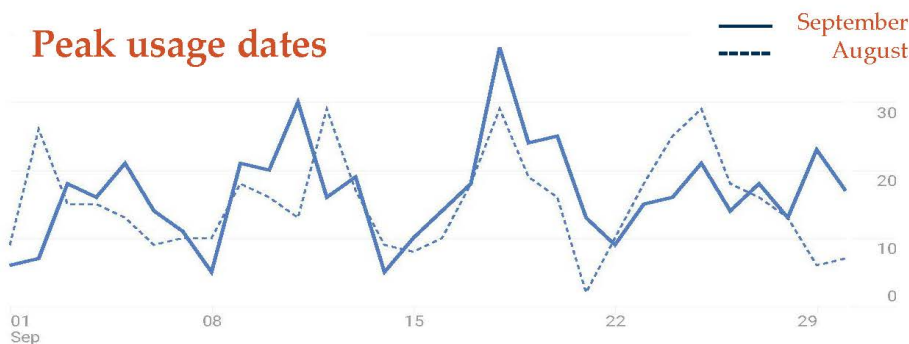


Mobile:
131 (30%)



Tablet:
39 (9%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	824
DEIS Maps	243
Project Documents	223
Updated Maps	199
Project Overview	179
DEIS	157

Where are our users?

Indianapolis	44
Evansville	38
Nashville	33
N/A	30
Henderson	26
Ashburn, Va.	15
Louisville	12



OHIO RIVER CROSSING

Digital analytics

September 1 to 30, 2019



E-newsletter
subscribers: 1,042
(+/- 0%)



Texting
opt-ins:
326
(+/- 0%)



Facebook
followers: 850
(+/-0%)



Twitter
followers:
352 (+/-0%)

Impressions:
1,988

Impressions:
2,448

Social Media

Facebook: Top Post

- 62 total engagements

The I-69 Ohio River Crossing
would complete the I-69
connection across the Ohio



Top Tweet:

- Potential reach: 4,212
- 41 total engagements

I69ORX



The I-69 Ohio River Crossing would complete the I-69 connection across the Ohio River, improving long-term cross-river mobility, reducing congestion and delay and improving safety. Learn more at <https://t.co/Y9Z4ZjHR3w>.
<https://t.co/3MQY5WJBZg>



OHIO RIVER CROSSING

Website analytics

October 1 to 31, 2019



Visits: 547
Users: 448
(up 1%)



Total page views: 2,660
(up 3%)



Avg. visit duration: 2 min., 26 sec.
(down 1%)



Desktop: 271 (61%)



Mobile: 139 (31%)

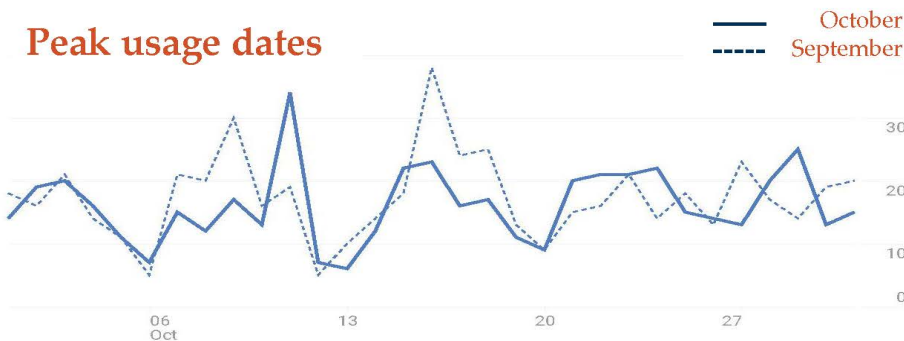


Tablet: 38 (8%)

Individual Page Performance

Page Title	Pageviews
Home	815
Project Documents	280
DEIS Maps	238
Updated Maps	196
Project Overview	189
DEIS	151

Peak usage dates



Where are our users?

Indianapolis	34
Nashville	27
Evansville	24
Ashburn, Va.	24
Louisville	19
N/A	18
Chicago	17



OHIO RIVER CROSSING

Digital analytics

October 1 to 31, 2019



E-newsletter
subscribers: 1,042
(+/- 0%)



Texting
opt-ins:
326
(+/- 0%)



Facebook
followers: 853
+/-0%)



Twitter
followers:
354 (+/-0%)

Impressions:
3,204

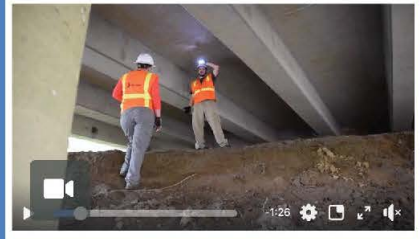
Impressions:
3,560

Social Media

Facebook: Top Post

- 56 total engagements

Happy Halloween! 🎃 Did you know the project team studied bats? Check out this video to learn!



Top Tweet:

- Potential reach: 354



I69ORX

Have a question about the I-69 ORX project? You should be able to find an answer here: <https://t.co/CAWStgdB6c>. <https://t.co/8aOo5VU2QZ>



OHIO RIVER CROSSING

Website analytics

November 1 to 30, 2019



Visits: 504
Users: 426
(down 10%)



Total page
views: 2,375
(down 10%)



Avg. visit
duration:
2 min., 6 sec.
(down 5%)



Desktop:
268 (63%)

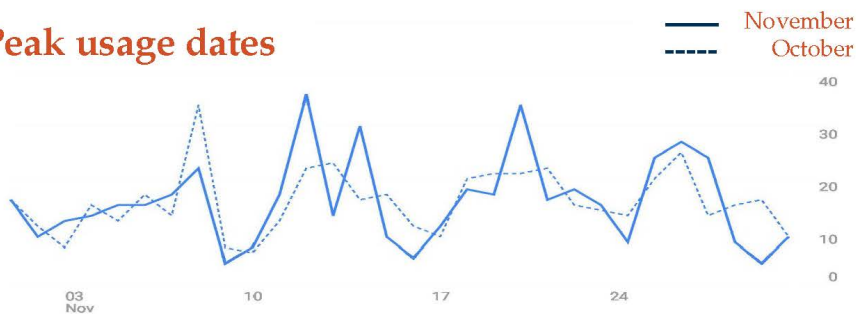


Mobile:
128 (30%)



Tablet:
30 (7%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	737
Project Documents	261
DEIS Maps	199
DEIS	152
Updated Maps	147
FAQs	102

Where are our users?

Ashburn, Va.	40
Indianapolis	33
N/A	24
Evansville	24
Atlanta	23
New York	15
Chicago	14



OHIO RIVER
CROSSING

Digital analytics

November 1 to 30, 2019



E-newsletter
subscribers: 1,051
(+ 1%)



Texting
opt-ins:
328
(+ 1%)



Facebook
followers: 859
+/ 1%)



Twitter
followers:
358 (+ 1%)

Impressions:
3,741

Impressions:
7,111

Social Media

Facebook: Top Post

- 273 total engagements

A big announcement today in Henderson with Senator Mitch McConnell, Congressman James Comer and other dignitaries on hand for the Green River National Wildlife Refuge Establishment Ceremony. . .



Top Tweet:

- 4,104 potential reach

Tweet I69ORX



A big announcement today in Henderson with [@senatemajldr](#) Mitch McConnell, [@KYComer](#) and other dignitaries on hand for the Green River National Wildlife Refuge Establishment Ceremony. It's only the second wildlife refuge located solely in Kentucky.



OHIO RIVER CROSSING

Website analytics

December 1 to 31, 2019



Visits: 519
Users: 416
(down 2%)



Total page views: 1,534
(down 25%)



Avg. visit duration: 2 min., 0 sec.
(down 5%)



Desktop: 254 (61%)



Mobile: 129 (31%)

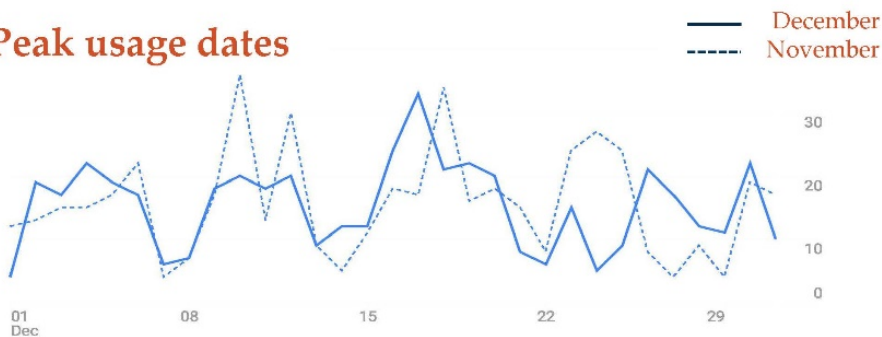


Tablet: 33 (8%)

Individual Page Performance

Page Title	Pageviews
Home	511
Project Documents	163
DEIS Maps	116
Project Overview	104
Updated Maps	95
News/Events	87

Peak usage dates



Where are our users?

Indianapolis	37
Atlanta	25
Evansville	24
Henderson	21
Ashburn, Va.	20
N/A	17
New York	14



OHIO RIVER CROSSING

Digital analytics

December 1 to 31, 2019



E-newsletter
subscribers: 1,091
(+ 4%)



Texting
opt-ins:
332
(+ 1%)



Facebook
followers: 858
(+/- 0%)



Twitter
followers:
356 (-1%)

Impressions:
2,105

Impressions:
3,348

Social Media

Facebook: Top Post

- 66 total engagements

When is a Record of Decision (ROD) expected? Many comments received from the



Top Tweet:

- 6,006 potential reach



Wed 12/4/2019 4:10 pm GMT

Visit <https://t.co/OcTyCYwm3k> to learn more. The project website includes an overview of the project, work to date and history. <https://t.co/UubYpzPPTS>



OHIO RIVER CROSSING

Website analytics

January 1 to 31, 2020



Visits: 759
Users: 618
(up 49%)



Total page
views: 2,207
(up 34%)



Avg. visit
duration:
2 min., 31 sec.
(up 25%)



Desktop:
385 (63%)



Mobile:
196 (31%)

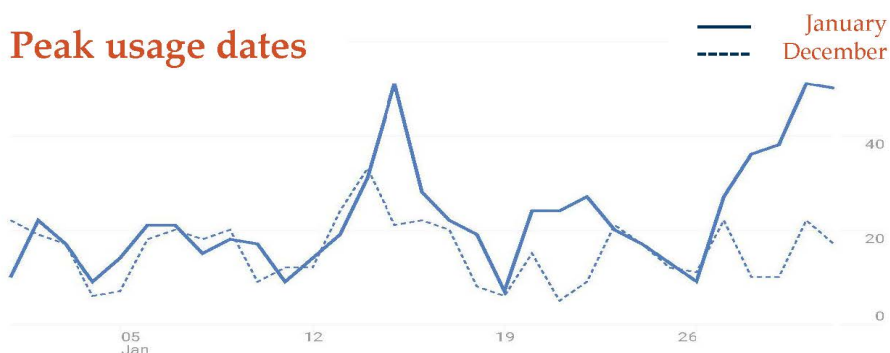


Tablet:
37 (6%)

Individual Page Performance

Page Title	Pageviews
Home	642
DEIS Maps	183
Project Documents	176
Updated Maps	156
Project Overview	153
DEIS	120

Peak usage dates



Where are our users?

Evansville	45
Henderson	44
Indianapolis	43
Atlanta	38
Ashburn, Va.	25
New York	24
Louisville	21



OHIO RIVER CROSSING

Digital analytics

January 1 to 31, 2020



E-newsletter
subscribers: 1,091
(+/- 0%)



Texting
opt-ins:
333
(+/- 0%)



Facebook
followers: 861
+/- 0%)



Twitter
followers:
362 (+2%)

Impressions:
1,800

Impressions:
4,953

Social Media

Facebook: Top Post

- 18 total engagements

Top Tweet:

- 26 total engagements

**INDIANA OFFICE:**

320 Eagle Crest Dr., Ste. C
Evansville, IN 47715

Open Tuesday, 10 a.m. to 3 p.m.

Each office is also open
by appointment.

888-515-9756 

Improve
mobility 

Reduce
congestion 

Improve
safety 



OHIO RIVER CROSSING

Website analytics

February 1 to 29, 2020



Visits: 776
Users: 621
(+/- 0%)



Total page
views: 2,116
(down 4%)



Avg. visit
duration:
2 min., 24 sec.
(down 1%)



Desktop:
417 (67%)



Mobile:
179 (29%)

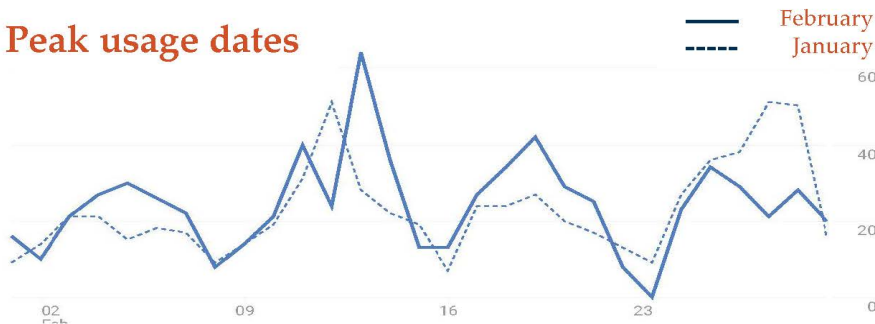


Tablet:
25 (4%)

Individual Page Performance

Page Title	Pageviews
Home	656
Project Documents	195
DEIS Maps	187
Project Overview	157
Updated Maps	134
News/Events	102

Peak usage dates



Where are our users?

Evansville	69
Indianapolis	63
Atlanta	35
Henderson	29
Chicago	25
N/A	20
Ashburn, Va.	20



OHIO RIVER CROSSING

Digital analytics

February 1 to 29, 2020



E-newsletter
subscribers: 1,091
(+/- 0%)



Texting
opt-ins:
338
(+ 2%)



Facebook
followers: 865
(+/- 0%)



Twitter
followers:
364 (+/-0%)

Impressions:
1,361

Impressions:
4,263

Social Media

- Facebook: Top Post
- 35 total engagements

The Project Team received multiple comments on the proposed preferred



Visit our website for an overview of the I-69 ORX.
Head to



- Top Tweet:
- 19 total engagements



OHIO RIVER CROSSING

Website analytics

March 1 to 31, 2020



Visits: 690
Users: 572
(- 8%)



Total page views: 1,879
(-10%)



Avg. visit duration: 2 min., 18 sec.
(- 1%)



Desktop: 397 (70%)



Mobile: 129 (26%)

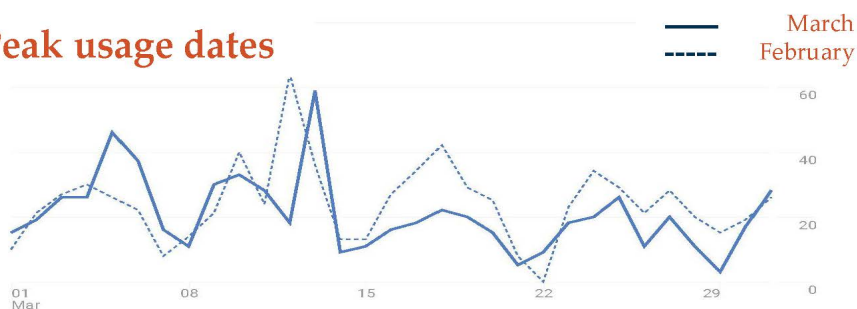


Tablet: 46 (4%)

Individual Page Performance

Page Title	Pageviews
Home	617
DEIS	211
Project Documents	190
DEIS Maps	166
Project Overview	132
Updated Maps	76

Peak usage dates



Where are our users?

Beavercreek, Oh.	44
Atlanta	27
N/A	24
Evansville	21
Louisville	21
Chicago	20
Frankfort	19



OHIO RIVER
CROSSING

Digital analytics

March 1 to 31, 2020



E-newsletter
subscribers: 1,091
(+/- 0%)



Texting
opt-ins:
340
(+ 1%)



Facebook
followers: 866
+/- 0%)

Impressions:
1,273



Twitter
followers:
365 (+/-0%)

Impressions:
3,229

Social Media

Facebook: Top Post

- 12 total engagements

The Project Team was happy to talk about ORX and managing a bi-state mega



Top Tweet:

- 14 total engagements



OHIO RIVER CROSSING

Website analytics

April 1 to 30, 2020



Visits: 545
Users: 466
(-21%)



Total page
views: 1,401
(-25%)



Avg. visit
duration:
1 min., 56 sec.
(-16%)



Desktop:
308 (66%)

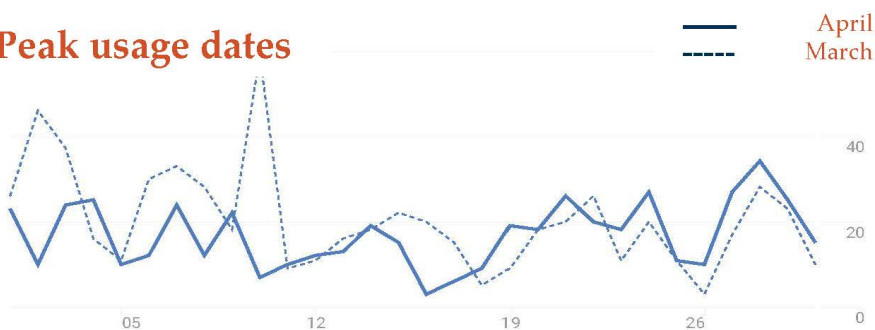


Mobile:
130 (28%)



Tablet:
28 (6%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	487
DEIS	147
Project Documents	134
DEIS Maps	127
Project Overview	115
Updated Maps	57

Where are our users?

Ashburn, Va.	36
Indianapolis	29
Evansville	23
Henderson	17
N/A	16
Corona, Calif.	15
Omaha, Nebr.	11



OHIO RIVER CROSSING

Digital analytics

April 1 to 30, 2020



E-newsletter
subscribers: 1,091
(+/- 0%)



Texting
opt-ins:
341
(+/- 0%)



Facebook
followers: 867
(+/- 0%)

Impressions:
1,296



Twitter
followers:
365 (+/-0%)

Impressions:
3,912

Social Media

Facebook: Top Post

- 13 total engagements

Want to catch up on the
project?
I69OhioRiverCrossing.com



April is Distracted Driving
Awareness Month! Always be
cautious when driving, but be



Top Tweet:

- 25 total engagements



OHIO RIVER CROSSING

Website analytics

May 1 to 31, 2020



Visits: 635
Users: 570
(+15%)



Total page views: 1,570
(+10%)



Avg. visit duration: 1 min., 45 sec.
(-15%)



Desktop: 359 (63%)



Mobile: 182 (32%)

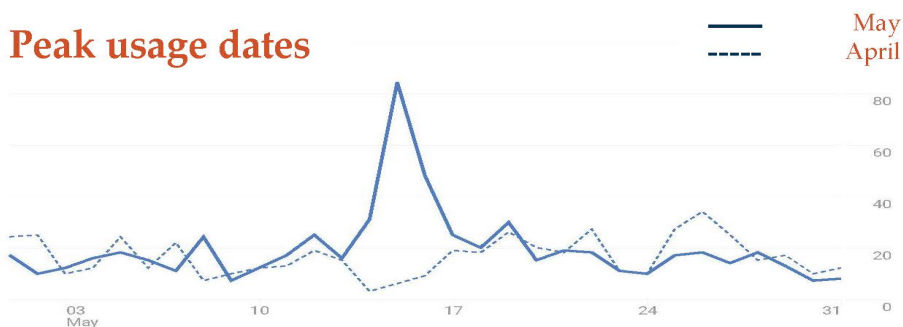


Tablet: 29 (5%)

Individual Page Performance

Page Title	Pageviews
Home	543
DEIS Maps	186
Project Overview	149
News and Events	88
Updated Maps	75
DEIS	64

Peak usage dates



Where are our users?

Indianapolis	42
Evansville	39
Ashburn, Va.	33
Henderson	30
Marietta, Ga.	25
Boardman, Oh.	25
N/A	24



OHIO RIVER
CROSSING

Digital analytics

May 1 to 31, 2020



E-newsletter
subscribers: 1,091
(+/- 0%)



Texting
opt-ins:
342
(+/- 0%)



Facebook
followers: 867
(+/- 0%)

Impressions:
1,065



Twitter
followers:
366 (+/-0%)

Impressions:
2,548

Social Media

Facebook: Top Post

- 12 total engagements

More businesses and facilities will be opening in June. Read more about the Healthy at

KY Healthy At Work

TEAM
KENTUCKY



More businesses and facilities will be opening in June. Read more about the Healthy at Work approach to reopen Kentucky's economy.



bit.ly/2yOp2NX

Top Tweet:

- 3 total engagements



OHIO RIVER CROSSING

Website analytics

June 1 to 30, 2020



Visits: 723
Users: 599
(+14%)



Total page views: 1,774
(+13%)



Avg. visit duration: 2 min., 11 sec.
(+25%)



Desktop: 407 (68%)

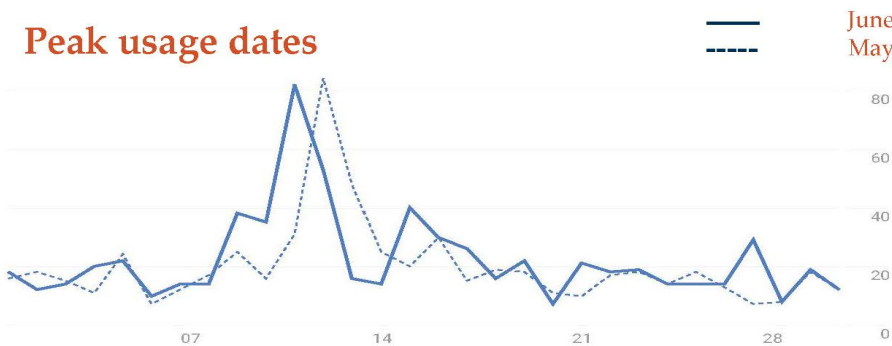


Mobile: 176 (29%)



Tablet: 16.3(%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	686
Project Overview	140
DEIS Maps	135
Project Documents	123
News and Events	92
DEIS	86

Where are our users?

Ashburn, Va.	47
Indianapolis	36
Boardman, Oh.	31
Evansville	29
Henderson	27
N/A	25
Louisville, Ky.	24



OHIO RIVER
CROSSING

Digital analytics

June 1 to 30, 2020



E-newsletter
subscribers: 1,091
(+/- 0%)



Texting
opt-ins:
339
(-1%)



Facebook
followers: 865
(+/- 0%)

Impressions:
1,074



Twitter
followers:
364 (+/-0%)

Impressions:
1,282

Social Media

Facebook: Top Post

- 23 total engagements

The I-69 Ohio River Crossing
project offices are
consolidating to a single

PROJECT UPDATE

We're consolidating
project offices.

Click here for
more information.

Want to catch up on the
project?
I69OhioRiverCrossing.com is



Top Tweet:

- 6 total engagements



OHIO RIVER CROSSING

Website analytics

July 1 to 31, 2020



Visits: 589
Users: 497
(-19%)



Total page views: 1,458
(-18%)



Avg. visit duration: 1 min., 54 sec.
(-13%)



Desktop: 363 (73%)

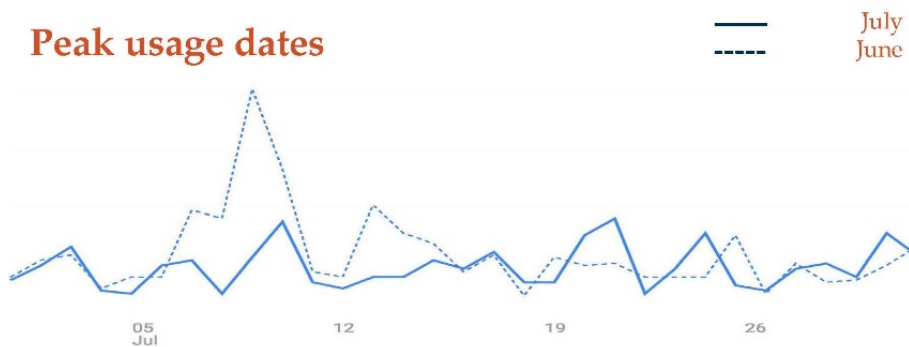


Mobile: 106 (21%)



Tablet: 28 (6%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	491
DEIS Maps	133
Project Overview	122
Project Documents	112
DEIS	71
Office Consolidation (News & Events)	67

Where are our users?

Ashburn, Va.	78
Indianapolis	34
Boardman, Oh.	21
Louisville	19
Evansville	18
N/A	25
Chicago	14



OHIO RIVER
CROSSING

Digital analytics

July 1 to 31, 2020



E-newsletter
subscribers: 1,091
(+/- 0%)



Texting
opt-ins:
342
(+1%)



Facebook
followers: 866
(+/- 0%)

Impressions:
895




Twitter
followers:
362 (+/-0%)

Impressions:
1,768

Social Media

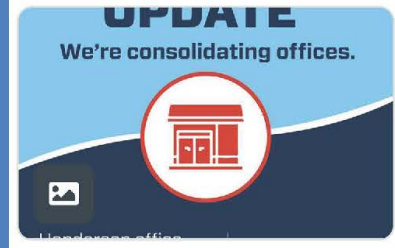
Facebook: Top Post

- 11 total engagements

Want to find out more? 
I69OhioRiverCrossing.com
is a great place to learn more



The project office remains
closed temporarily. As a
reminder, we'll reopen a



Top Tweet:

- 8 total engagements



OHIO RIVER CROSSING

Website analytics

August 1 to 31, 2020



Visits: 589
Users: 641
(+10%)



**Total page
views: 1,677**
(+15%)



**Avg. visit
duration:
2 min., 23 sec.**
(+20%)



Desktop:
393 (61%)

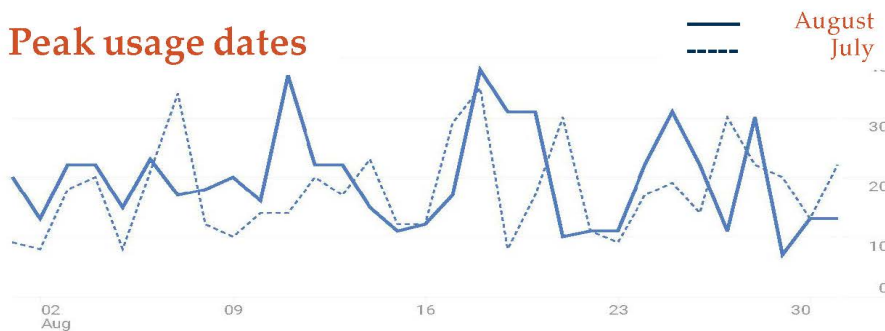


Mobile:
177 (28%)



Tablet:
71 (11%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	593
DEIS Maps	174
Project Documents	149
Project Overview	146
News and Events	73
DEIS	72

Where are our users?

Indianapolis	49
N/A	40
Henderson	32
Evansville	31
Atlanta	24
Louisville	16
Chicago	15



OHIO RIVER CROSSING

Digital analytics

August 1 to 31, 2020



E-newsletter
subscribers: 1,091
(+/- 0%)



Texting
opt-ins: 344
(+1%)



Facebook
followers: 867
(+/- 0%)



Twitter
followers: 363 (+/-0%)

Impressions:
1,035

Impressions:
2,354

Social Media

Top Tweet

The I-69 Ohio River Crossing
will be an important final
connection between Indiana



Total Engagements 80

Top Facebook Post

The I-69 Ohio River Crossing
will improve the I-69 corridor
by providing an important



Total Engagements 13



OHIO RIVER CROSSING

Website analytics

September 1 to 30, 2020



Visits **1,012**
Users: 945
(+33%)



Total page
views: 2,178
(+30%)



Avg. visit
duration:
1 min., 8 sec.
(-50%)



Desktop:
595 (63%)



Mobile:
316 (33%)



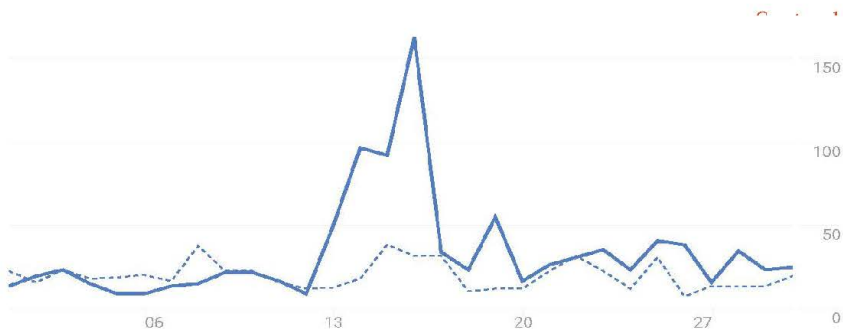
Tablet:
34 (4%)

Individual Page Performance

Page Title	Pageviews
Home	1,216
DEIS Maps	151
Project Documents	118
Project Overview	95
DEIS	67
News and Events	62

Where are our users?

N/A	96
Ashburn, Va.	69
Chicago	32
Indianapolis	32
Evansville	27
Henderson	26
Atlanta	24





OHIO RIVER CROSSING

Digital analytics

September 1 to 30, 2020



E-newsletter
subscribers: 1,091
(+/- 0%)



Texting
opt-ins:
344
(+/- 0%)



Facebook
followers: 895
(+3%)



Twitter
followers:
363 (+/-0%)

Impressions:
3,787

Impressions:
1,988

Social Media

Top Tweet

It's easy to stay in touch with the team. Though the project offices remain temporarily



Total Engagements 12

Top Facebook Post

The I-69 Ohio River Crossing is an important final connection between Indiana & Kentucky.

ONCE COMPLETE, I-69 ORX WILL:

- Provide cross-river connectivity between I-69 in IN and KY
- Address long-term cross-river mobility
- Reduce traffic congestion
- Improve safety

Total Engagements 92



OHIO RIVER CROSSING

Website analytics

October 1 to 31, 2020



Visits 601
Users: 487
(-41%)



Total page
views: 1,442
(-34%)



Avg. visit
duration:
1 min., 58 sec.
(+74%)



Desktop:
331 (68%)

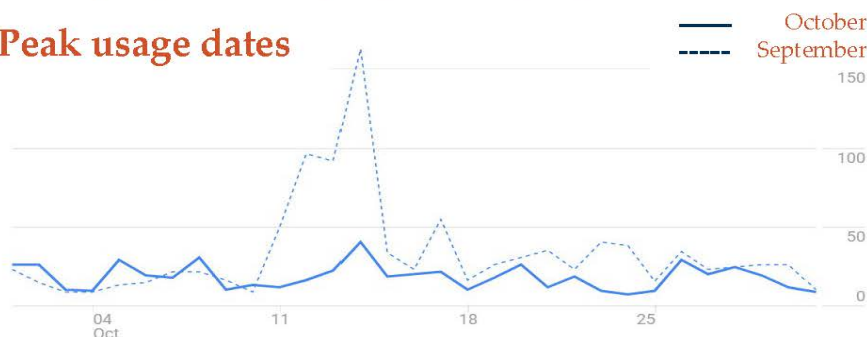


Mobile:
106 (22%)



Tablet:
50 (10%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	487
DEIS Maps	150
Project Documents	137
Project Overview	119
DEIS	68
FAQs	58

Where are our users?

Ashburn, Va.	45
Indianapolis	30
Chicago	29
Evansville	27
Henderson	22
Louisville	20
N/A	18



Digital analytics

October 1 to 31, 2020



E-newsletter
subscribers: 1,091
(+/-0%)



Texting
opt-ins: 345
(+/- 0%)



Facebook
followers: 904
(+1%)



Twitter
followers: 366 (+1%)

Impressions:
972

Impressions:
1,573

Social Media

Top Tweet
31 total engagements

Sign up for email and text
alerts to stay informed and
follow progress on the I-69

**Sign up for
project updates.**

EMAIL UPDATES

 **OhioRiverCrossing.com**

TEXT ALERTS

Top Facebook Post
10 total engagements

Want to find out more?
I69OhioRiverCrossing.com is a
great place to learn more

You'll find:

- Project documents
- FAQs
- Maps
- Photos and videos



OHIO RIVER CROSSING

Website analytics

November 1 to 30, 2020



Visits 573
Users: 490
(-1%)



Total page
views: 1,357
(-10%)



Avg. visit
duration:
1 min., 53 sec.
(-2%)



Desktop:
328 (67%)



Mobile:
132 (27%)

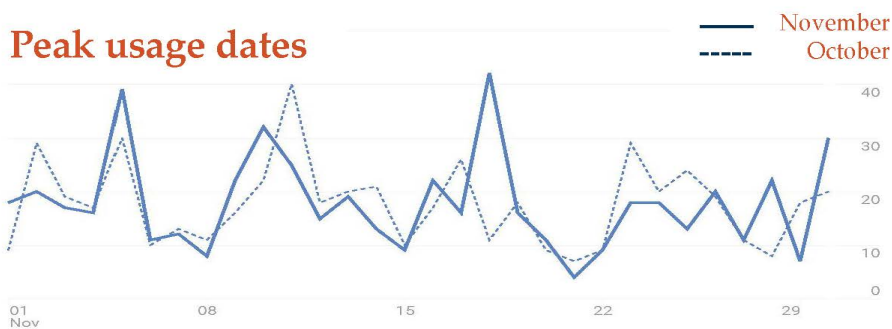


Tablet:
30 (6%)

Individual Page Performance

Page Title	Pageviews
Home	520
DEIS Maps	136
Project Documents	110
Project Overview	107
DEIS	82
News and Events	59

Peak usage dates



Where are our users?

Ashburn, Va.	38
Indianapolis	33
Evansville	27
N/A	26
Boardman	26
Louisville	20
Henderson	15



OHIO RIVER CROSSING

Digital analytics

November 1 to 30, 2020



E-newsletter
subscribers: 1,207
(+15%)



Texting
opt-ins: 346
(+/- 0%)



Facebook
followers: 905
(+/-0%)

Impressions:
1,305



Twitter
followers: 368 (+1%)

Impressions:
3,576

Social Media

Top Tweet 64 total engagements

The I-69 Ohio River Crossing will serve as an important final connection, linking

I-69 ORX will:

- ▶ Provide cross-river connectivity.
- ▶ Reduce congestion and delay.
- ▶ Improve safety for cross-river traffic.
- ▶ Address long-term cross-river mobility.

Top Facebook Post 31 total engagements

The I-69 Ohio River Crossing will link Henderson and Evansville, an important piece





OHIO RIVER CROSSING

Website analytics

December 1 to 31, 2020



Visits 712
Users: 621
(+27%)



Total page views: 1,696
(+25%)



Avg. visit duration: 1 min., 41 sec.
(-11%)



Desktop:
372 (60%)



Mobile:
199 (32%)

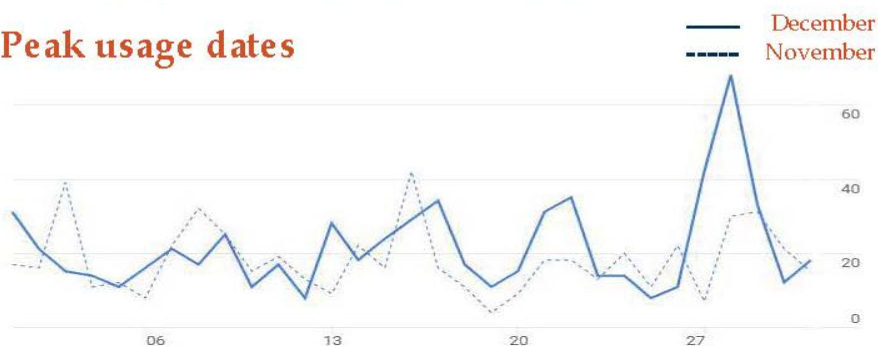


Tablet:
50 (8%)

Individual Page Performance

Page Title	Pageviews
Home	647
DEIS Maps	212
Project Overview	153
Project Documents	137
Updated Maps	96
DEIS	70

Peak usage dates



Where are our users?

Columbus, OH	55
Evansville	42
Indianapolis	41
Ashburn, VA	34
Boardman	32
Atlanta	28
Henderson	21



OHIO RIVER CROSSING

Digital analytics

December 1 to 31, 2020



E-newsletter
subscribers: 1,207
(+/-0%)



Texting
opt-ins:
351
(+2%)



Facebook
followers: 913
(+1%)



Twitter
followers:
371 (+1%)

Impressions:
2,586

Impressions:
1,173

Social Media

Top Tweet

The I-69 Ohio River Crossing is an important final I-69 connection between Indiana



Total Engagements 25

Top Facebook Post

The I-69 Ohio River Crossing is an important final I-69 connection between Indiana



Total Engagements 34



OHIO RIVER CROSSING

Website analytics

January 1 to 31, 2021



Visits 1,842
Users: 1,559
(+251%)



Total page views: 4,539
(+268%)



Avg. visit duration: 1 min., 58 sec.
(+14%)



Desktop:
845 (54%)



Mobile:
620 (40%)

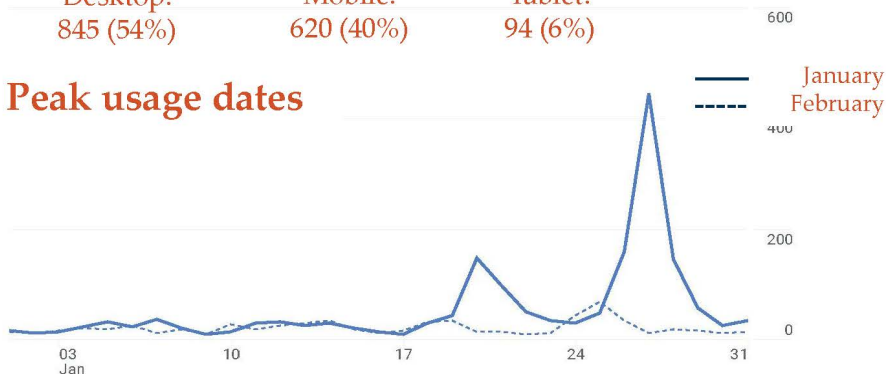


Tablet:
94 (6%)

Individual Page Performance

Page Title	Pageviews
Home	1,723
DEIS Maps	579
Project Documents	478
Project Overview	431
Updated Maps	265
DEIS	241

Peak usage dates



Where are our users?

Columbus, OH	206
Evansville	180
Henderson	124
Atlanta	115
Indianapolis	77
Newburgh	49
N/A	48



OHIO RIVER CROSSING

Digital analytics

January 1 to 31, 2021



E-newsletter
subscribers: 1,207
(+/-0%)



Texting
opt-ins:
354
(+1%)



Facebook
followers: 922
(+1%)

Impressions:
1,401



Twitter
followers:
370 (+/-0%)

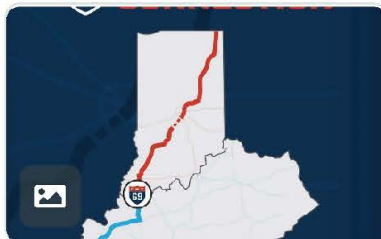
Impressions:
2,348

Social Media

Top Tweet

29 engagements

Completing the final I-69
connection between Indiana
and Kentucky will help move



Top Facebook Post

14 engagements

Improved mobility, reduced
congestion and safety are all
benefits of the I-69 Ohio River





OHIO RIVER CROSSING

Website analytics

February 1 to 28, 2021



Visits 964
Users: 771
-48%



Total page
views: 2,647
(-42%)



Avg. visit
duration:
2 min., 44 sec.
(+39%)



Desktop:
547 (71%)



Mobile:
185 (24%)



Tablet:
39 (5%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	859
ORX Section 1	303
Updated DEIS Maps	219
Project Overview	211
Project Documents	182
ORX Section 2	163

Where are our users?

Evansville	60
Indianapolis	45
Henderson	38
Atlanta	36
Ashburn, Va.	35
Boardman, Oh.	30
N/A	26



OHIO RIVER CROSSING

Digital analytics

February 1 to 28, 2021



E-newsletter
subscribers: 1,207
(+/-0%)



Texting
opt-ins:
354
(+0%)



Facebook
followers: 923
(+/-0%)



Twitter
followers:
371 (+/-0%)

Impressions:
984

Impressions:
1,782

Social Media

Feb. 10 Video Update



Facebook Post

33 engagements

Top Tweet

20 engagements



OHIO RIVER CROSSING

Website analytics

March 1 to 31, 2021



Visits 2,897
Users: 2,440
(+316%)



Total page
views: 6,208
(+235%)



Avg. visit
duration:
1 min., 38 sec.
(-40%)



Desktop:
1,196 (49%)

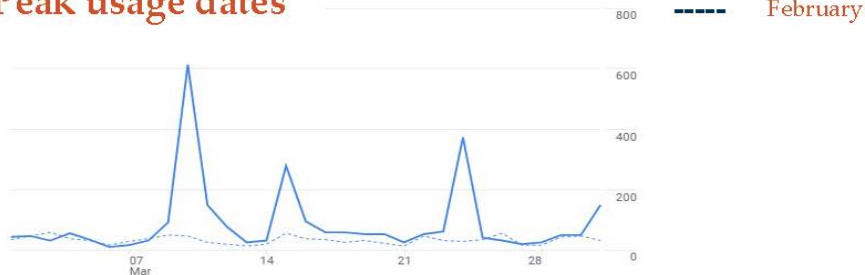


Mobile:
1,122 (46%)



Tablet:
122 (5%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	2,017
ORX Section 1	864
ORX Section 2	398
Project Overview	305
DEIS	257
Project Documents	245

Where are our users?

Evansville	340
Atlanta	198
Henderson	185
N/A	110
Indianapolis	90
Newburgh	67
Columbus	51



OHIO RIVER CROSSING

Digital analytics

March 1 to 31, 2021



E-newsletter
subscribers: 1,257
(+5%)



Texting
opt-ins:
352
(-2%)



Facebook
followers: 998
(+3%)



Twitter
followers:
373 (+1%)

Impressions:
39,448

Impressions:
4,512

Social Media

Top Facebook Post
2,682 engagements

I-69 ORX will be constructed in two sections. Construction on ORX Section 1 is expected to



Top Tweet
91 engagements

A single preferred alternative has been identified for the I-69 Ohio River Crossing with



**I-69 ORX is divided
into two sections
for project delivery.**



OHIO RIVER CROSSING

Website analytics

April 1 to 30, 2021



Visits: 3,056
Users: 2,465
(+1%)



**Total page
views: 8,349**
(+34%)



**Avg. visit
duration:
2 min., 31 sec.**
(+65%)



Desktop:
1,388 (56%)

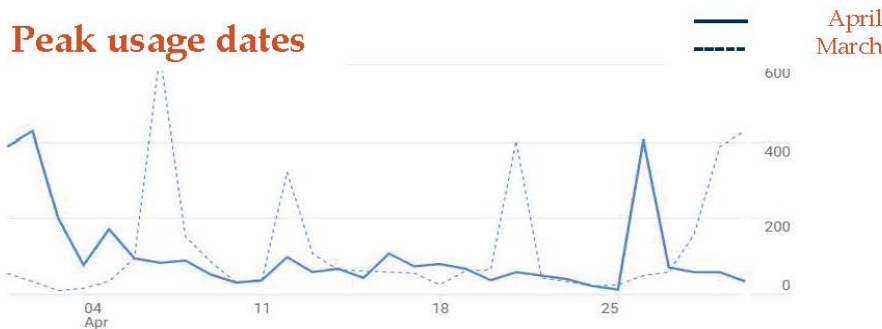


Mobile:
950 (39%)



Tablet:
127 (5%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	2,783
ORX Section 1	851
ORX Section 2	570
Project Overview	485
Project Documents	392
Virtual Public Meeting	385

Where are our users?

Evansville	312
Henderson	279
Atlanta	155
N/A	124
Newburgh	100
Indianapolis	87
Boardman	59



OHIO RIVER
CROSSING

Digital analytics

April 1 to 30, 2021



E-newsletter
subscribers: 1,267
(+1%)



Texting
opt-ins:
363
(+3%)



Facebook
followers 1,008
(+1%)



Twitter
followers:
377 (+1%)

Impressions:
3,644

Impressions:
2,310

Social Media

Top Facebook Post

The Kentucky Transportation
Cabinet has issued a Notice to
Industry for Design-Build



Total Engagements 24

Top Tweet

If you missed last week's
virtual update, the full
meeting is available to watch



Total Engagements 18



OHIO RIVER CROSSING

Website analytics

May 1 to 31, 2021



Visits: 1,126
Users: 930
(-62%)



Total page views: 2,796
(-67%)



Avg. visit duration: 1 min., 56 sec.
(-23%)



Desktop: 614 (66%)

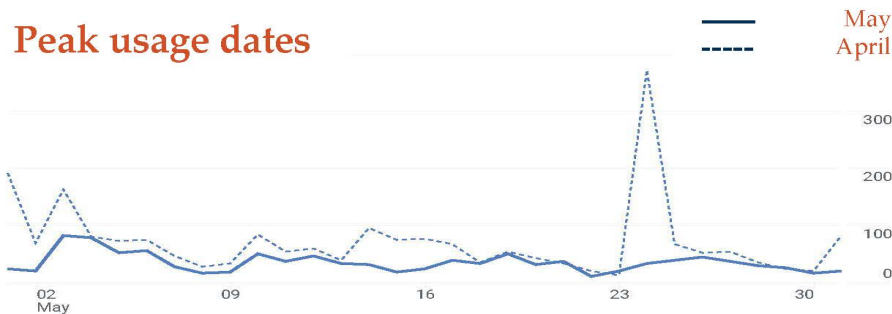


Mobile: 279 (30%)



Tablet: 37 (4%)

Peak usage dates



Individual Page Performance

Page Title	Pageviews
Home	946
ORX Section 1	308
Project Overview	205
ORX Section 2	164
Project Documents	158
DEIS	134

Where are our users?

Boardman	89
N/A	65
Henderson	64
Indianapolis	54
Atlanta	52
Evansville	51
Columbus	29



OHIO RIVER CROSSING

Digital analytics

May 1 to 31, 2021



E-newsletter
subscribers: 1,267
(+/-0%)



Texting
opt-ins:
368
(+2%)



Facebook
followers 1,019
(+1%)



Twitter
followers:
379 (+1%)

Impressions:
6,090

Impressions:
2,947

Social Media

Top Facebook Post
653 engagements

Central Alternative 1B
Modified is the single
preferred alternative for I-69



Top Tweet
77 engagements

The Single Preferred
Alternative for I-69 ORX is
Central Alternative 1B

