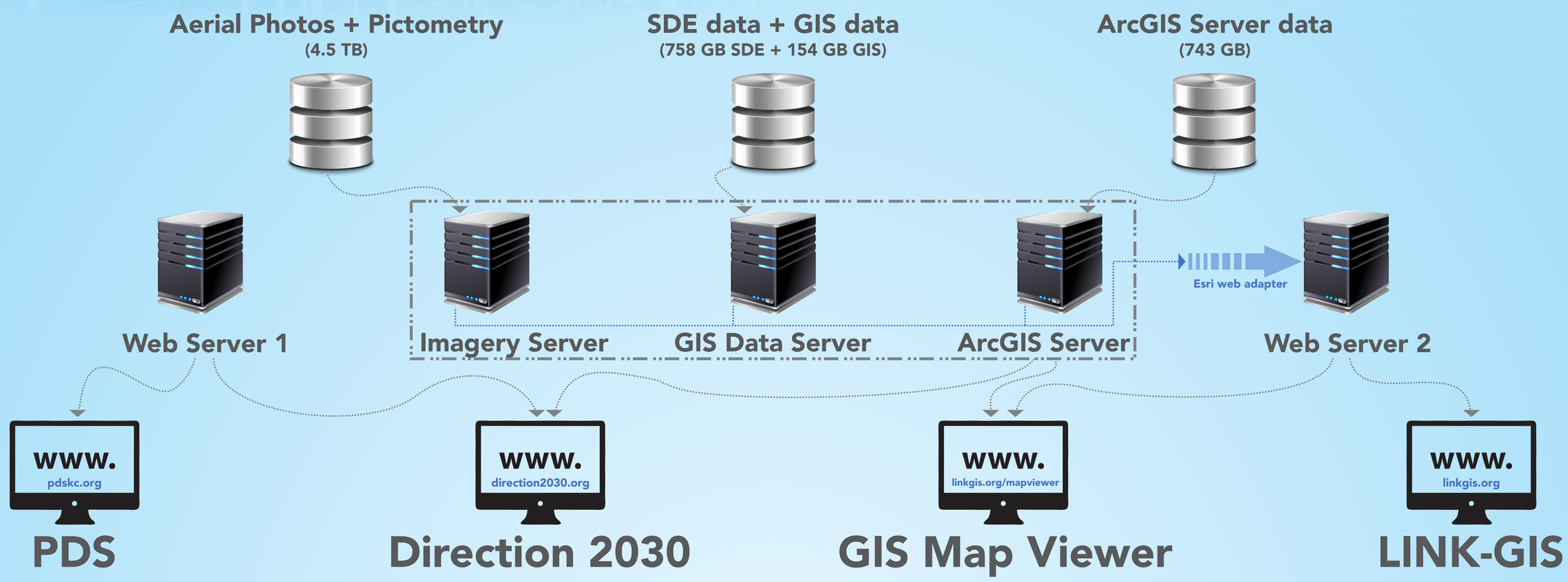
Website Analytics
PDS and LINK-GIS



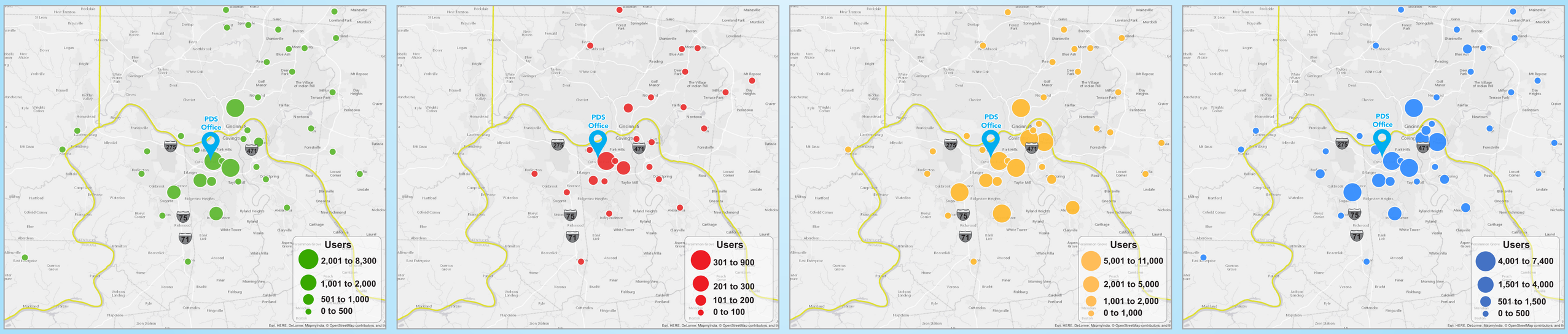
Mobile vs. Desktop Analytics

Operating System Analytics

Google Analytics

190,638 user sessions

on four websites during calendar year 2016



PDS Website
36,000 User Sessions

Direction 2030 Website
2,700 User Sessions

GIS Map Viewer Website
87,000 User Sessions

LINK-GIS Website
64,000 User Sessions

NKYmapLAB

January 2017 Volume 3: Map 1

Northern Kentucky mapLAB is a copyrighted, published product of Planning and Development Services of Kenton County. The goal of the initiative is to analyze a wide variety of tabular data and present them in a more visual format that facilitates understanding by the public and its elected leaders. Suggestions for future analyses are always welcome.

User Sessions
- PDS website
- Direction 2030 website
- GIS Map Viewer website
- LINK-GIS website

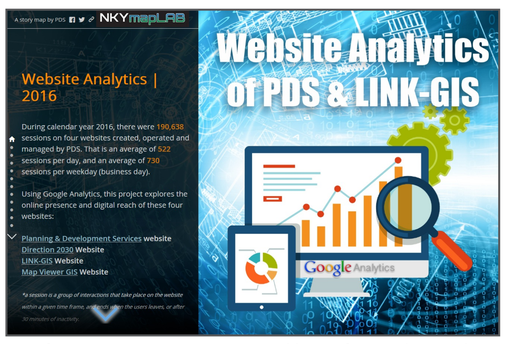
Google Analytics uses the term 'user session' to refer to a group of interactions that take place on a website within a given time frame, ending when the users leaves, or after 30 minutes of inactivity.

PDS Office
2332 Royal Drive
Fort Mitchell, KY
41017

Featured Data Sources
www.direction2030.org
www.linkgis.org
www.pdskc.org

@NKYmapLAB

PDS
NKYmapLAB Awards
2016 KY GIS Map Gallery
2016 KY APA Outstanding Tech
2015 KY GIS Map Gallery
2015 ESRI UC Map Gallery



PDS of Kenton County manages and hosts four websites that provide information on planning and zoning, code enforcement, engineering, building inspections, and GIS for Kenton County and its 19 municipalities. PDS provides information and tools for these services on four websites and this project explores the use of those websites. More information can be found in the Story Map at: linkgis.org

direction 2030
Your Voice. Your Choice.

Goals and Objectives

C Community Identity
E Economy
G Governance
H Health
HC Healthy Communities
M Mobility
N Natural Systems
Primary Goal
Secondary Goal

How Does This Topic Apply to Direction 2030?

G Encourage cooperative governance.

E Promote the establishment of county-wide tools to create a business/development friendly environment.

E Identify opportunities for effective sharing of services

"A cornerstone of planning is the ongoing public dialogue on matters that are affecting them. The main objective of public input is to improve efficiency, transparency, and public involvement in the overall comprehensive planning process. As a vital part of the Direction 2030 plan, 105 public involvement opportunities were held, yielding hundreds of participants, and countless public comments." *-Direction 2030 "Input" Section*