

Rockville Canopy Replacement Project

Communications and Outreach By the Numbers



80+%
e-blast survey respondents said the e-blasts were helpful



26,257
unique web page views



555
wayfinding and notification signs



565,643
customer engagements



28,326
handouts distributed



1,229,057
media impressions



average e-blast click rate
6.8%



883
QR code scans



7
press releases



8
stakeholder meetings



14
e-blasts sent



average e-blast opens
30.2%



432
e-blast recipients



117
earned media stories



24%
increase in customer awareness from July to September