

Communication Calendar - September 2016

NOTIFICATIONS & POSTS	CivicSend Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	5,763		4,353	1,393
9/1: September/October Erie Edition Now Available!	X	X	X	X
9/1: Extended Pool Closure at Erie Community Center	X	X	X	X
9/1: Erie, Colorado Named One of the "Best Places to Raise a Family"	X	X	X	X
9/3: New Erie Business: Domin's Pizza			X	
9/3: Smart Meter Lottery Winners Announced			X	
9/6: Erie Police Warn Residents of Fraudulent Kidnapping Reports	X	X	X	X
9/6: Erie Police Department Promotion Celebrations & Open House	X	X	X	X
9/6: Event Reminder: Movie in the Park on 9/10			X	
9/8: Notice from Crestone Peak Resources	X	X		X
9/8: Event Reminder: Fall Clean-Up on 9/10			X	
9/9: 9/13 Board of Trustees Agenda Now Available Online	X			X
9/14: Event Reminder: Erie Police Department Promotion Celebration and Open House			X	
9/14: Erie Board of Trustees Action Items - September 13, 2016	X	X	X	X
9/14: Coal Creek Trail Closure between State Highway 7 and Vista Parkway	X	X	X	X
9/15: Erie Police Department Thanking Volunteers for Work in Old Town			X	
9/15: Erie Farmers Market - 2 weeks left!			X	
9/15: Share - Erie Historical Society's Erie Biscuit Day Event			X	
9/16: Erie Top 10 "Safest Places in Colorado"	X	X	X	X
9/16: Erie Parkway Lane Shifts	X	X		X
9/16: Erie Parkway Pedestrian Trail Detour	X	X		X
9/18: Trunk or Treat Event Post			X	
9/19: Erie joins Metro Denver EDC and Regional Partners in Hosting National Site Selection Conference	X	X	X	X
9/20: Share - Erie Singletrack Advocates Jump Jam & Fall Festival			X	
9/20: National Public Lands Day	X	X	X	X
9/23: Erie Community Park North Parking Lot Construction	X	X		X
9/26: Town of Erie Wins "Voice of the People Award"	X	X	X	X
9/23: 9/27 Board of Trustees Agenda Now Available Online	X		X	X
9/28: Erie Board of Trustees Action Items September 27, 2016	X	X	X	X
9/28: Public Open House Coal Creek Park & Downtown Framework	X	X	X	X
9/28: Share - Erie Chamber's Miner's Blast Event			X	
9/29: Vista Parkway Bridge Repair Project	X	X		X
9/29: Fall Morning in Erie / National Coffee Day			X	

TOWN OF ERIE CALENDAR NOTIFICATIONS	Notify Me Message	Event Posted on Website	Twitter Post
	707		1,393
9/3: 11th Annual Fall Clean-Up (9/10)	X	X	X
9/3: Historic Preservation Advisory Board Special Meeting (9/6)	X	X	X
9/3: Movie in the Park (9/10)	X	X	X
9/10: Board of Trustees Regular Meeting (9/13)	X	X	X
9/13: Erie Police Department Celebrations & Open House (9/16)	X	X	X
9/16: Retail Marijuana Ad-Hoc Committee Meeting (9/19)	X	X	X
9/17: Board of Trustees Study Session (9/20)	X	X	X
9/18: Sustainability Ad-Hoc Committee Meeting (9/21)	X	X	X
9/23: National Public Lands Day Hike (9/24)	X	X	X
9/23: Miner's Blast (10/1)	X	X	X
9/24: Board of Trustees Regular Meeting (9/27)	X	X	X

UTILITY BILL INSERTS	Mailed Bills	Emailed Bills		
	Total:			
September/October Erie Edition	6,851	1,362		

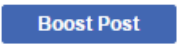
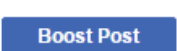
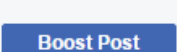
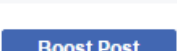
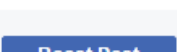
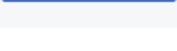
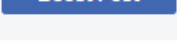
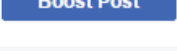
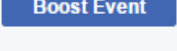
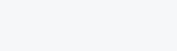
NEW RESIDENT PACKETS	Packets Mailed This Month	Total Mailed YTD		
	Total:			
	77	658		

ERIE STUFF - TOWN OF ERIE OFFICIAL MOBILE APPLICATION	iOS Downloads	Google Play Downloads	TOTAL ALL TIME	
	Total:			
	620	353	973	

updated: 10/17/2016

September 2016 – Facebook Insights

Town of Erie, Colorado – Government Page

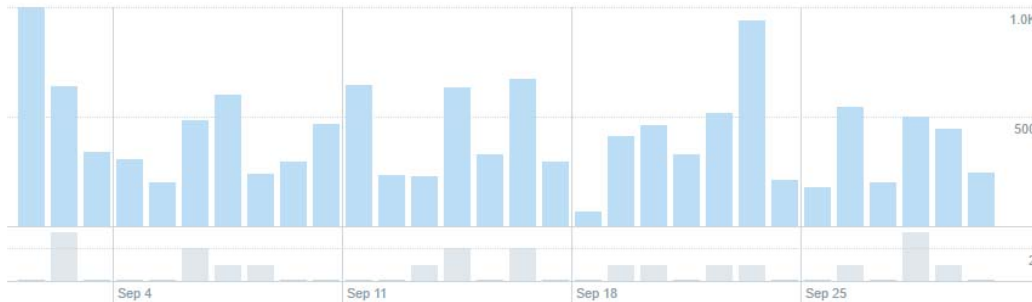
Reach: Organic / Paid Post Clicks Likes, Comments & Shares									
Published	Post	Type	Targeting	Reach	Engagement	Promote			
09/29/2016 8:21 am	 It's a beautiful fall morning in Erie. We hope you all have a wonderful day!			2K		146 92			
09/28/2016 6:30 pm	 Hey, Erie families! We hope to see you all at Erie's Family Festival!			1.2K		42 15			
09/28/2016 2:12 pm	 Public Open House: Coal Creek Park Redevelopment Plan & Document			987		85 10			
09/28/2016 10:45 am	 Erie Board of Trustees Action Items – September 27, 2016 In This Meeting			1.7K		56 4			
09/26/2016 4:36 pm	 The Town of Erie received the 2016 "Voice of the People Award"			961		31 22			
09/26/2016 2:34 pm	 NOTICE! The Erie Recycling Center will be closed tomorrow, Tuesday			476		10 2			
09/23/2016 4:33 pm	 Yesterday was a very busy day for our officers and detectives. They were out there working hard!			1.4K		162 71			
09/23/2016 3:38 pm	 9/27 Board of Trustees Agenda Now Available Online! https://erico.org/boards/2016-09-27-board-of-trustees-agenda			430		17 1			
09/20/2016 3:29 pm	 Join the Open Space and Trails Advisory Board (OSTAB) for a meeting			373		6 2			
09/20/2016 9:07 am	 Erie Singletrack Advocates have been working hard all summer!			352		19 7			
09/19/2016 2:08 pm	 Erie joins Metro Denver EDC and Regional Partners in Hosting			1.1K		61 42			
09/18/2016 3:00 pm	 It's not too early to start thinking about Halloween! We hope you have a great one!			492		30 13			
09/16/2016 9:42 am	 Erie is one of the Top 10 "Safest Places in Colorado"! We have been recognized for the 10th year!			3.9K		203 128			
09/15/2016 8:34 pm	 We hope you'll join the Erie Historical Society - Wise Homestead			1.6K		130 36			
09/15/2016 3:43 pm	 There are only 2 more weeks left for the Erie Farmers' Market! Stop by today!			1.5K		33 13			

Reach: Organic / Paid										Post Clicks	Likes, Comments & Shares
Published	Post			Type	Targeting	Reach		Engagement		Promote	
09/15/2016 10:05 am		The Town of Erie Police Department would like to thank all of th			1.4K		117 61		Boost Post		
09/14/2016 6:30 pm		Don't forget to join us at the Town of Erie Police Department for t			1.2K		22 20		Boost Post		
09/14/2016 12:33 pm		Attention Trail Users! Beginning next week through mid-March 2			559		39 6		Boost Post		
09/14/2016 9:37 am		Erie Board of Trustees Action Items – September 13, 2016 In Thi			1.8K		122 11		Boost Post		
09/09/2016 12:15 pm		9/13 Board of Trustees Agenda Now Available! http://goo.gl/IBF			1.6K		44 0		Boost Post		
09/08/2016 7:32 am		REMINDER: The Fall Clean-Up is this Saturday! View current inf			662		44 4				
09/06/2016 6:32 pm		We hope you'll join us this Saturday at Erie Community Park for t			522		22 10				
09/06/2016 11:26 am		Erie Police Warn Residents of Fraudulent Kidnapping Reports.			7.3K		1.8K 118		Boost Post		
09/06/2016 8:05 am		Town of Erie Police Department Promotion Celebrations & Open			1.3K		122 64		Boost Post		
09/03/2016 2:00 pm		Did you win? The Smart Meter Lottery winners were posted on F			1.7K		319 24		Boost Post		
09/03/2016 10:44 am		Erie, we have another new business to welcome! A locally own			1.5K		256 44		Boost Post		
09/01/2016 4:00 pm		Erie, Colorado was named one of the top 11 "Best Places to Rai			13.3K		1.2K 524		Boost Post		
09/01/2016 1:13 pm		Extended Pool Closure at Erie Community Center The swimmi			579		50 2		Boost Post		
09/01/2016 10:14 am		September/October Erie Edition Now Available! In this issue: Sm			890		67 2		Boost Post		

September 2016 – Twitter Analytics

@eriecolorado

Your Tweets earned **11.4K impressions** over this 30 day period



YOUR TWEETS
During this 30 day period, you earned **380 impressions** per day.

Engagements

Showing 30 days with daily frequency

Engagement rate

1.4%



Likes

7



On average, you earned **0 likes** per day

Link clicks

118



On average, you earned **4 link clicks** per day

Replies

1



On average, you earned **0 replies** per day

Retweets

9



On average, you earned **0 Retweets** per day

Erie Stuff Requests | September 1- September 30, 2016

Date Created	ID	Request Type	Current Status	Date Completed	Days Open	Source
9/1/2016	1881158	Park Maintenance Issue	COMPLETED	9/2/2016	1.21	Iframe
9/8/2016	1946152	Storm Drainage Issue	RECEIVED		35.84	Iframe
9/9/2016	1949553	Street Sign Issue	COMPLETED	9/9/2016	0.05	Iframe
9/12/2016	1956952	Questions/Comments	COMPLETED	9/13/2016	0.85	Iframe
9/18/2016	1971789	Pothole	COMPLETED	9/19/2016	0.95	Android
9/24/2016	1992261	Questions/Comments	COMPLETED	9/26/2016	1.84	Iframe
9/26/2016	1995452	Questions/Comments	COMPLETED	9/26/2016	0.02	iOS
9/26/2016	1997039	Questions/Comments	COMPLETED	10/13/2016	16.68	Iframe
9/29/2016	2006051	Tree Issue	COMPLETED	10/6/2016	5.97	Iframe

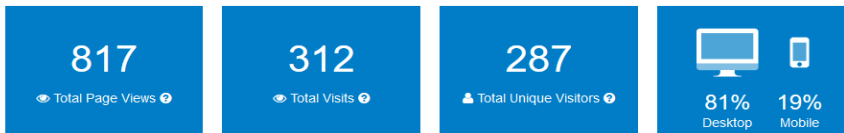
Website Overview Report for www.erieco.gov - September 2016

Total Unique Visits	For the Month: 31,608	Year to Date: 313,383
Total Page Visits	For the Month: 54,833	Year to Date: 540,815

Top 25 Web Pages Visited	# of Visits	Rank		
Home Page	18,219	#1		
Erie Community Center	3,203	#2		
Paying Your Bill	2,541	#3		
2016 Town of Erie Special Events	1,540	#4		
King Soopers at Vista Ridge Marketplace	981	#5		
Police Department	941	#6		
Classes & Programs	874	#7		
Park and Recreation	779	#8		
Recreation Activities	768	#9		
Annual Spring and Fall Clean-Up Days	755	#10		
Construction Projects	691	#11		
Aquatics	608	#12		
Youth Sports	591	#13		
Building Division	570	#14		
Adult Classes & Programs	561	#15		
Residential & Commercial Construction Map	493	#16		
Government	431	#17		
Fees & Membership	427	#18		
Facility Information	404	#19		
Parks & Recreation Master Plan Projects	401	#20		
Trunk or Treat	399	#21		
Departments	364	#22		
Landfills	347	#23		
The Great Erie Outdoor Adventure	345	#24		
Group Fitness Classes & Schedule	335	#25		

Erie Government Television Streaming Video via Website - OVERVIEW

OVERVIEW



WHAT MEDIA YOUR CITIZENS ARE VIEWING

All Media			
Live Events Encoder Streams On Demand Media			
Filter by title			
Media Title	Type	Total Views	
Erie Channel 8 Live Feed	Encoder	91	
BOARD OF TRUSTEES MEETING on 2016-09-13 6:30 PM - Sep 13th, 2016	Live event	56	
BOARD OF TRUSTEES MEETING on 2016-09-13 6:30 PM - Sep 13th, 2016	Archive	27	
BOARD OF TRUSTEES MEETING on 2016-08-23 6:30 PM - Aug 23rd, 2016	Archive	21	
Planning Commission on 2016-09-07 6:30 PM - Sep 7th, 2016	Archive	18	
BOARD OF TRUSTEES MEETING on 2016-09-20 6:00 PM - Study Session - Sep 20th, 2016	Archive	15	
BOARD OF TRUSTEES MEETING on 2016-09-27 6:30 PM - Sep 27th, 2016	Archive	12	
BOARD OF TRUSTEES MEETING on 2016-07-19 6:00 PM - JOINT STUDY SESSION WITH THE PLANNING COMMISSION - Jul 19th, 2016	Archive	9	
Planning Commission Meeting - Sep 2nd, 2015	Archive	9	

ALL MEDIA

478

Total Media Stream Views



478

0

External Views Internal Views