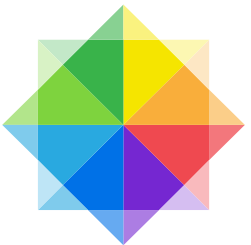




Share Phase 1 Building Awareness Overview

June 21, 2023



PLAN
Danville



Phase 1 Building Awareness

Project Storefront

Building a community
“center” through a
Project Storefront

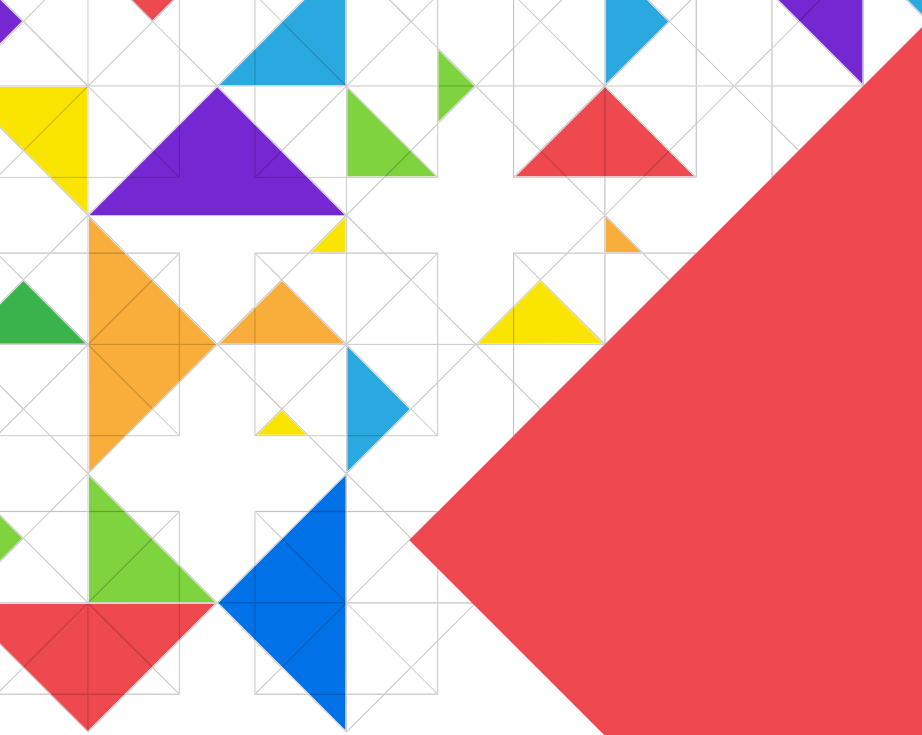
- Lots of visitors
- Six articles
- Hub for gathering



Collaboration

- Opportunity Neighborhoods | Danville Regional Foundation | Cornell Totten
- Community Councils | Danville Regional Foundation | Joshua Hern
- Heart Your Park | Parks and Recreation | Stephanie Lovely
- Arts and Culture Master Plan | Parks and Recreation
- Parks and Recreation Master Plan
- Health Collaborative Data
- Danville Neighborhood Development Corporation
- Regional Plans for Prosperity | Chamber of Commerce | Anne Moore Sparks
- City-Wide Preservation Plan
- Almagro Pedestrian Improvement Plan
- Almagro Rental District



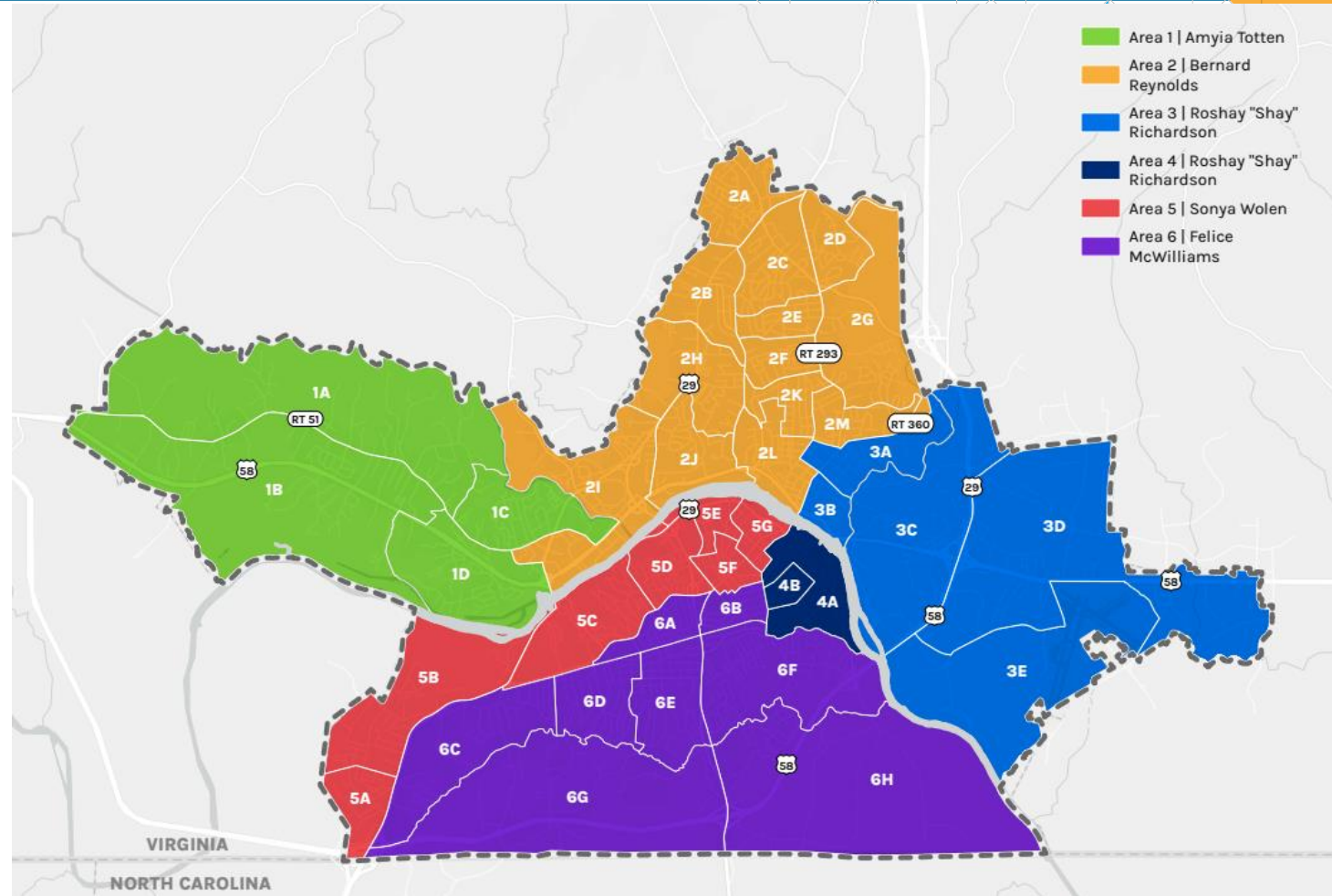


It is exciting to see Plan Danville become the next iteration of what we envisioned for Heart the Park three years ago. Plan Danville has the opportunity to unify our efforts to create places together.

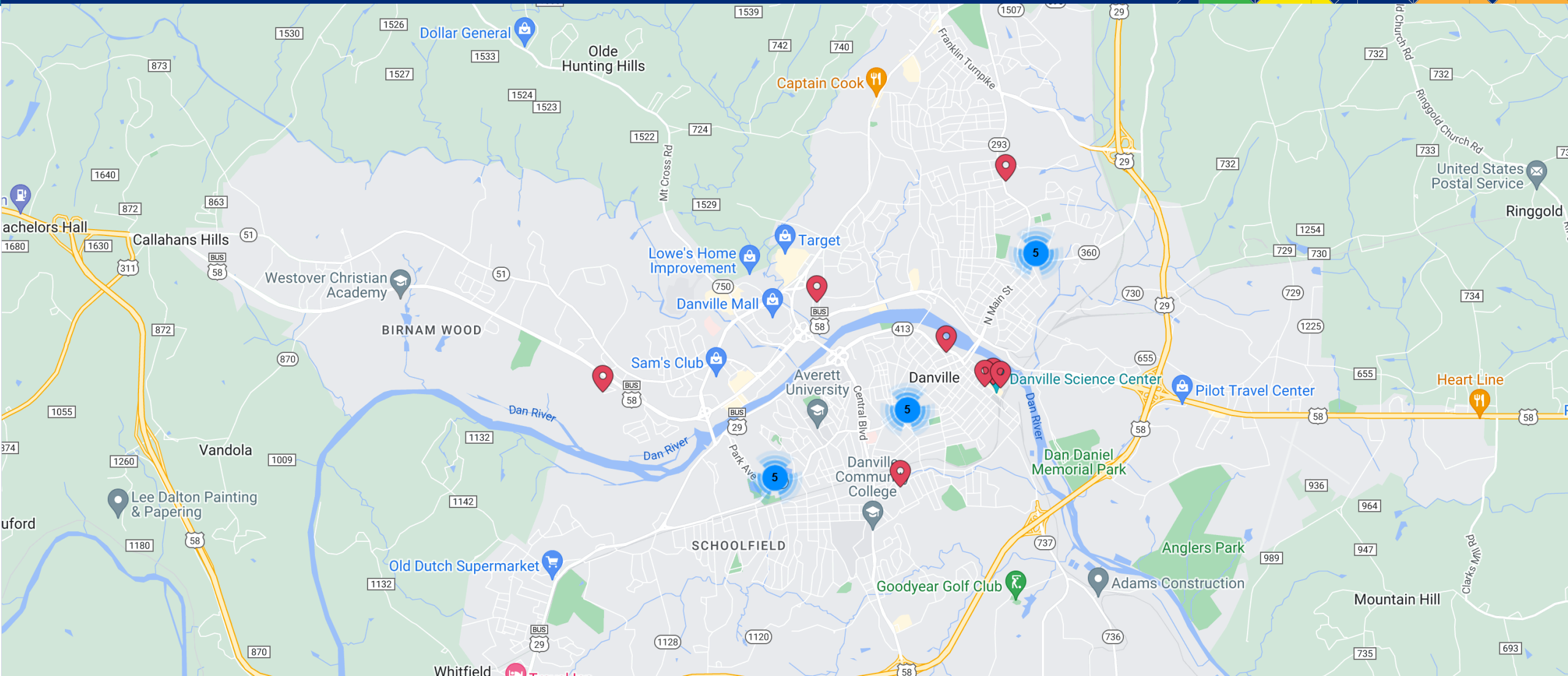
– Stephanie Lovely, Parks and Rec

Community Ambassadors+

- **Lead** | Karice Luck Brimmer
- **Area 1** | Amyia Totten
- **Area 2** | James Reynolds
- **Area 3 & 4** | Roshay Richardson
- **Area 5** | Sonya Wolen
- **Area 6** | Felice McWilliams



Where we've set up in the City

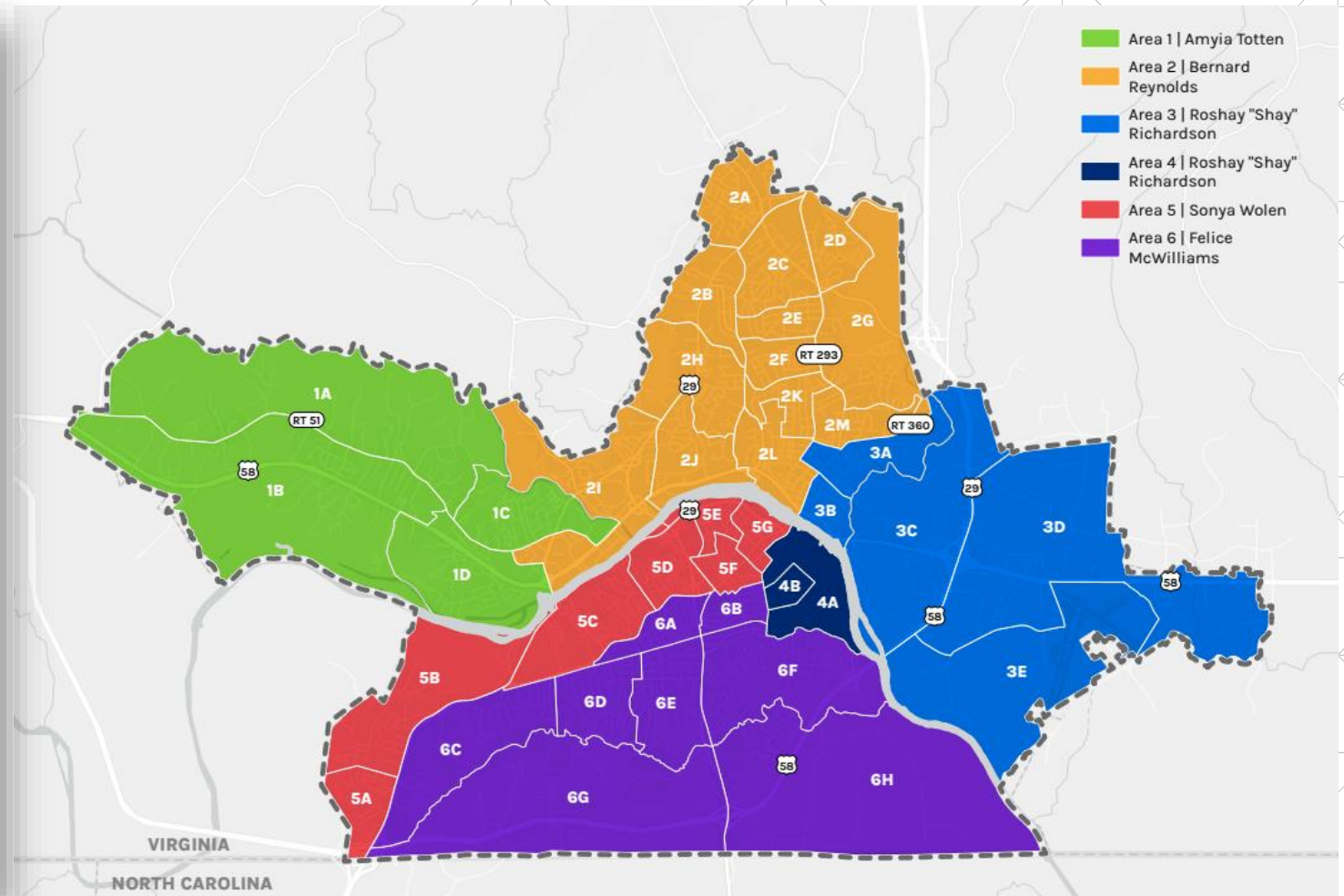
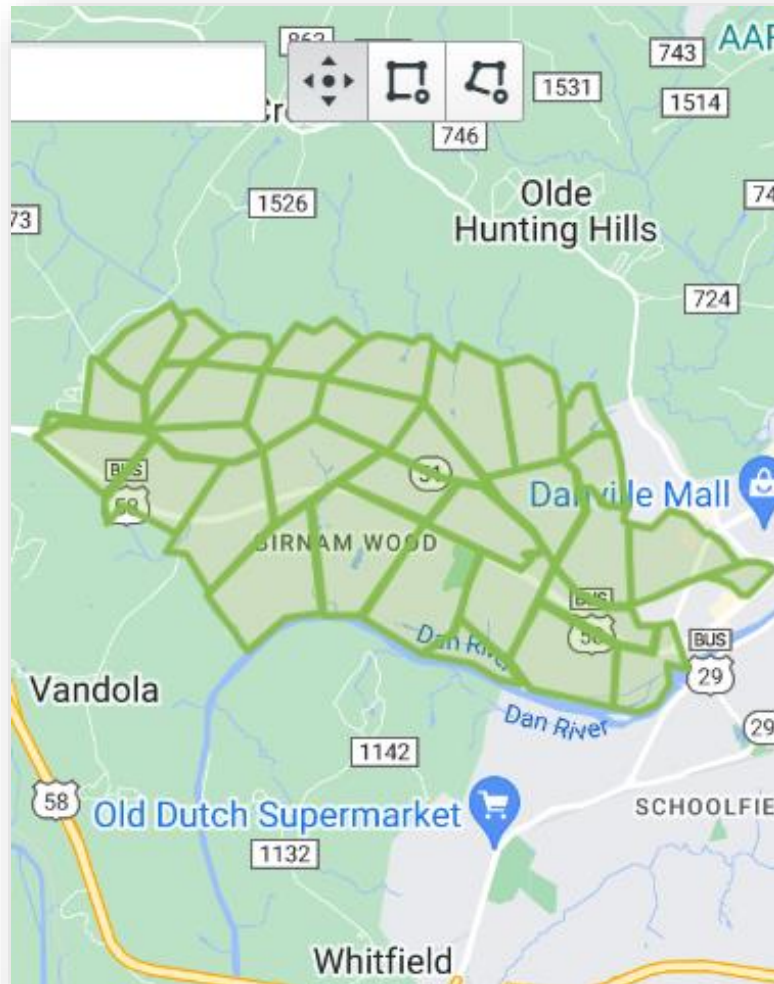




PHASE 1 Share

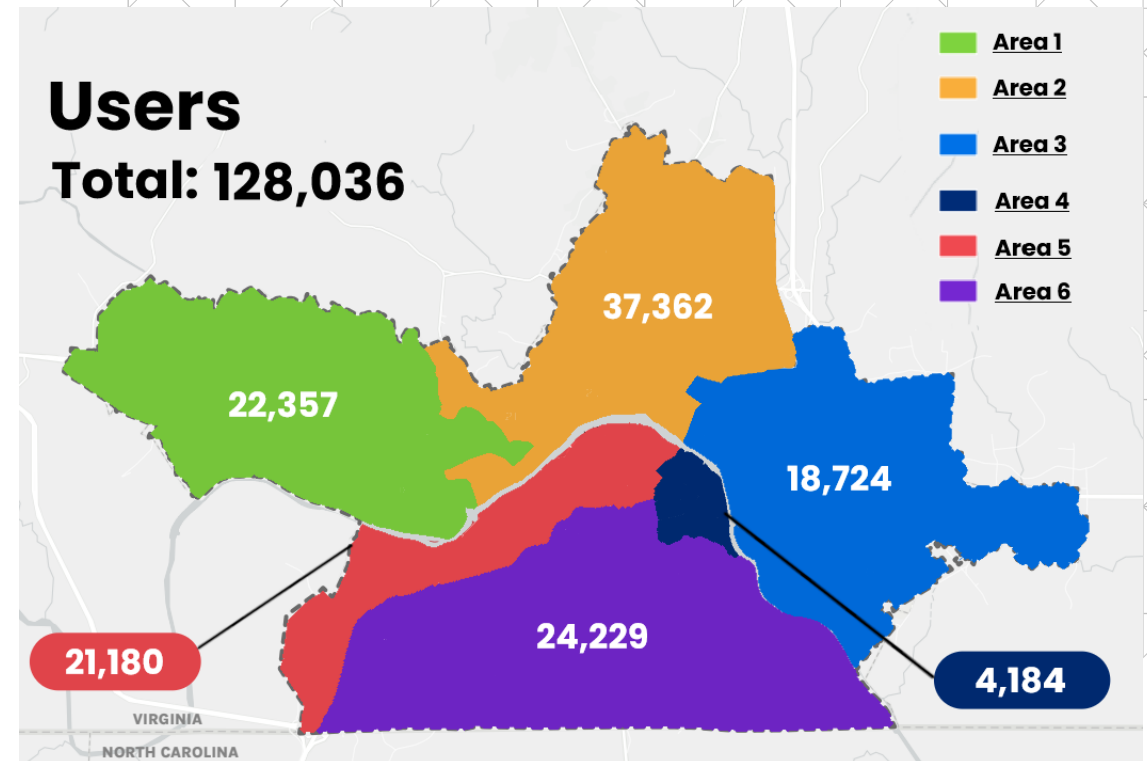
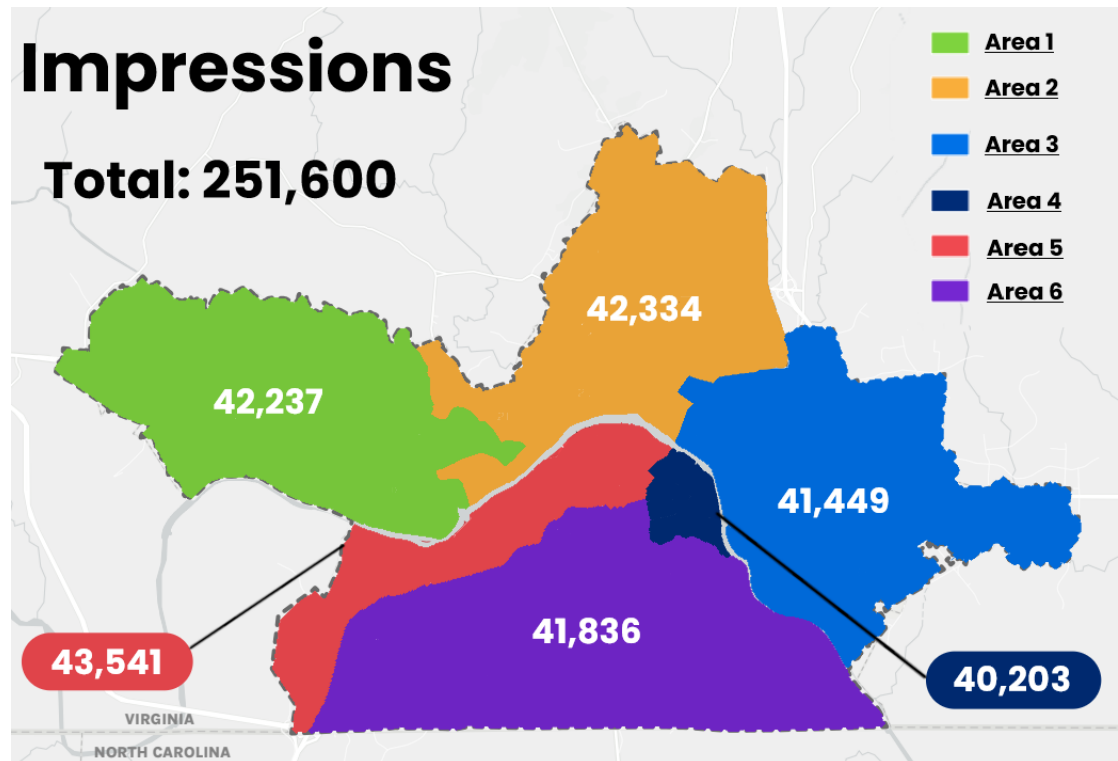
Let's share
who we are and
where we live.

Plan Danville Areas



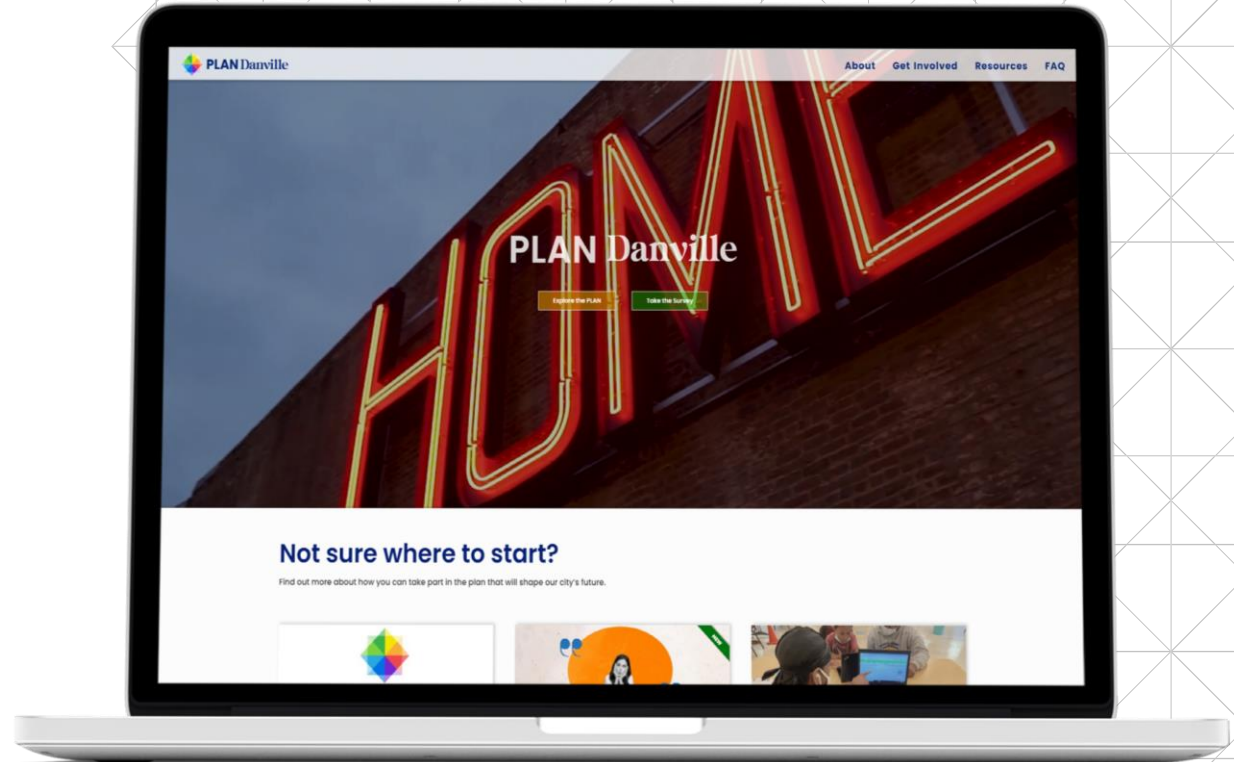
Use Case Geofence Display Ads

Building distinct audiences



Website

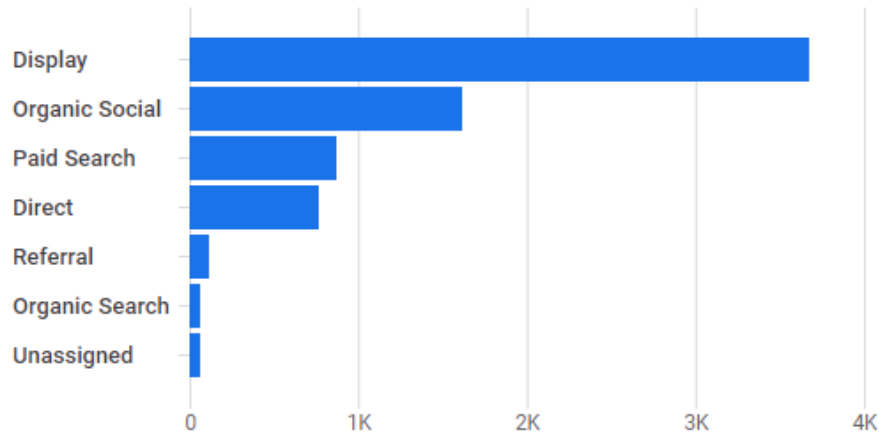
- PlanDanville.org was extensively response tested to maximize user engagement.
- Over 1,000 unique users were directed to the survey through the site.



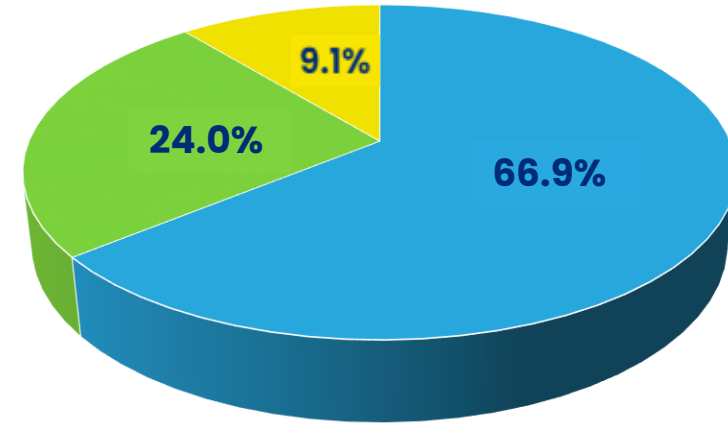
Which messages gain the most web visits & surveys?

WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel group



Display Ad Website Visits Earned

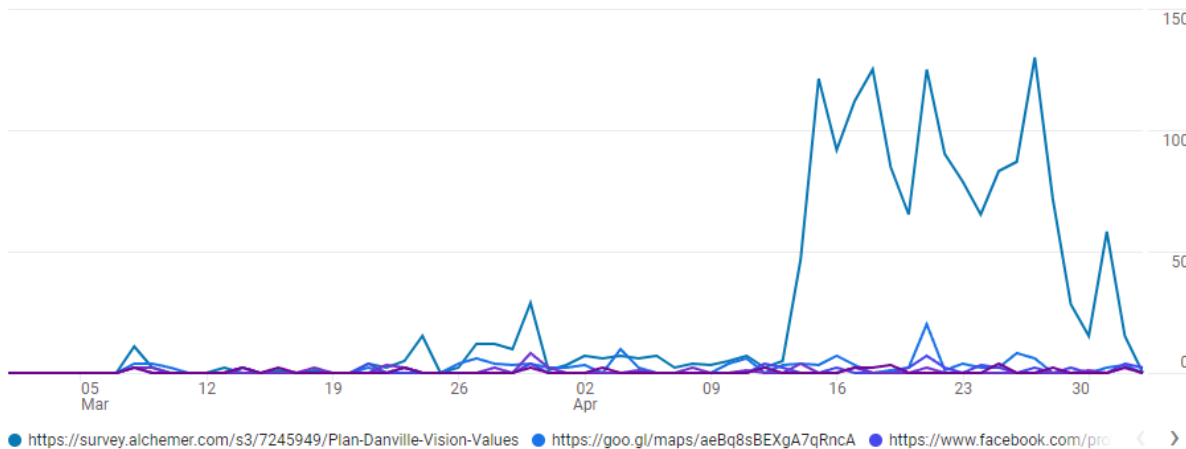


■ Live Here. Thrive Here. ■ It's For You. ■ Take 10 Minutes

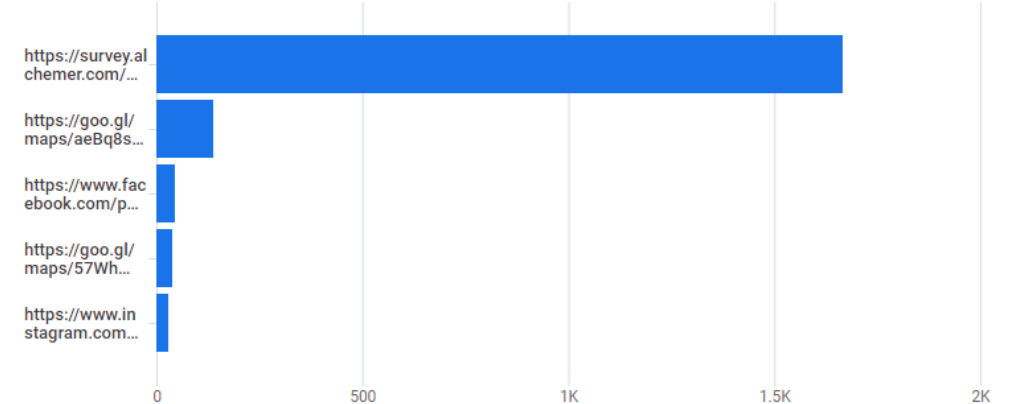


PlanDanville.org promotes engagement

"click" event count by Link URL over time



"click" event count by Link URL



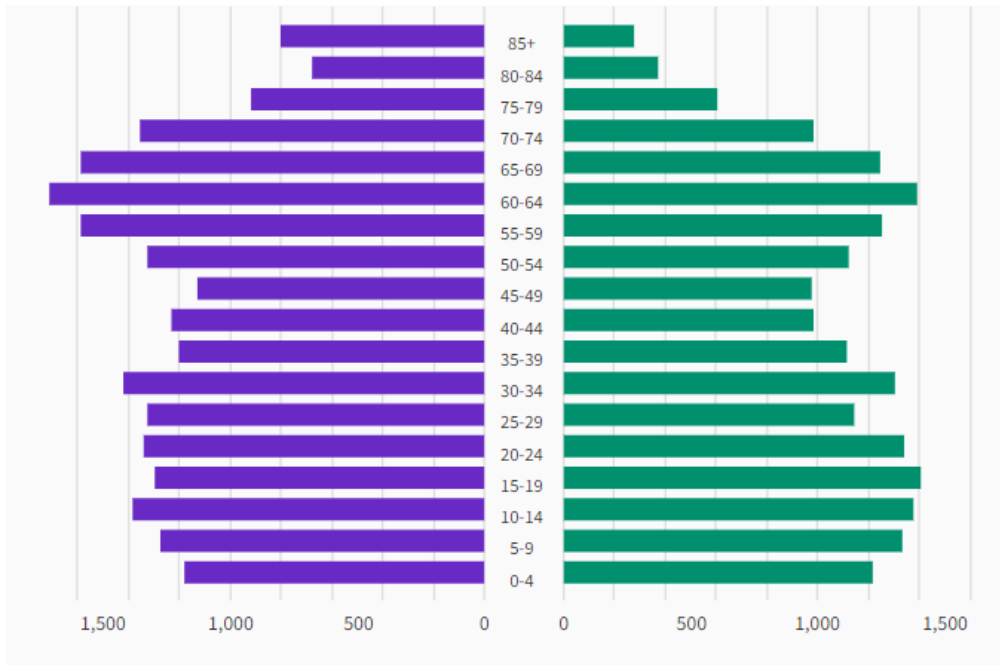
Search...

Rows per page: 100 1-21 of 21

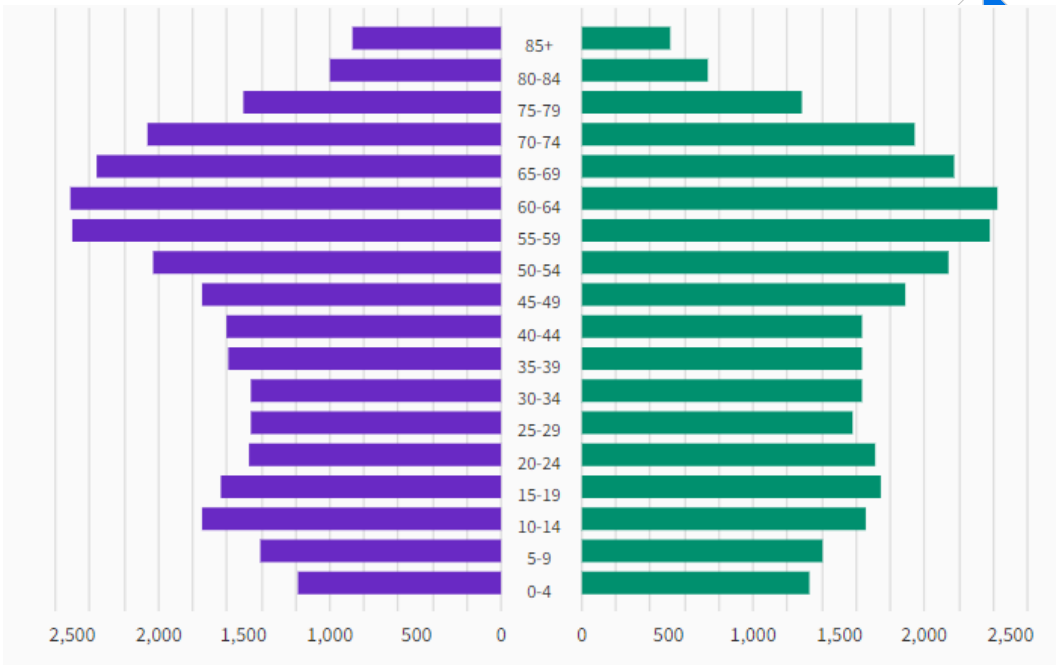
Link URL		Event count click	Total users	Event count per user	Bounce rate
		2,017 6.27% of total	7,232 100% of total	4.45 Avg 0%	73.19% Avg 0%
1	https://survey.alchemer.com/s3/7245949/Plan-Danville-Vision-Values	1,667	1,086	1.53	100%
2	https://goo.gl/maps/aeBq8sBEXgA7qRncA	137	70	1.96	100%
3	https://www.facebook.com/profile.php?id=100089953976523	46	14	3.29	100%

Population Pyramids of City and County

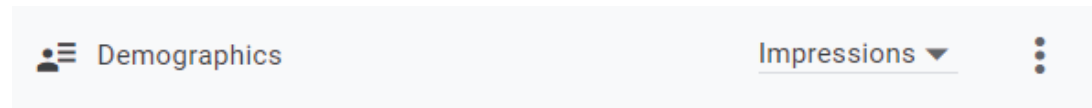
City of Danville



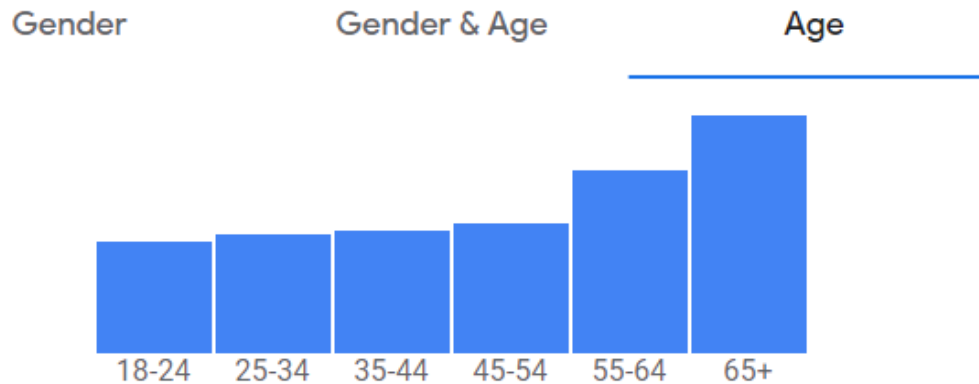
Pittsylvania County



Engagement by age

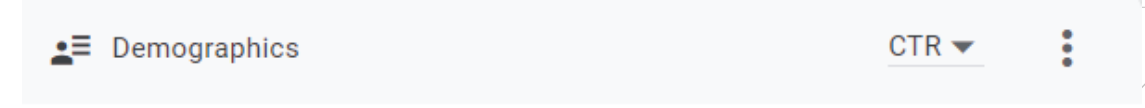


Summary of the demographic groups your ads are reaching by age and gender

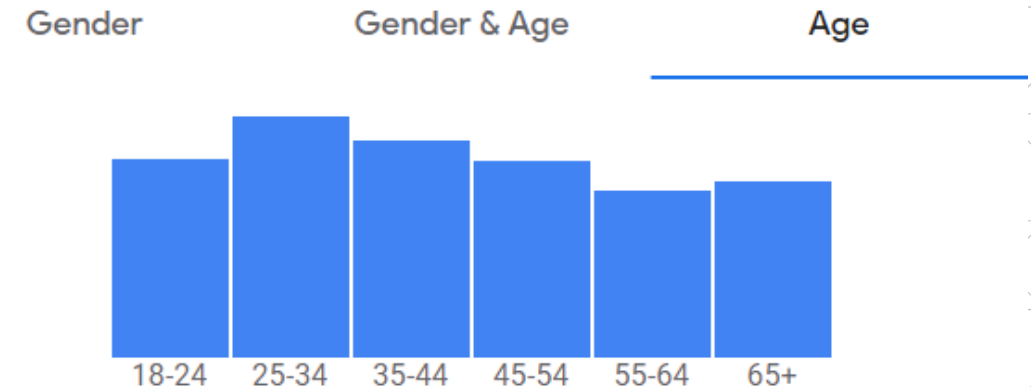


Equal Bidding on all Demographics

Impressions Age Distribution—
Given Population, Cost, and Availability



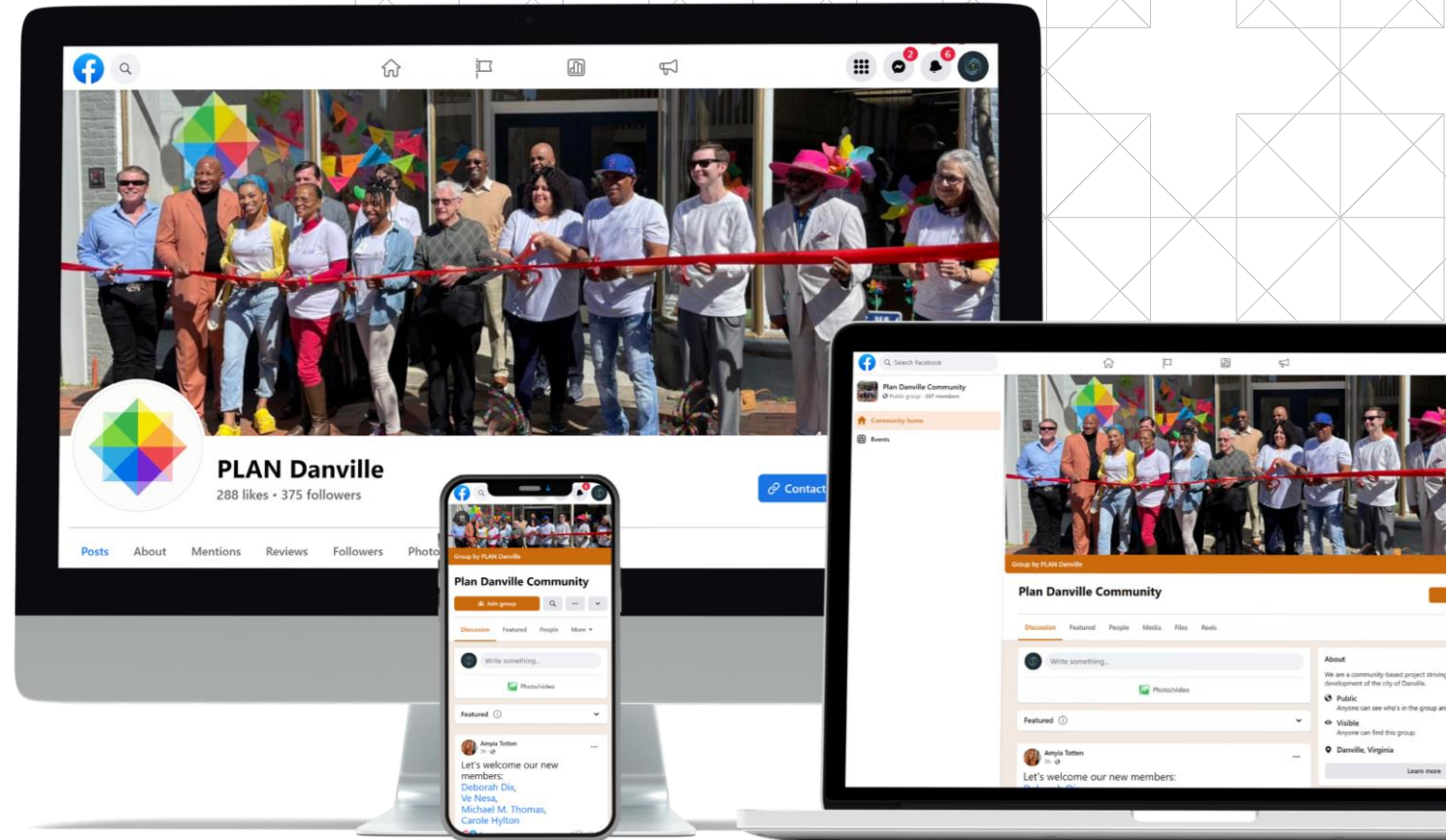
Summary of the demographic groups your ads are reaching by age and gender



25–34 age group is 43% more likely to click than 55–64 age group

Facebook

- **375 followers** on the main PLAN Danville page
- **288 followers** on the PLAN Danville Community Group since March and it keeps increasing.



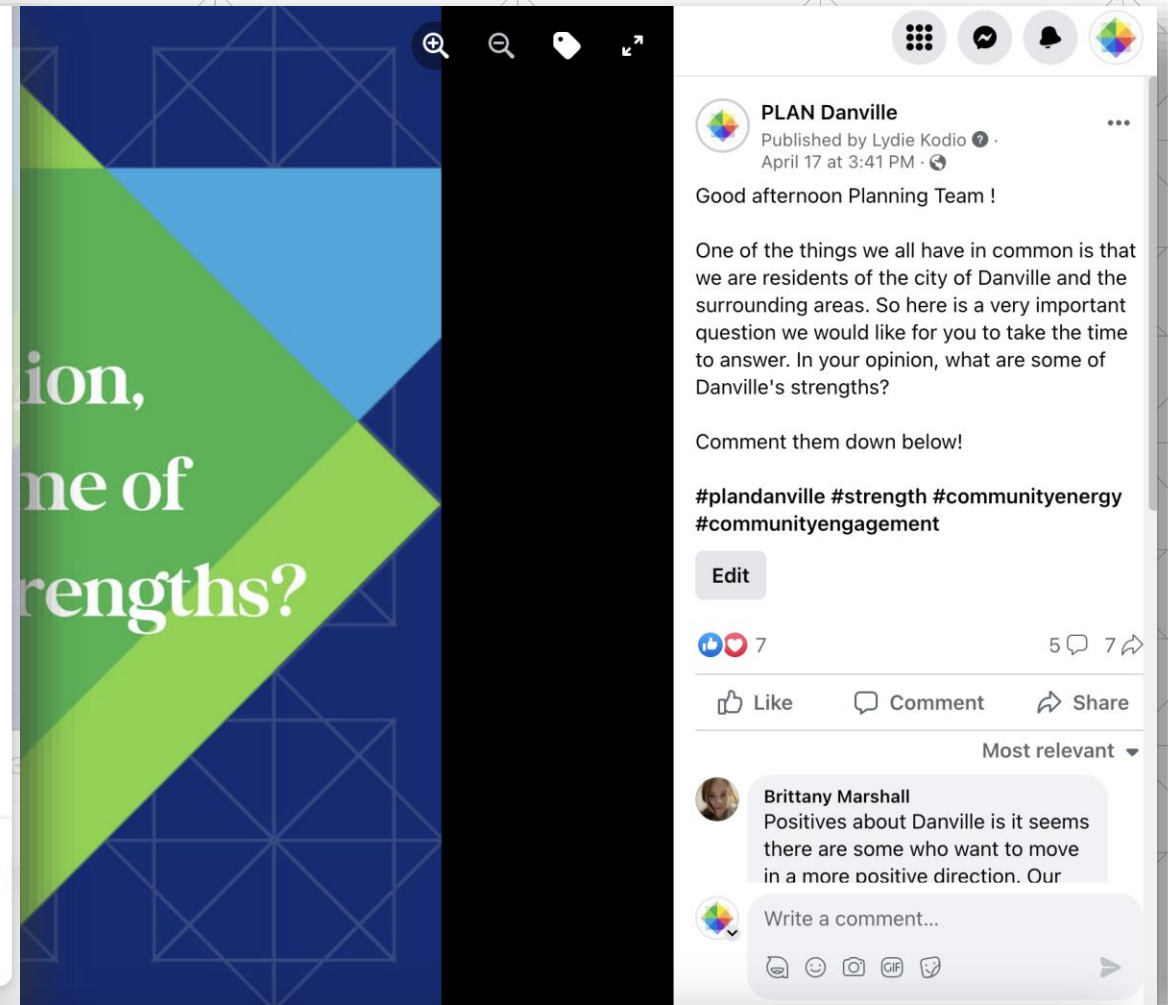
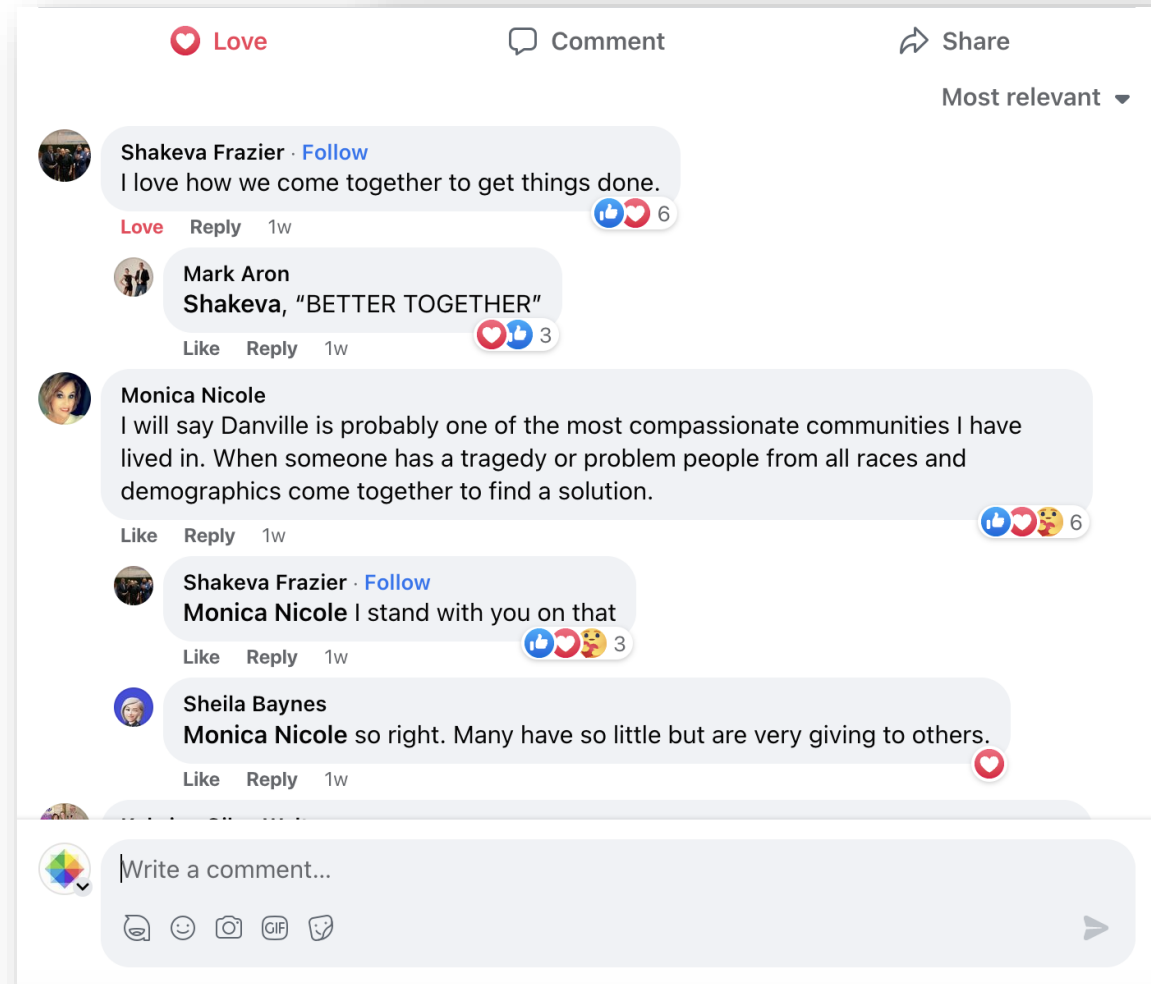
Audience Lifetime
Facebook Page
followers

f 374

Audience goal
Facebook Page likes
129/165

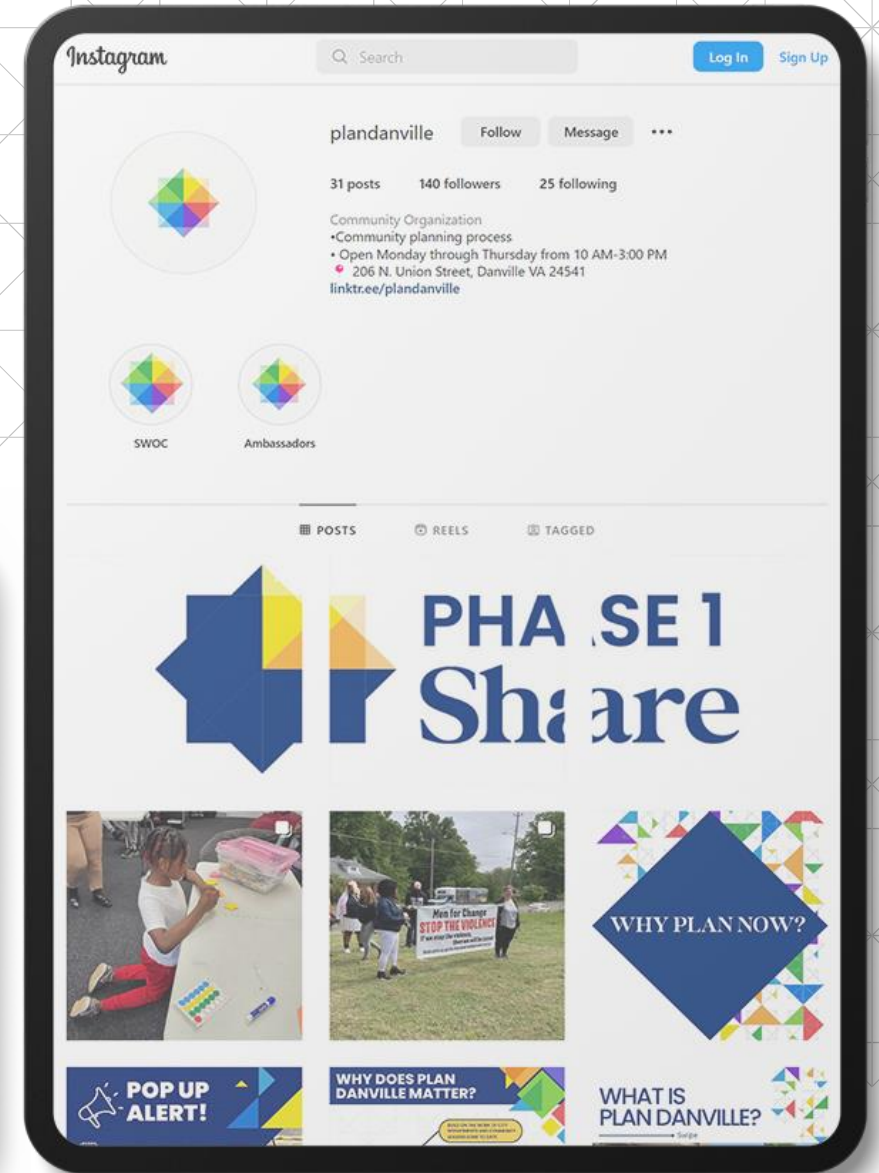


Facebook Engagement

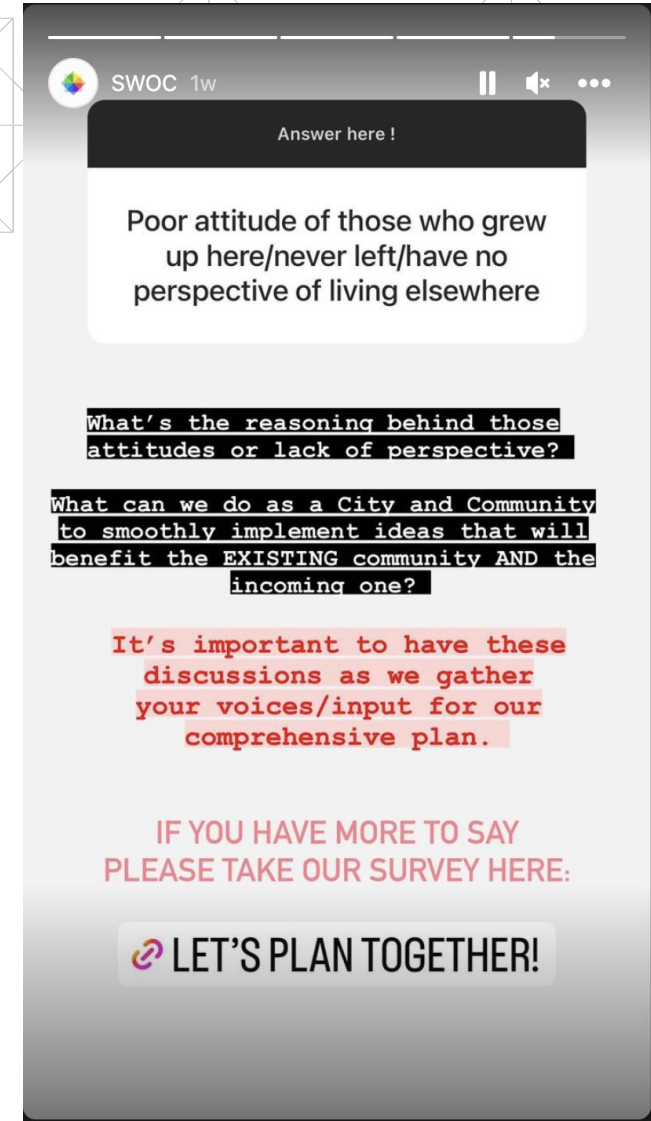
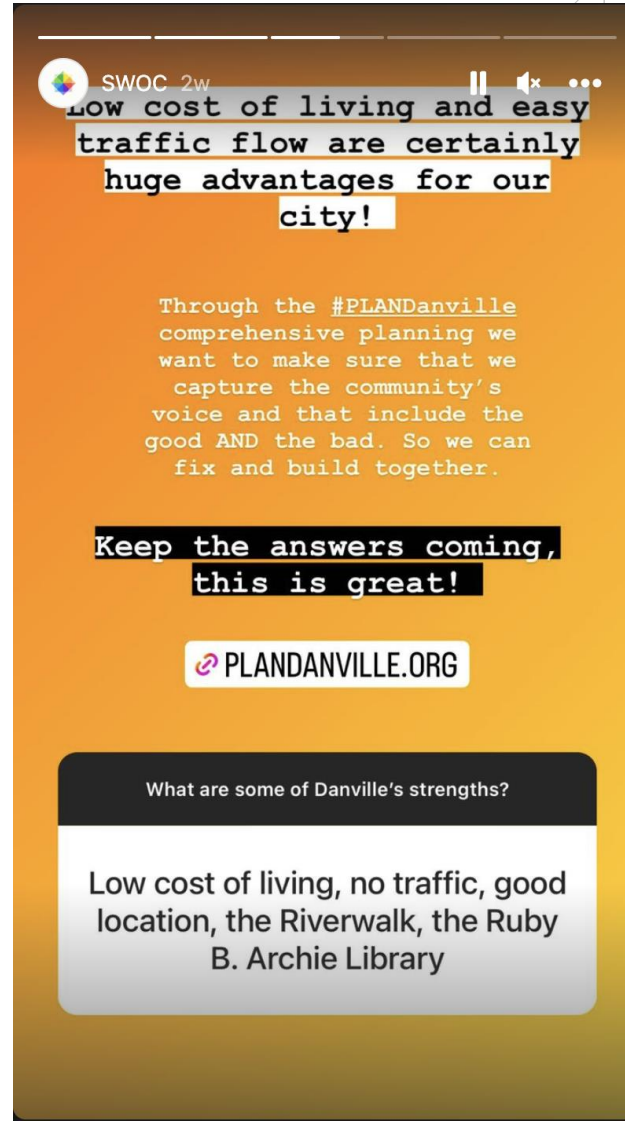


Instagram

- **144 followers** on the PLAN Danville page
- Up 75+ followers 2 weeks ago



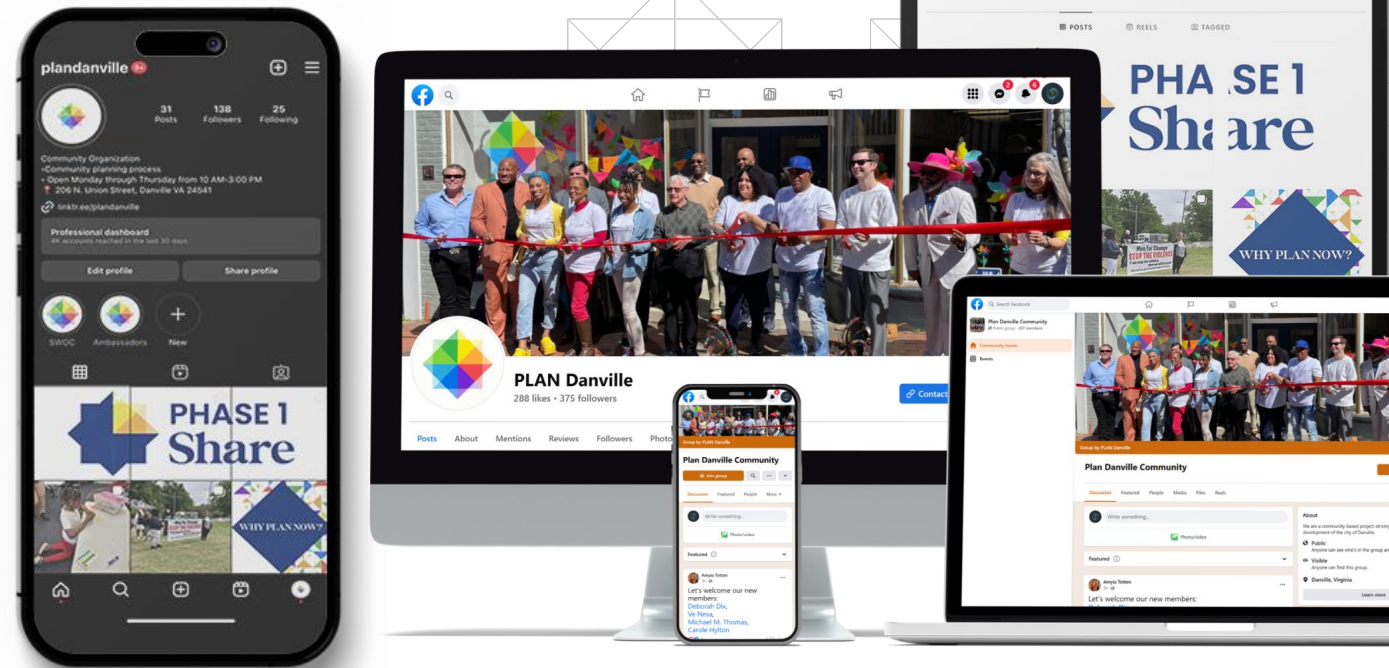
Instagram Engagement



Analytics

(Facebook, Instagram, LinkedIn)

- Boosted posts analytics
 - Reach: **67,350**
Total number of people who see the content.
 - Impressions: **281,332**
The number of times content is displayed, whether it was clicked or not.



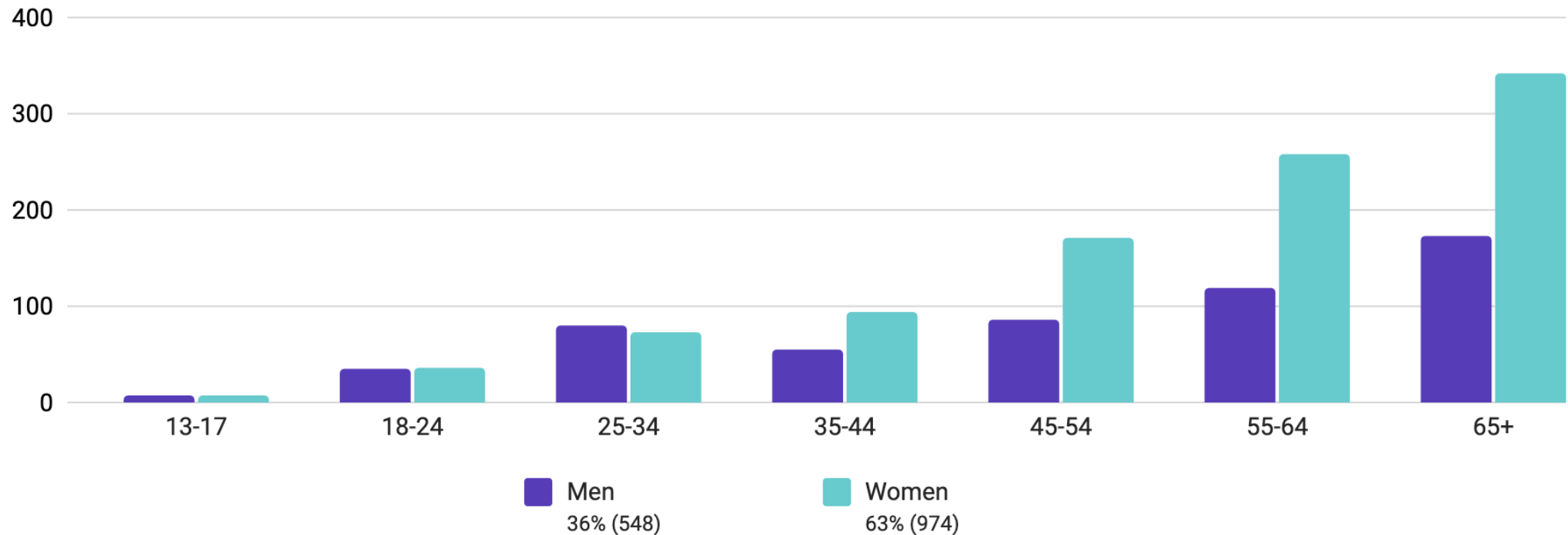
Demographics per survey post boosted:

"I TOOK THE SURVEY, HOW ABOUT YOU?"

Age and gender distribution

All

Results



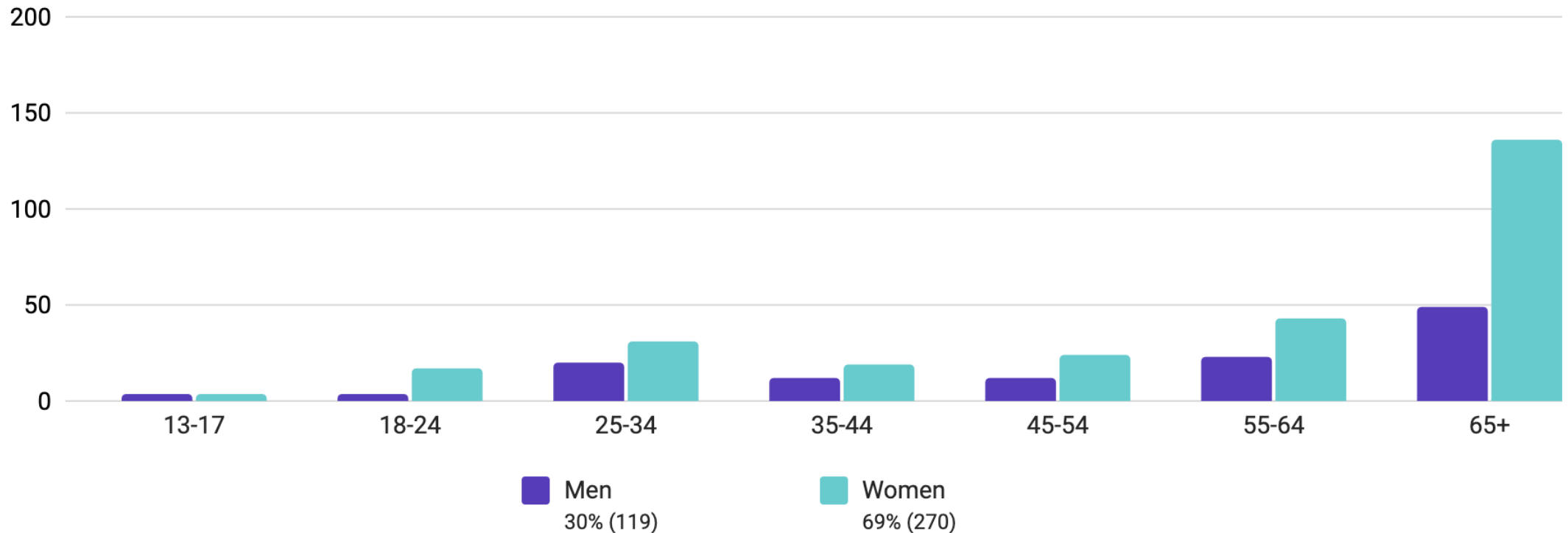
Demographics per survey post boosted:

“TAKE THE SURVEY, YOUR OPINION MATTERS!”

Age and gender distribution

All

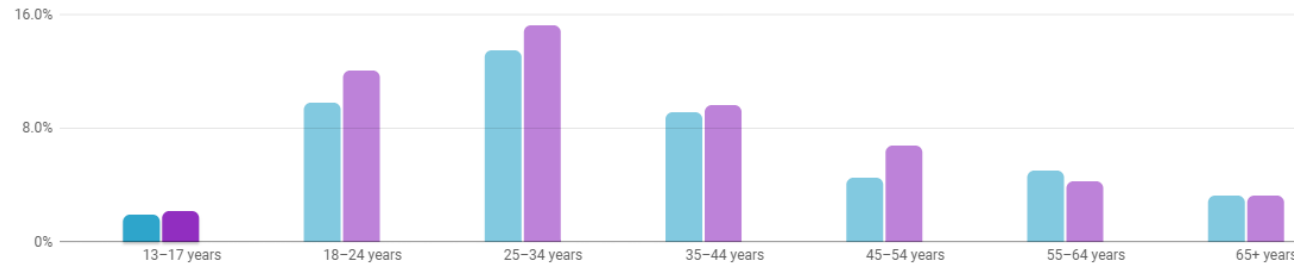
Results



Video Campaign

Different mediums to reach different audiences

● Views ○ Watch time (hours)



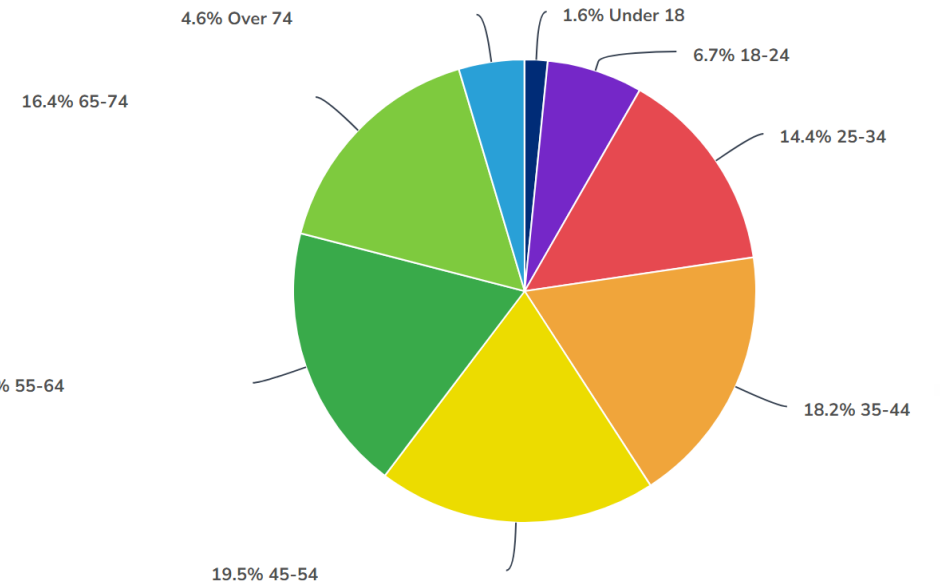
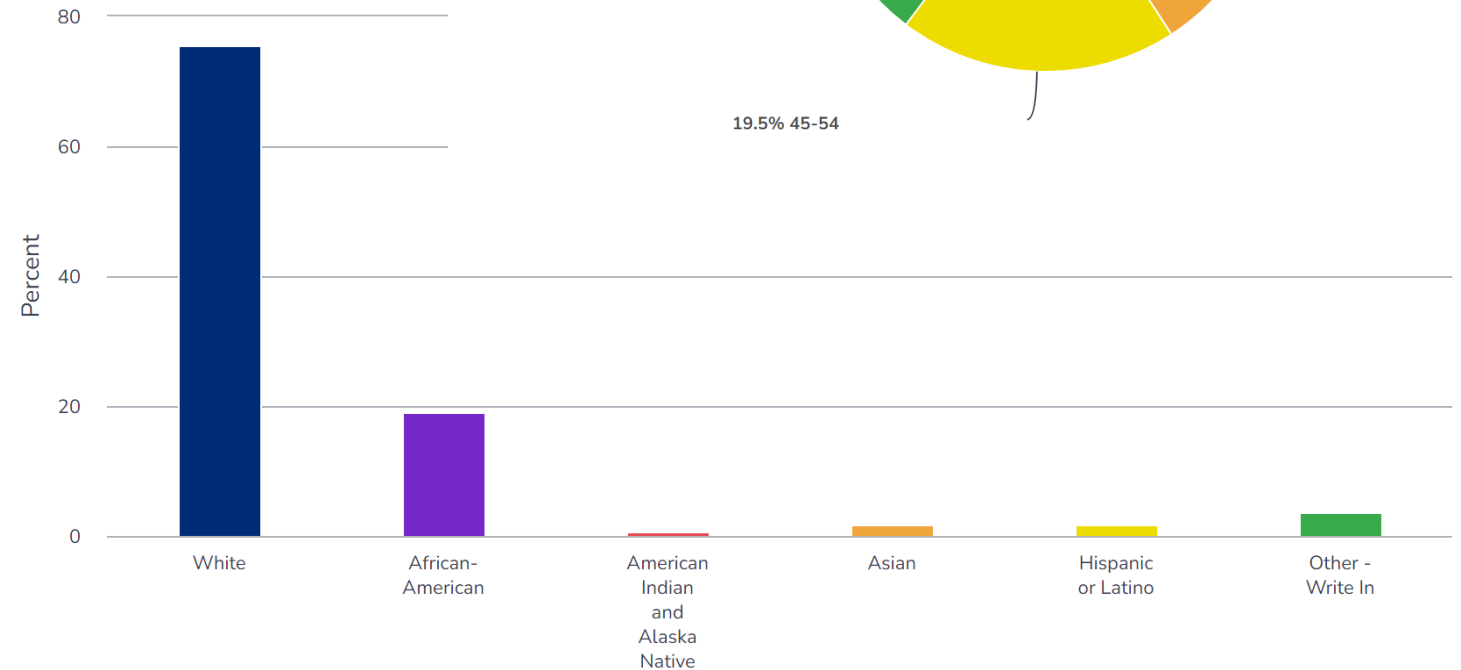
Viewer age	Views			Watch time (hours)		
	Female	Male	User-specified	Female	Male	User-specified
Total	46.9%	53.1%	0%	46.9%	53.1%	0%
13-17 years	1.9%	2.1%	—	1.9%	2.1%	—
18-24 years	9.8%	12.0%	—	9.7%	12.0%	—
25-34 years	13.4%	15.2%	—	13.4%	15.2%	—
35-44 years	9.1%	9.6%	—	9.1%	9.6%	—
45-54 years	4.5%	6.7%	—	4.5%	6.7%	—
55-64 years	5.0%	4.2%	—	5.0%	4.2%	—
65+ years	3.3%	3.2%	—	3.3%	3.2%	—

Operating system	Views		Watch time (hours) ↓	
<input type="checkbox"/> Total	31,288		257.8	
<input type="checkbox"/> Roku OS	8,990	28.7%	74.6	29.0%
<input type="checkbox"/> Android	4,358	13.9%	35.6	13.8%
<input type="checkbox"/> Amazon Fire OS	3,771	12.1%	31.3	12.2%
<input type="checkbox"/> Smart TV	3,260	10.4%	27.0	10.5%
<input type="checkbox"/> iOS	3,208	10.3%	25.9	10.1%
<input type="checkbox"/> Xbox	1,521	4.9%	12.6	4.9%
<input type="checkbox"/> PlayStation	1,225	3.9%	10.2	3.9%
<input type="checkbox"/> WebOS	1,066	3.4%	8.8	3.4%
<input type="checkbox"/> Windows	756	2.4%	5.9	2.3%
<input type="checkbox"/> Chrome OS	723	2.3%	5.8	2.3%
<input type="checkbox"/> Linux	386	1.2%	3.2	1.2%
<input type="checkbox"/> Nintendo Switch	195	0.6%	1.6	0.6%
<input type="checkbox"/> Macintosh	172	0.6%	1.4	0.5%
<input type="checkbox"/> Apple tvOS	63	0.2%	0.5	0.2%
<input type="checkbox"/> Chromecast	17	0.1%	0.1	0.1%
<input type="checkbox"/> Tizen	10	0.0%	0.1	0.0%

Survey reach

- According to census data, Danville is **48.5%** African American and **41.6%** White
- Over 1,000 people have engaged the survey
- **75.5%** of survey respondents identify as white, while **19.2%** identified as African American
- Our approach utilized in-person engagement to gather feedback from people of color less likely to respond to an online survey

2. Ethnicity:



Top biddable search queries on “Danville” by campaign week

Weeks 1–2: Plan Danville #11



Week 4 Display: Plan Danville #4



Week 3 Social Media: Plan Danville #7



Week 5 Display & Video: Plan Danville #1

