

Communication Calendar - May 2016

<u>NEWS & ANNOUNCEMENTS</u>		Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
Reach via Subscribers & Visitors:		1,435		4,135	1,266
5/1: May/June Erie Edition Now Available!		X	X	X	X
5/3: Shared Post from MVFR - Sweet Treats				X	
5/5: 20th Annual Erie Town Fair & Hot Air Balloon Festival		X	X	X	X
5/6: Reminder - Spring Clean Up Day #1				X	
5/10: Online Utility Bill Payment Currently Unavailable		X	X		X
5/11: Erie Board of Trustees Action Items – May 10, 2016		X	X	X	X
5/11: 2016 Erie Farmers Market		X	X	X	X
5/11: Online Utility Bill Payments		X	X		X
5/11: Reiminder - Spring Clean Up Day #2				X	
5/16: Erie Parkway Corridor Study Kicks Off		X	X		X
5/18: Erie Board of Trustees Extends Deadline for Ad Hoc Committee Applications		X	X	X	X
5/18: Farmers Market Video				X	
5/19: Farmers Market Is Officially Open				X	
5/20: Town Fair & Balloon Festival Reminder				X	
5/23: Summer Concert Series Kicks-Off This Weekend!		X	X	X	X
5/23: ICSC Event in Las Vegas				X	
5/27: 1st Concert in the Park Reminder				X	
5/28: Concert in the Park Video				X	
5/31: BVSD PK-8 School Groundbreaking		X	X	X	X

<u>ECONOMIC DEVELOPMENT ANNOUNCEMENT</u>		Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
Reach via Subscribers & Visitors:		900		4,135	1,266
5/4: State Website Honors Small Business Appreciation Week		X	X	X	X

<u>PUBLIC WORKS ANNOUNCEMENT</u>		Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
Reach via Subscribers & Visitors:		849		4,135	1,266
5/27: Erie Parkway Lane Shift at Flatiron Meadows Boulevard		X	X		X

<u>POLICE ANNOUNCEMENT</u>		Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
Reach via Subscribers & Visitors:		1,134		4,135	1,266
5/12: Town of Erie Police Department Introductions		X	X	X	X
5/16: Town of Erie Police Department Introductions		X	X	X	X
5/31: Golf Car Safety Reminders		X	X	X	X

<u>PARKS & RECREATION ANNOUNCEMENT</u>		Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
Reach via Subscribers & Visitors:		1,269		4,135	1,266
5/13: Volunteers Needed for National Trails Day		X	X	X	X

<u>OIL & GAS OPERATIONS ANNOUNCEMENT</u>		Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
Reach via Subscribers & Visitors:		148		4,135	1,266
5/4: Plug & Abandon Notice Courtesy Notice from Anadarko		X	X		X
5/27: Plug & Abandon Notice Courtesy Notice from Extraction Oil & Gas		X	X		X

<u>TOWN OF ERIE CALENDAR NOTIFICATION</u>		Notify Me Message	Event Posted on Website	Twitter Post
Reach via Subscribers & Visitors:		681		1,266
5/1: Planning Commission Meeting (5/4)		X	X	X
5/6: Open Space & Trails Advisory Board Meeting (5/9)		X	X	X
5/7: Board of Trustees Regular Meeting (5/10)		X	X	X
5/8: Tree Board Meeting (5/11)		X	X	X
5/9: Erie Spring Clean-Up Day #2 - Front Range Landfill (5/14)		X	X	X
5/9: Board of Trustees Planning Commission Interviews (5/10)		X	X	X
5/14: 20th Annual Erie Town Fair & Balloon Festival (5/21)		X	X	X
5/14: Board of Trustees Study Session (5/17)		X	X	X
5/15: Planning Commission Meeting (5/18)		X	X	X
5/15: Tree Board Meeting (5/18)		X	X	X
5/21: Concert in the Park - That Eighties Band (5/28)		X	X	X
5/28: National Trails Day (6/4)		X	X	X
5/29: Planning Commission Meeting (6/1)		X	X	X
5/29: Historic Preservation Advisory Board Meeting (6/1)		X	X	X

<u>YOUTUBE CHANNEL</u>		Views Via YouTube	Newsflash Posted on Website	Facebook Views	Twitter Post
Reach via Subscribers & Visitors:					

<u>UTILITY BILL INSERTS</u>		Mailed Bills	Emailed Bills		
Total:					
May/June Erie Edition		6,282	1,230		

<u>NEW RESIDENT PACKETS</u>		Packets Mailed This Month	Total Mailed YTD		
Total:					
		69	323		

<u>ERIE STUFF - TOWN OF ERIE OFFICIAL MOBILE APPLICATION</u>		iOS Downloads	Google Play Downloads	TOTAL	
Total:					
		3	0	946	

updated: 7/13/2016

May 2016 – Facebook Insights

Town of Erie, Colorado – Government Page

		Reach: Organic / Paid		Post Clicks		Likes, Comments & Shares			
Published	Post	Type	Targeting	Reach	Engagement	Promote			
05/31/2016 3:01 pm	 Erie residents are invited to join Boulder Valley School District a			315	43 14				
05/31/2016 11:03 am	 The Town of Erie Police Department wishes you and your famil			1.6K	86 14				
05/28/2016 8:23 am	 Who is dressing up tonight for the concert?! We can't wait to kick-			53.8K	522 46				
05/27/2016 9:32 am	 It's finally time! The first Concert in the Park is here, and it's goin			386	26 11				
05/23/2016 6:15 pm	 Mayor Pro Tem Gruber, Trustee Charles and Trustee Woog and			367	93 32				
05/23/2016 11:01 am	 Summer Concert Series Kicks-Off This Weekend! Don't Miss Tha			357	18 20				
05/20/2016 7:39 am	 The balloons are up! Don't forget to set your alarm to watch them			1.5K	62 56				
05/19/2016 5:57 pm	 The Erie Farmers' Market is officially open! Come ride your bikes			861	116 70				
05/18/2016 1:02 pm	 It's stopped raining and the sky is blue! This summer-like weathe			669	93 33				
05/18/2016 10:00 am	 Erie Board of Trustees Extends Deadline for Ad Hoc Committee			214	14 5				
05/16/2016 5:31 pm	 Our second round of interviews with the men and women of the			2.6K	167 44				
05/13/2016 9:00 am	 Volunteers Needed for National Trails Day! In honor of National			247	6 1				
05/12/2016 5:30 pm	 Over the next few months, we will be introducing you to some of t			6K	533 186				
05/11/2016 6:45 pm	 REMINDER! Saturday is Spring Clean-Up Day #2 DROP OFF U			295	23 4				
05/11/2016 2:31 pm	 The Town of Erie is excited to have the Erie Farmers' Market bac			4K	227 125				

Reach: Organic / Paid

Post Clicks

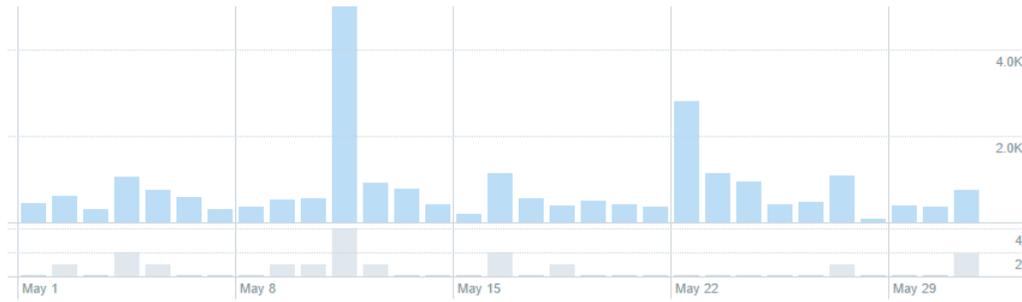
Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
05/11/2016 10:32 am	 Erie Board of Trustees Action Items – May 10, 2016 In This Issue			1.1K	29 2	Boost Post
05/06/2016 10:00 am	 REMINDER! Tomorrow is Spring Clean-Up Day #1 • Donate us			186	8 3	Boost Post
05/05/2016 5:00 pm	 Mark your calendars for the Annual Erie Town Fair & Balloon Festival			3.3K	245 236	Boost Post
05/04/2016 8:36 am	 It's Small Business Week! Share with us your favorite Erie business			995	6 3	Boost Post
05/03/2016 1:11 pm	 The Town of Erie Police Department is excited to partner with S			237	5 10	Boost Post
05/01/2016 8:30 am	 May/June Erie Edition Now Available! In this issue: Meet Your N			1.2K	16 4	Boost Post

May 2016 – Twitter Analytics

@ericolorado

Your Tweets earned **19.8K impressions** over this **31 day** period



YOUR TWEETS
During this 31 day period, you earned **639 impressions** per day.

Engagements

Showing 31 days with daily frequency

ENGAGEMENT RATE

0.8%



LIKES

9



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

LINK CLICKS

97



On average, you earned **3 link clicks** per day

REPLIES

3



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

RETWEETS

7



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

Erie Stuff Requests | May 1 - May 31, 2016

Date Created	ID	Request Type	Current Status	Date Completed	Days Open	Source
5/5/2016	1573349	Park Maintenance Issue	COMPLETED	5/5/2016	0.07	Android
5/8/2016	1579429	Tree Issue	COMPLETED	5/9/2016	0.44	iOS
5/10/2016	1583985	Damaged Concrete	COMPLETED	5/10/2016	0.01	Iframe
5/1/2016	1585266	Non-Emergency Police Issue	COMPLETED	5/13/2016	2.91	Iframe
5/13/2016	1592982	Questions/Comments	COMPLETED	5/16/2016	2.92	Iframe
5/25/2016	1618803	Damaged Concrete	COMPLETED	7/8/2016	44.24	Iframe
5/25/2016	1621280	Questions/Comments	COMPLETED	5/26/2016	0.5	iOS
5/26/2016	1622408	Water Pressure Problem	COMPLETED	7/11/2016	45.97	Iframe

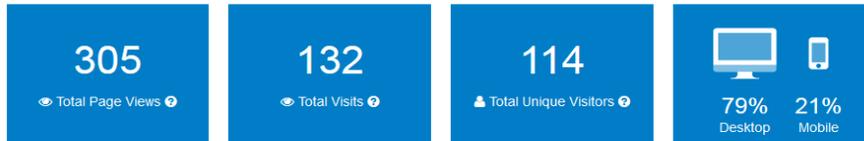
Website Overview Report for www.erieco.gov - May 2016

Total Unique Visits	For the Month: 35,835	Year to Date: 162,581
Total Page Visits	For the Month: 62,622	Year to Date: 294,942

Top 25 Web Pages Visited	# of Visits	Rank		
Home Page	24,265	#1		
Erie Community Center	3,552	#2		
Paying Your Bill	2,245	#3		
2016 Town of Erie Special Events	2,130	#4		
Annual Spring and Fall Clean-up Days	1,321	#5		
Concerts in the Park	1,104	#6		
Park and Recreation	941	#7		
Police Department	872	#8		
Recreation Activities	787	#9		
Youth Sports	783	#10		
Aquatics	701	#11		
Group Fitness Classes & Schedule	591	#12		
Construction Projects	586	#13		
Building Division	562	#14		
Fees & Membership	550	#15		
Landfills	471	#16		
Building Information & Applications	408	#17		
Classes & Programs	400	#18		
Camp Erie	382	#19		
Facility Information	379	#20		
Department	366	#21		
Residential & Commercial Construction Map	355	#22		
Government	351	#23		
Trails Maps	350	#24		
Residents	325	#25		

Erie Government Television Streaming Video via Website - OVERVIEW

OVERVIEW ?



WHAT MEDIA YOUR CITIZENS ARE VIEWING

Media Title	Type	Total Views
BOARD OF TRUSTEES MEETING on 2016-05-10 6:30 PM	Encoder	86
BOARD OF TRUSTEES MEETING on 2016-05-10 6:30 PM - May 10th, 2016	Live event	18
Board of Trustees Planning Commission Interviews - May 10th, 2016	Archive	16
BOARD OF TRUSTEES MEETING on 2016-05-10 6:30 PM - May 10th, 2016	Archive	16
Historic Preservation Advisory Board - Apr 27th, 2016	Archive	7
Planning Commission on 2016-06-01 6:30 PM - Jun 1st, 2016	Archive	5
BOARD OF TRUSTEES MEETING on 2016-04-19 6:30 PM - SPECIAL MEETING - Apr 19th, 2016	Archive	2

