

Engage PlanRVA

Report Type: Project

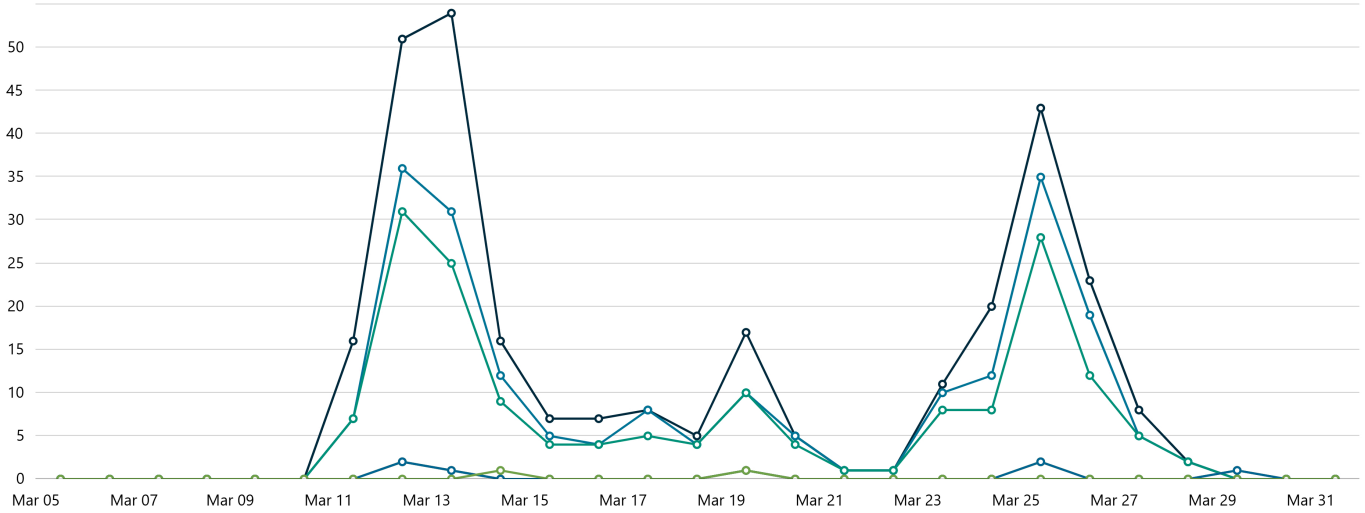
Project Name: Transportation Improvement Program (TIP)

Date Range: 05-03-2026 - 31-03-2026

Exported: 31-03-2026 09:56:54

Performance Summary

Information regarding key visitation and utilization metrics for your Site or projects.



295
Views

207
Visits

142
Visitors

7
Contributions

7
Contributors

2
Followers

Views - The number of times a Visitor views any page on a Site.

Visits - The number of end-user sessions associated with a single Visitor.

Visitors - The number of unique public or end-users to a Site. A Visitor is only counted once, even if they visit a Site several times in one day.

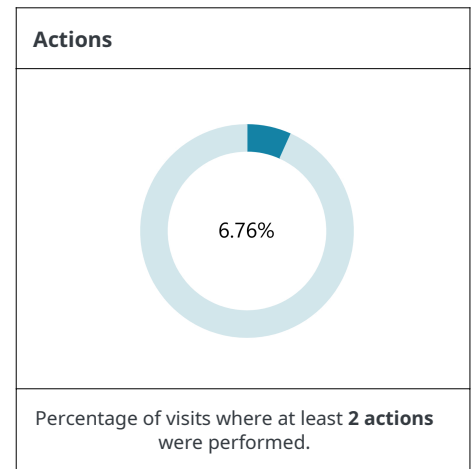
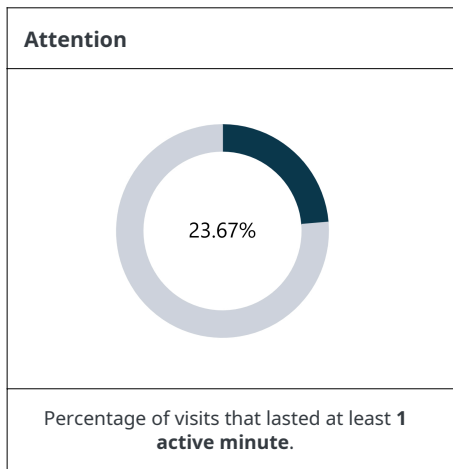
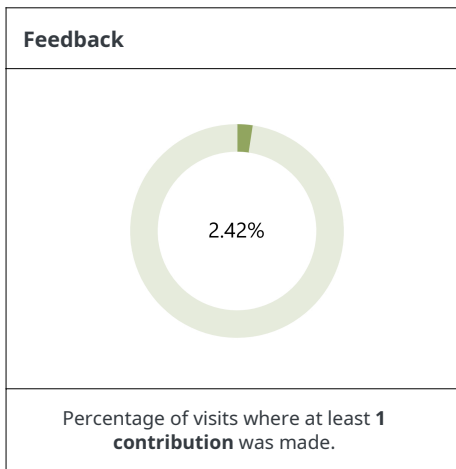
Contributions - The total number of responses or feedback collected through the participation tools.

Contributors - The unique number of Visitors who have left feedback or Contributions on a Site through the participation tools.

Followers - The number of Visitors who have 'subscribed' to a project using the 'Follow' button.


Conversions





Information regarding how well your engagement websites converted Visitors to perform defined key actions.



Participation

Information regarding how people have participated in your projects and activities.

Contributions by Activity			
Contributions by Activity is a breakdown of contributions across each tool			
Activity	Contributions		%
 Form	7	<div style="width: 100%; height: 10px; background-color: #004a7c;"></div>	100%

Top Activities			
Top Activities is the top 5 tools that received the highest contributions			
Activity	Page Name	Contributions	Contributors
 Form	Transportation Improvement Program (TIP)	7	7
 Question and Answer	Transportation Improvement Program (TIP)	0	0
 Form	Transportation Improvement Program (TIP)	0	0
 Social Map	Transportation Improvement Program (TIP)	0	0

Projects

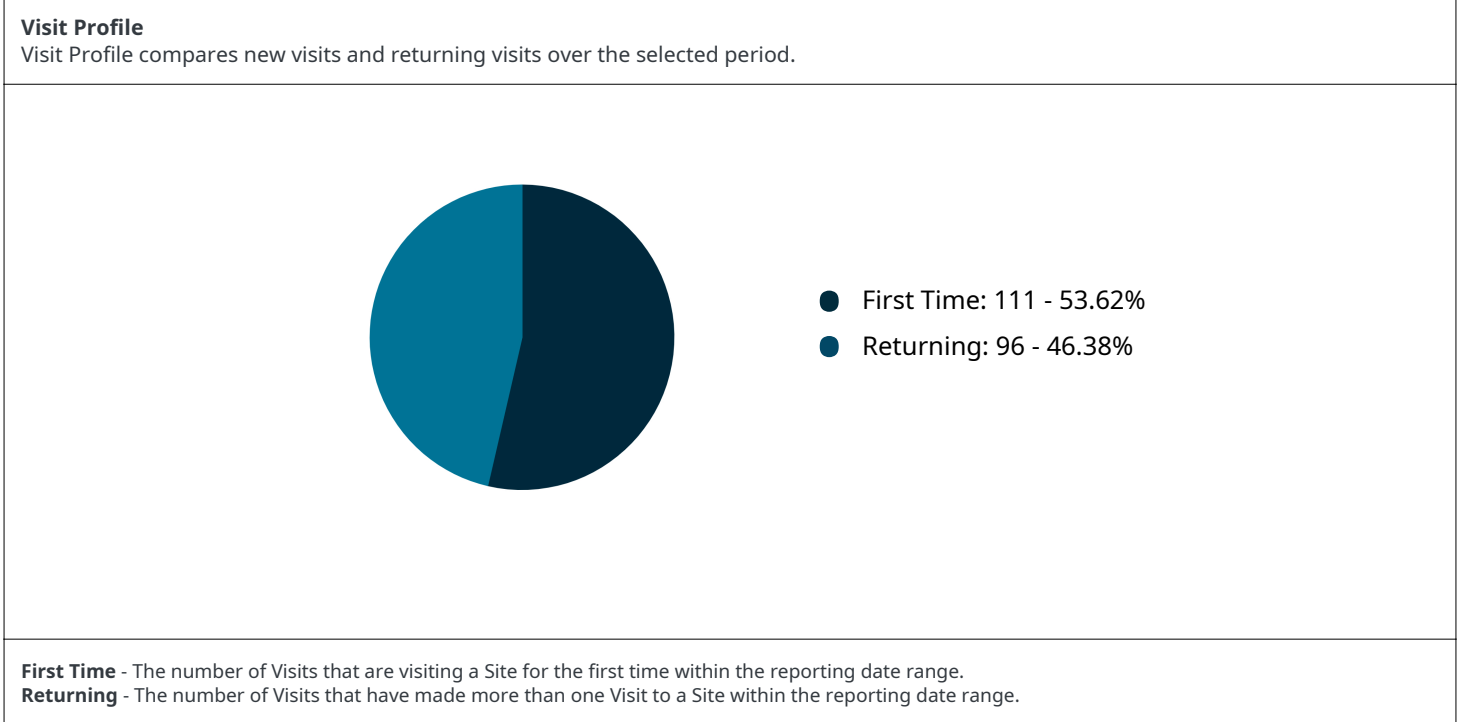
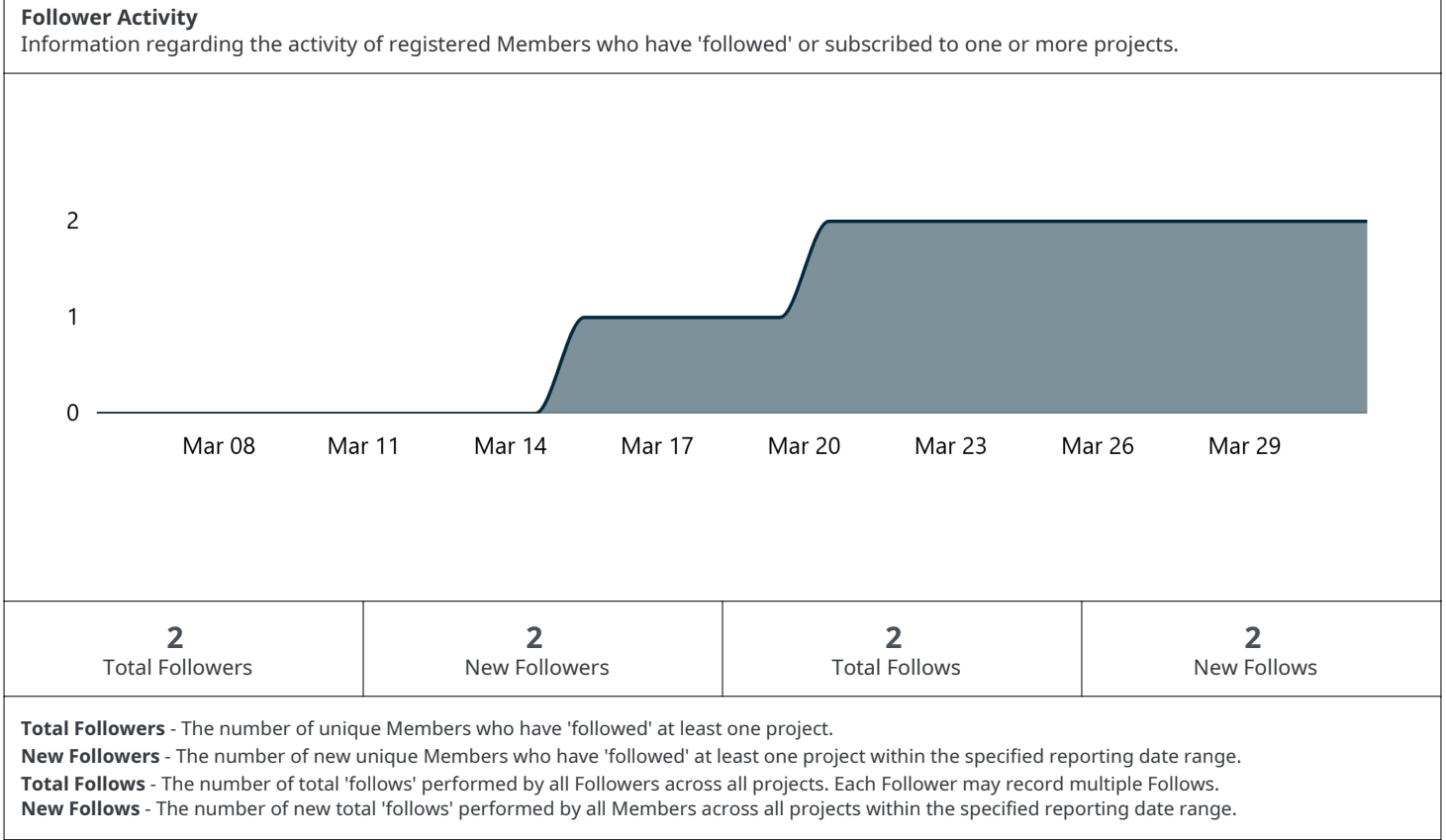
The current number of published projects on your site

Engagement Time	
0 Days	3 Hours
12 Minutes	
Mar 25th 2026 Peak Visitation Date	Wednesday Peak Visitation Day

Top Visited Pages			
Summary information for the top five most visited Pages.			
Page Name	Visitation %	Visits	Visitors
Transportation Improvement Program (TIP)	95.71%	201	143
Map of TIP Projects	23.33%	49	40

People

Information regarding who has participated in your projects and activities.



Acquisition

Information regarding the method by which Visitors arrived to your Site or projects.

Referral Types

Referral traffic is the segment of traffic that arrives on your website through another source, like through a link on another domain.



Direct - Visits from Visitors who enter the exact URL or click an untracked link (e.g., from emails without UTM parameters).

Search Engines - Visits from search results on engines like Google or Bing.

Websites - Visits from links on external sites, excluding search engines and social media.


Social Media - Visits from links on platforms like Facebook, LinkedIn, or X.

Campaigns - Visits from tracked marketing efforts using UTM parameters, such as email campaigns or paid ads.

AI Assistants - Visits from clicks or referrals originating from AI services such as ChatGPT, Copilot, or other AI-powered tools.

Downloads

Information regarding your downloads, the total set of unique documents downloaded, total downloads of all files, and your top downloads.




42
Total Downloads


Top Downloads		
Top file downloads in your selection, ordered by the number of downloads.		
File Title	File Type	Downloads
20260310_TIPFullDocument_Final.pdf	PDF	13
Draft RCA Richmond Area FY27-30 TIP and 2045 LRTP for public review final.pdf	PDF	12
sample text for tip .docx	DOCX	10
Final TIP Graphic Powered By.png	PNG	6
lrtp sample text stage 2.docx	DOCX	1

Email Campaigns


Information regarding your email campaigns, your total campaigns, the total number of recipients, and your top campaigns by click-through rate (clicks as a percentage of total recipients).



1
Email Campaigns Sent



119
Total Recipients

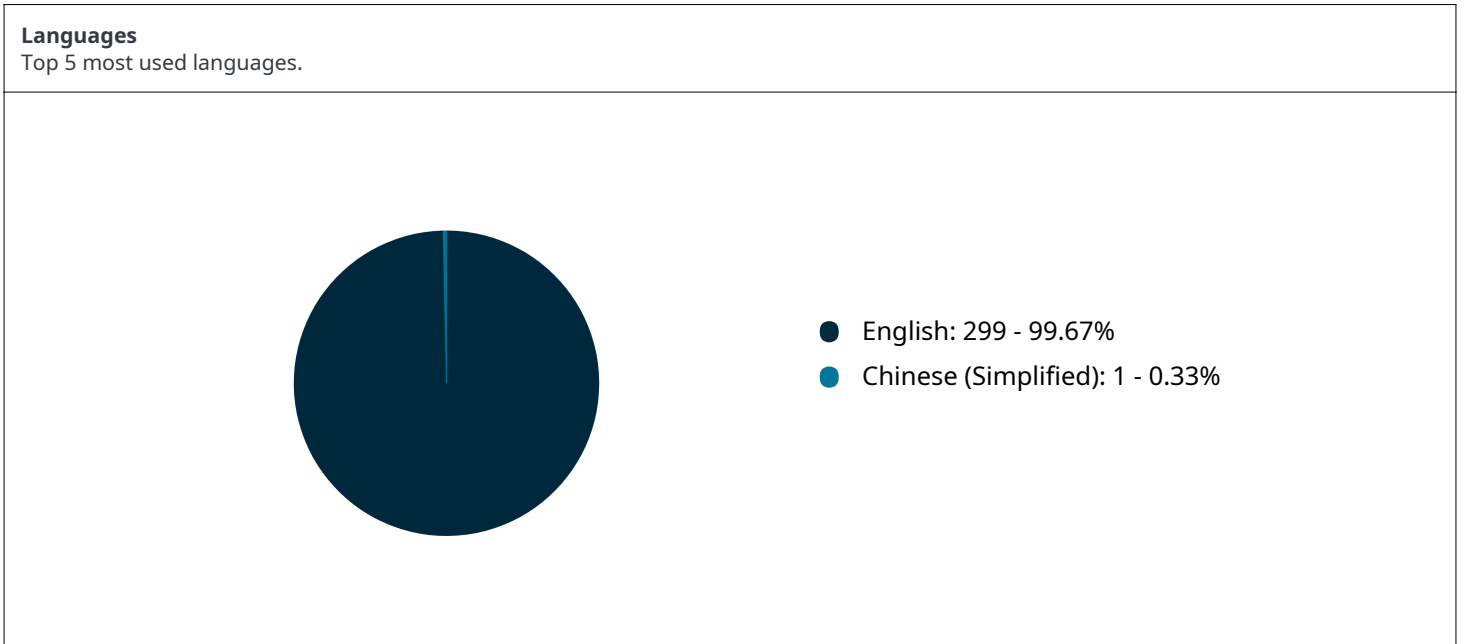


18.49%
Click-through Rate

Top Campaigns			
Top email campaigns that have activity in your selection, ordered by click-through rate (clicks as a percentage of total recipients).			
Campaign Name	Recipients	Clicks	Click-through Rate
Transportation Improvement Program (TIP)	119	22	18.49%

Translation

Information regarding the languages used by visitors to your site or projects.



Top Languages
Top 5 languages with the number of page views

Language	Page Views
English	299
Chinese (Simplified)	1