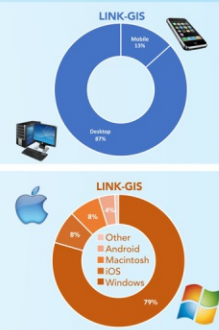
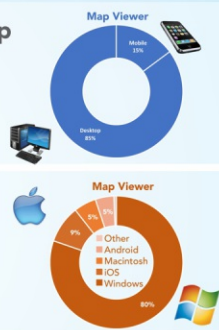
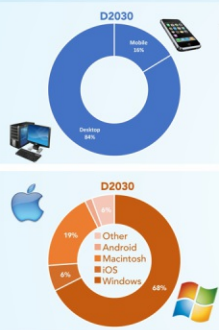
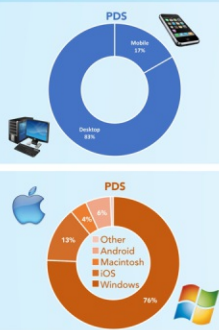
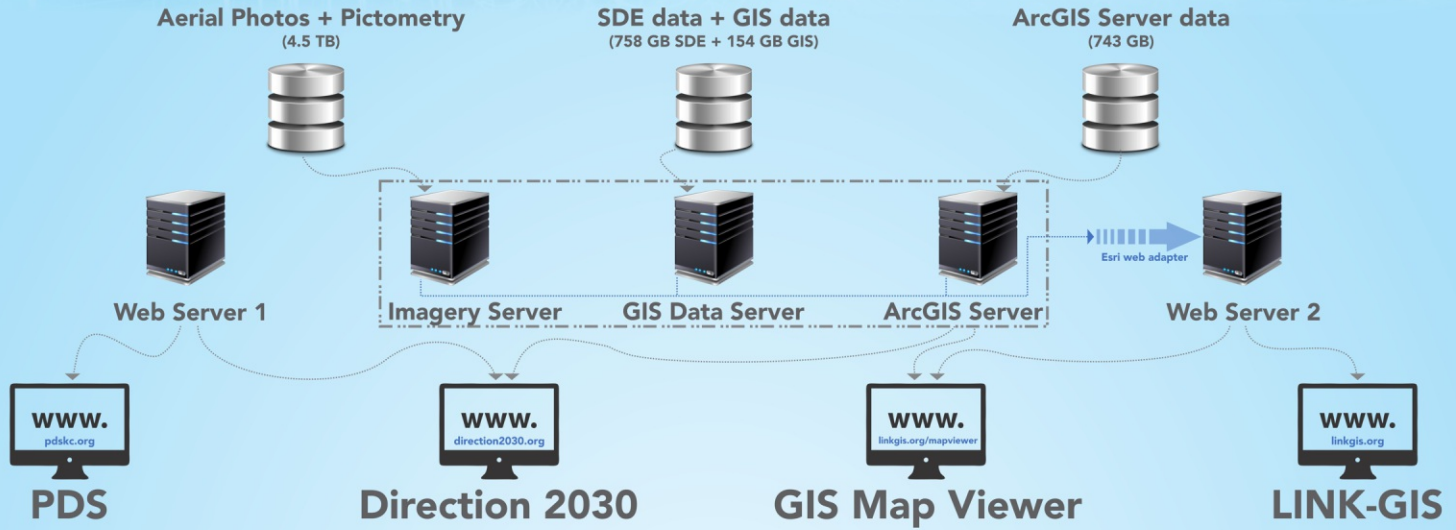


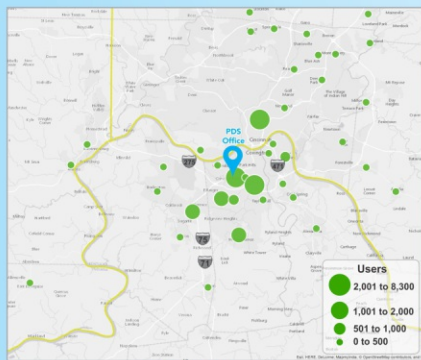
Website Analytics

PDS and LINK-GIS

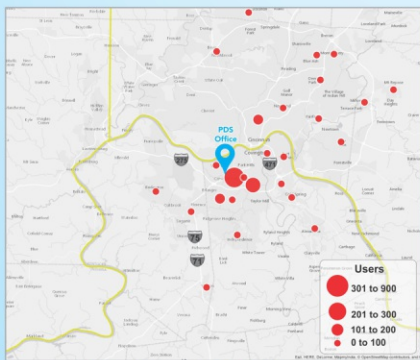


Google Analytics

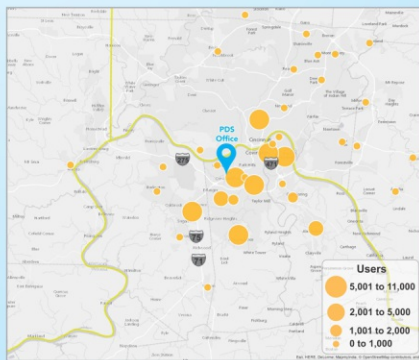
190,638 user sessions
on four websites during calendar year 2016



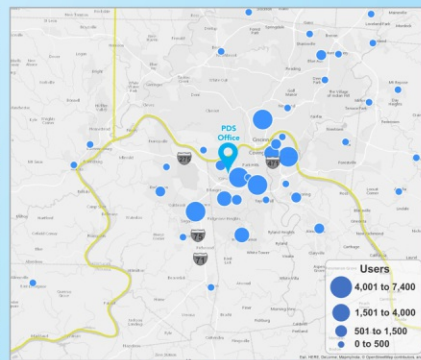
PDS Website
36,000 User Sessions



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 registered, non-profit product of Planning and Development Services of Kenton County. This year the website is updated with new content and design. Questions for future updates or additional information, please contact the website administrator, info@nkymaplab.com.

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

PDS Office
 2332 Royal Drive
 Fort Mitchell, KY
 41017

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 user leaves or after 30 minutes of inactivity.

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

PDS
 NKYmapLAB Awards
 2014 KY 06
 2014 KY 08
 2014 KY 09
 2014 KY 10
 2014 KY 11
 2014 KY 12

[@NKYmapLAB](https://twitter.com/NKYmapLAB)

Website Analytics of PDS & LINK-GIS
2016

During calendar year 2016, there were 190,638 user sessions on four websites managed by PDS. That's an average of 102 sessions per day, or nearly 100 sessions per hour. This report explores the use of those websites. More information can be found in the Story Map at: linkgis.org

Planning & Development Services website
 Direction 2030 website
 LINK-GIS website
 GIS Map Viewer website

direction 2030
Your Voice. Your Choice.

Goals and Objectives

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