

Perimeter Platform: Davis Fire Activation (Washoe, NV) Analytics Report

The Perimeter Platform was activated from **September 6-16, 2024** to support Washoe County's response to the Davis Fire. Perimeter was used to share evacuation instructions (including evacuation and repopulation zones) and road closures with the community.

PUBLIC USAGE REPORT:

- ▶ **Over 2.4 million** total webpage visits for perimetermap.com from September 6-16.
- ▶ Approximately **309,000 unique users** referenced our public-facing site over the course of the incident.
- ▶ Average engagement time of **2 minutes, 20 seconds per pageview** across the incident.
- ▶ **Perimetermap.com** was shared on via the county's mass alert tools, the state's emergency management site, and NPR's KUNR Public Radio as well as other digital media outlets.

