

Communication Calendar - April 2016

<u>NEWS & ANNOUNCEMENTS</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
Reach via Subscribers & Visitors:	1,422		4,068	1,242
4/5: Be Among the First to Receive Election Results	X	X	X	X
4/5: Reminder All Ballots Are Due at 7pm			X	
4/5: Town of Erie 2016 Regular Municipal Election - Unofficial Results	X	X	X	X
4/6: 9 Frequently Asked Questions about Erie's 9Health Fair	X	X	X	X
4/7: Boulder County High Efficiency Toilet Program			X	
4/10: Letter from the Mayor: Transparency at Nine Mile Corner	X	X	X	X
4/13: Last Call! Town of Erie 9Health Fair this Saturday!	X	X	X	X
4/14: Chat with the Chief Event at Sweets			X	
4/15: Nine Mile Corner: What Lafayette Says and What Lafayette Does	X	X	X	X
4/16: 9Health Fair Today at Erie Community Center			X	
4/18: Official Results - Town of Erie 2016 Regular Municipal Election	X	X	X	X
4/20: Erie Board of Trustees Action Items – April 19, 2016	X	X	X	X
4/20: Arbor Day & Earth Day Celebration - Facebook Event			X	
4/20: Mayor's State of the Town Address – Thursday Night!	X	X	X	X
4/22: Happy Earth Day			X	
4/22: Community Meeting for New BVSD School at Flatiron Meadows	X	X	X	X
4/23: Annual Spring Clean-Up: May 7th & May 14th	X	X	X	X
4/25: Erie Board of Trustees Seeks Volunteers for 3 Ad Hoc Committees	X	X	X	X
4/27: Erie Board of Trustees Action Items – April 26, 2016	X	X	X	X

<u>ECONOMIC DEVELOPMENT ANNOUNCEMENT</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
Reach via Subscribers & Visitors:	889		4,068	1,242
4/4: Free Business Start-Up Seminar – Tuesday, April 12th	X	X		X
4/18: Liquor Training Program for Erie Businesses	X	X		X

<u>PUBLIC WORKS ANNOUNCEMENT</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
Reach via Subscribers & Visitors:	834		4,068	1,242
4/6: Update: Erie Parkway Lane Shift at Flatiron Meadows Boulevard	X	X		X
4/22: Erie Parkway Expansion Improvements	X	X		X
4/28: Sanitary Sewer Maintenance	X	X		X

<u>POLICE ANNOUNCEMENT</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
Reach via Subscribers & Visitors:	1,128		4,068	1,242
4/6: Chat with the Chief	X	X	X	X
4/18: Liquor Training Program for Erie Businesses	X	X		X
4/26: Erie Police Seek Help in Identifying Fraud Suspects	X	X	X	X
4/29: Message from the Chief's Desk	X	X	X	X

<u>PARKS & RECREATION ANNOUNCEMENT</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
Reach via Subscribers & Visitors:	1,258		4,068	1,242
4/16: Use Caution Dealing with Snow-Damaged Trees	X	X	X	X
4/18: Colliers Hill Neighborhood Park Open House	X	X		X
4/28: Fishing Clinic Next Saturday – May 7th!	X	X	X	X
4/29: Parks & Recreation Summer Program Guide Now Available!	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:	138		4,068	1,242
4/12: Plug & Abandon Notice from Kerr-McGee Oil & Gas OnShore LP	X	X		X
4/22: Encana Courtesy Notice	X	X		X

<u>TOWN OF ERIE CALENDAR NOTIFICATION</u>	Notify Me Message	Event Posted on Website	Twitter Post
Reach via Subscribers & Visitors:	670		1,242
4/5: Water-Wise Landscape Seminar: Xeriscape 101 (4/13)	X	X	X
4/9: 9Health Fair (4/16)	X	X	X
4/9: Chat with the Chief (4/14)	X	X	X
4/10: Tree Board Meeting (4/13)	X	X	X
4/16: Board of Trustees Impact Fee Study Stakeholder's Meeting (4/19)	X	X	X
4/16: Board of Trustees Study Session (4/19)	X	X	X
4/16: Mayor's State of the Town Address (4/21)	X	X	X
4/17: Planning Commission Meeting (4/20)	X	X	X
4/22: Historic Preservation Advisory Board Meeting (4/25)	X	X	X
4/23: Arbor Day & Earth Day Celebration (4/30)	X	X	X
4/23: Board of Trustees Regular Meeting (4/26)	X	X	X
4/24: Board of Adjustment Meeting (4/27)	X	X	X
4/30: Town of Erie Spring Clean-Up Day #1 - Recycling & Donations (5/7)	X	X	X
4/30: Fishing Clinic (5/7)	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:				
Arbor Day/Earth Day & Free Sprinkler Inspection	6,810	1,209		

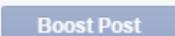
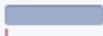
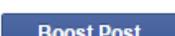
<u>NEW RESIDENT PACKETS</u>	Packets Mailed This Month	Total Mailed YTD		
Total:				
	100	254		

<u>ERIE STUFF - TOWN OF ERIE OFFICIAL MOBILE APPLICATION</u>	iOS Downloads	Google Play Downloads	TOTAL	
Total:				
	620	323	943	

updated: 5/16/2016

April 2016 – Facebook Insights

Town of Erie, Colorado – Government Page

		Reach: Organic / Paid		Post Clicks		Likes, Comments & Shares			
Published	Post	Type	Targeting	Reach		Engagement		Promote	
04/29/2016 12:01 pm	 Message from the Chief's Desk • Distracted Driving Reminders			3.5K		402 49			Boost Post
04/29/2016 8:31 am	 The Erie Parks & Recreation Summer 2016 Program Guide is h			419		30 13			Boost Post
04/28/2016 3:30 pm	 Next weekend looks to be perfect for some fishing! Join Erie Par			182		4 4			Boost Post
04/27/2016 9:30 am	 Erie Board of Trustees Action Items – April 26, 2016 In This Issu			1.1K		30 0			Boost Post
04/26/2016 2:01 pm	 Erie Police Seek Help in Identifying Fraud Suspects On Sunday,			5.9K		1.7K 72			Boost Post
04/25/2016 4:55 pm	 The Town of Erie Board of Trustees is seeking citizens who are i			265		32 8			Boost Post
04/23/2016 8:03 am	 REMINDER! Annual Spring Clean-Up: May 7th & May 14th The			215		22 3			Boost Post
04/22/2016 12:33 pm	 Happy Earth Day! Don't forget to come celebrate with the Town of			357		12 4			Boost Post
04/22/2016 9:15 am	 Erie Residents are invited to get a sneak peek at the design for t			145		5 1			Boost Post
04/20/2016 1:33 pm	 Please join the Erie Chamber as they host the Mayor's State of t			223		5 4			Boost Post
04/20/2016 12:39 pm	 Arbor Day & Earth Day Celebration			1.6K		63 0			Boost Event
04/20/2016 9:17 am	 Erie Board of Trustees Action Items – April 19, 2016 In This Issu			184		7 1			Boost Post
04/18/2016 12:11 pm	 Official Results - Town of Erie 2016 Regular Municipal Election E			476		55 2			Boost Post
04/16/2016 3:33 pm	 The Colorado State Forest Service and the Town of Erie Parks &			1.9K		113 9			Boost Post

■ Reach: Organic / Paid ▼
■ Post Clicks ■ Likes, Comments & Shares ▼

Published ▼	Post	Type	Targeting	Reach	Engagement	Promote
04/16/2016 8:05 am	 It's not too late! The 9Health Fair is at the Erie Community Center			191 	12 9 	Boost Post
04/15/2016 4:35 pm	 Nine Mile Corner: What Lafayette Says and What Lafayette Does			3.9K ■	1.1K 50 ■	Boost Post
04/14/2016 9:13 am	 We are here at Sweets Ice Cream & Coffee for Chat with the Chi			1.6K ■	73 26 	Boost Post
04/13/2016 8:04 am	LAST CALL! Town of Erie 9Health Fair this Saturday at the Erie			268 	8 6 	Boost Post
04/10/2016 3:18 pm	 Letter from the Mayor: Transparency at Nine Mile Corner I pledge			4.1K ■	682 61 ■	Boost Post
04/07/2016 1:59 pm	 High-Efficiency Toilet Upgrade Program for Boulder County Re			192 	10 5 	Boost Post
04/06/2016 2:34 pm	 Residents & Local Business Owners are invited to the 1st Chat			366 	19 18 	Boost Post
04/06/2016 11:35 am	Don't forget to join us on Saturday, April 16th at the Erie Commu			630 	20 9 	Boost Post
04/05/2016 7:38 pm	 April 5, 2016 Regular Municipal Election • Unofficial Election Re			988 ■	105 48 	Boost Post
04/05/2016 1:00 pm	 As a reminder, all ballots must be received by 7:00 p.m. TODAY			168 	2 1 	Boost Post
04/05/2016 10:12 am	 Be Among the First to Receive Election Results! Are you signed			1K ■	16 4 	Boost Post

April 2016 – Twitter Analytics

@ericolorado

Your Tweets earned **11.9K impressions** over this 30 day period



Engagements

Showing 30 days with daily frequency

ENGAGEMENT RATE

2.5%



LIKES

3



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

LINK CLICKS

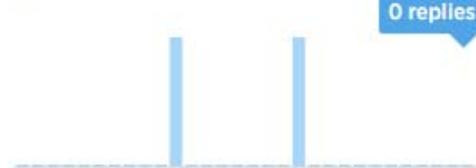
198



On average, you earned **7 link clicks** per day

REPLIES

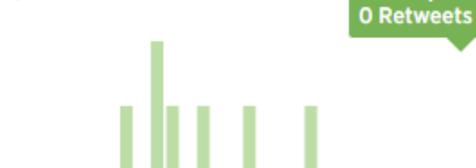
2



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

RETWEETS

7



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

Erie Stuff Requests | April 1 - April 30, 2016

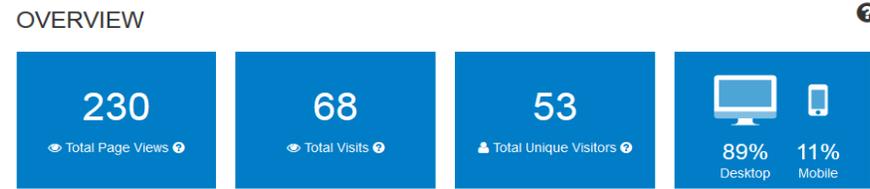
Date Created	ID	Request Type	Current Status	Date Completed	Days Open	Source
4/5/2016	1508866	Traffic Signal Issue	COMPLETED	4/11/2016	5.75	Iframe
4/6/2016	1510602	Questions/Comments	COMPLETED	4/26/2016	20.05	Iframe
4/8/2016	1516214	Open Space Issue	COMPLETED	4/12/2016	3.76	Android
4/12/2016	1522084	Damaged Concrete	COMPLETED	5/5/2016	23.02	Iframe
4/12/2016	1522978	Storm Inlet Issue	COMPLETED	4/20/2016	7.92	Iframe
4/20/2016	1540144	Park Maintenance Issue	COMPLETED	4/20/2016	0.33	Iframe
4/22/2016	1547221	Open Space Issue	COMPLETED	4/25/2016	3.03	Iframe
4/22/2016	1547458	Park Maintenance Issue	COMPLETED	4/25/2016	2.97	Android
4/25/2016	1550280	Damaged Concrete	COMPLETED	5/5/2016	10.07	Iframe
4/25/2016	1551957	Questions/Comments	COMPLETED	4/26/2016	0.93	Iframe
4/25/2016	1551974	Questions/Comments	COMPLETED	4/26/2016	0.93	Iframe
4/25/2016	1552016	Questions/Comments	COMPLETED	4/27/2016	1.87	Iframe
4/29/2016	1562863	Traffic Signal Issue	COMPLETED	5/4/2016	4.63	Iframe
4/30/2016	1563327	Questions/Comments	COMPLETED	5/4/2016	3.92	iOS

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

Total Unique Visits	For the Month: 34,123	Year to Date: 126,746
Total Page Visits	For the Month: 59,864	Year to Date: 232,320

Top 25 Web Pages Visited	# of Visits	Rank		
Home Page	21,917	#1		
Erie Community Center	3,419	#2		
Paying Your Bill	2,063	#3		
Annual Spring and Fall Clean-up Days	1,519	#4		
2016 Town of Erie Special Events	1,096	#5		
Parks and Recreation	941	#6		
Police Department	809	#7		
Youth Sports	800	#8		
Recreation Activities	740	#9		
Aquatics	632	#10		
Construction Projects	594	#11		
Group Fitness Classes & Schedule	536	#12		
Building Division	516	#13		
Fees & Membership	450	#14		
Landfills	438	#15		
Classes & Programs	434	#16		
Government	378	#17		
Building Information and Applications	376	#18		
Board of Trustees	375	#19		
Facility Information	364	#20		
Residential & Commercial Construction Map	354	#21		
Concerts in the Park	344	#22		
Department	338	#23		
Arbor Day & Earth Day Celebration	321	#24		
Adult Sports	319	#25		

Erie Government Television Streaming Video via Website - OVERVIEW



WHAT MEDIA YOUR CITIZENS ARE VIEWING

All Media
Live Events
Encoder Streams
On Demand Media

Media Title	Type	Total Views
BOARD OF TRUSTEES MEETING on 2016-05-10 6:30 PM	Encoder	43
BOARD OF TRUSTEES MEETING on 2016-05-10 6:30 PM - May 10th, 2016	Archive	14
BOARD OF TRUSTEES MEETING on 2016-05-10 6:30 PM - May 10th, 2016	Live event	10
Historic Preservation Advisory Board - Apr 27th, 2016	Archive	4
Board of Trustees Regular Meeting - Aug 11th, 2015	Archive	3
BOARD OF TRUSTEES MEETING on 2016-04-19 6:30 PM - SPECIAL MEETING - Apr 19th, 2016	Archive	1
Board of Adjustment on 2016-04-27 6:00 PM - Apr 27th, 2016	Archive	1

