

Communication Calendar - July 2016

<u>NEWS & ANNOUNCEMENTS</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	1,415			
Reach via Subscribers & Visitors:			4,275	1,331
7/1: July/August Erie Edition Now Available!	X	X	X	X
7/1: Downtown Neighborhood Block Party Tonight			X	
7/3: July 3rd Extravaganza at Colorado National Golf Club			X	
7/5: Mosquito Control Update			X	
7/5: Face at the Concert in the Park This Saturday!	X	X	X	X
7/9: Concert in the Park on Saturday			X	
7/11: Downtown Neighborhood Block Party on July 15			X	
7/13: Erie Board of Trustees Action Items - July 12, 2016	X	X	X	X
7/14: Demolition and Access Road Installation at Nine Mile Corner	X	X	X	X
7/14: Farmers Market in Historic Downtown Erie			X	
7/15: Block Party Officially Started - Come Join Us!			X	
7/15: Erie Offers Setback Buffer between Nine Mile Corner and Beacon Hill	X	X	X	X
7/18: Soils Testing at Nine Mile Corner	X	X	X	X
7/18: Letter from the Mayor: Nine Mile Corner's True Community Purpose	X	X	X	X
7/22: LAFAYETTE'S RACE TO LITIGATION: It's Not About Open Space	X	X	X	X
7/23: Erie Youth & Erie Police Department Flag Football Game			X	
7/25: Last Block Party on Friday!			X	
7/27: Slow the Flow Outdoor Irrigation Consultations Available through August	X	X	X	X
7/27: Installation of Access Road at Nine Mile Corner	X	X	X	X
7/27: Erie Board of Trustees Action Items - July 26, 2016	X	X	X	X
7/28: Celebrate National Night Out!	X	X	X	X
7/29: SAVE THE DATE! The Boneyard at Reliance Park Grand Opening	X	X	X	X
7/29: Join us for the Last Block Party!			X	

<u>ECONOMIC DEVELOPMENT ANNOUNCEMENT</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	892			
Reach via Subscribers & Visitors:			4,275	1,331

<u>PUBLIC WORKS ANNOUNCEMENT</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	847			
Reach via Subscribers & Visitors:			4,275	1,331
7/7: County Line Road & Austin Avenue Traffic Signal	X	X	X	X
7/15: Erie Parkway Expansion Improvements Extended Work Hours	X	X		X
7/27: Slow the Flow Outdoor Irrigation Consultations Available through August	X	X	X	X
7/28: West Town Hall Parking Lot Under Construction	X	X		X

<u>POLICE ANNOUNCEMENT</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	1,123			
Reach via Subscribers & Visitors:			4,275	1,331
7/6: Town of Erie Police Department Introductions	X	X	X	X
7/12: Thank You	X	X	X	X
7/28: Celebrate National Night Out!	X	X	X	X

<u>PARKS & RECREATION ANNOUNCEMENT</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	1,243			
Reach via Subscribers & Visitors:			4,275	1,331
7/29: SAVE THE DATE! The Boneyard at Reliance Park Grand Opening	X	X	X	X

<u>OIL & GAS OPERATIONS ANNOUNCEMENT</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	163			
Reach via Subscribers & Visitors:			4,275	1,331
7/1: Courtesy Notice from Encana	X	X		X

<u>TOWN OF ERIE CALENDAR NOTIFICATION</u>	Notify Me Message	Event Posted on Website	Twitter Post
	681		
Reach via Subscribers & Visitors:			1,331
7/2: Concert in the Park – FACE (7/9)	X	X	X
7/3: Planning Commission Meeting (7/6)	X	X	X
7/8: Open Space and Trails Advisory Board Meeting (7/11)	X	X	X
7/10: Tree Board Meeting (7/13)	X	X	X
7/16: Concert in the Park - The Samples (7/23)	X	X	X
7/16: Board of Trustees/Planning Commission Join Study Session (7/19)	X	X	X
7/17: Planning Commission Meeting (7/20)	X	X	X
7/22: Historic Preservation Advisory Board Meeting (7/25)	X	X	X
7/23: Board of Trustees Meeting (7/26)	X	X	X
7/26: National Night Out (8/2)	X	X	X
7/30: Rocky Mountain Kids Triathlon (8/6)	X	X	X
7/30: Concert in the Park - Phat Daddy (8/6)	X	X	X
7/31: Planning Commission Meeting (8/3)	X	X	X

<u>YOUTUBE CHANNEL</u> Reach via Subscribers & Visitors:	Views Via YouTube	Newsflash Posted on Website	Facebook Views	Twitter Post
7/11: Town of Erie Neighborhood Downtown Block Party	5	X	1,959	X

<u>UTILITY BILL INSERTS</u> Total:	Mailed Bills	Emailed Bills		
July/August Erie Edition	6,819	1,271		

<u>NEW RESIDENT PACKETS</u> Total:	Packets Mailed This Month	Total Mailed YTD		
	94	500		

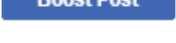
<u>ERIE STUFF - TOWN OF ERIE OFFICIAL MOBILE APPLICATION</u> Total:	iOS Downloads	Google Play Downloads	TOTAL ALL TIME	
	0	6	964	

updated: 8/16/2016

July 2016 – Facebook Insights

Town of Erie, Colorado – Government Page

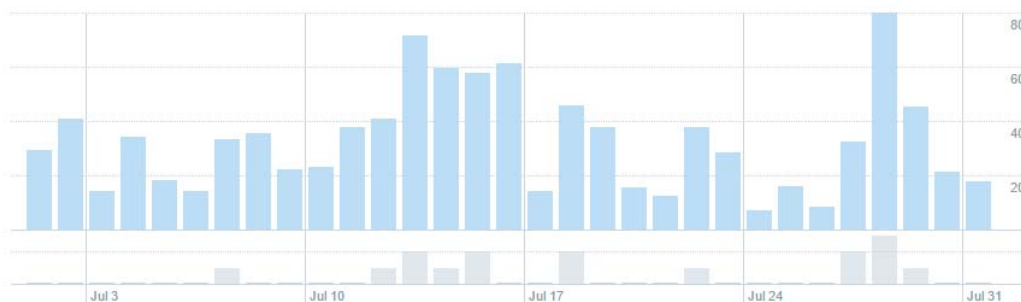
Reach: Organic / Paid Post Clicks Likes, Comments & Shares									
Published	Post	Type	Targeting	Reach	Engagement	Promote			
07/29/2016 12:35 pm	 SAVE THE DATE! The Boneyard at Reliance Park Grand Opening			734		53 21			Boost Event
07/29/2016 10:36 am	 We hope you join us for the last Block Party tonight!! Below are a			538		35 13			
07/28/2016 11:50 am	 On Tuesday, August 2nd, the Town of Erie Police Department in			498		15 6			
07/27/2016 4:35 pm	 Slow the Flow Outdoor Irrigation Consultations Available through			488		14 8			Boost Post
07/27/2016 12:13 pm	 Installation of Access Road at Nine Mile Corner On Thursday, Ju			518		26 3			Boost Post
07/27/2016 10:15 am	 Erie Board of Trustees Action Items – July 26, 2016 In This Issu			625		45 3			Boost Post
07/25/2016 7:00 pm	 The last Block Party of the summer is on Friday and it's going t			645		20 11			
07/23/2016 7:30 am	 A group of Erie youth who attended various local schools and a fe			3.1K		165 67			Boost Post
07/22/2016 3:33 pm	 LAFAYETTE'S RACE TO LITIGATION: It's Not About Open Spac			1.5K		311 39			Boost Post
07/18/2016 3:59 pm	 Letter from the Mayor: Nine Mile Corner's True Community Purp			2K		249 26			Boost Post
07/18/2016 8:50 am	 The Town of Erie would like to notify the public of soils testing ac			849		29 1			Boost Post
07/15/2016 6:09 pm	 The Block Party is officially open! Come on down to Briggs Stre			290		17 10			Boost Post
07/15/2016 3:11 pm	 ERIE OFFERS SETBACK BUFFER BETWEEN NINE MILE COR			308		27 5			Boost Post
07/15/2016 11:10 am	 It's back!! The second Block Party this summer starts at 6pm toni			527		15 15			
07/14/2016 6:20 pm	 It's a beautiful night in Historic Downtown Erie at the Erie Farmer			1.2K		28 21			Boost Post

Reach: Organic / Paid Post Clicks Likes, Comments & Shares									
Published	Post	Type	Targeting	Reach	Engagement	Promote			
07/14/2016 10:48 am	 The Town of Erie would like to notify the public of current demolit			1.2K		81 3			
07/13/2016 11:53 am	 Erie Board of Trustees Action Items – July 12, 2016 In This Issue			253		20 1			
07/12/2016 1:24 pm	 A Note from the Town of Erie Police Department to Erie Resident			6.7K		539 242			
07/11/2016 11:23 am	 Who is excited for the second Block Party this Friday?! It's going			3.3K		263 109			
07/09/2016 9:06 am	 We are so excited for Face to perform tonight at the Concert in th			96		3 3			
07/07/2016 2:24 pm	 The traffic signal at the intersection of County Line Road & Austi			782		50 17			
07/06/2016 8:35 am	 Here are two more introductions to some of the men and women			2.8K		166 76			
07/05/2016 3:18 pm	 Mosquito Control Update – Issued: July 5, 2016 Due to low mos			150		3 1			
07/05/2016 11:00 am	 Who is ready to see Face this weekend?! We hope to you can jo			334		7 16			
07/03/2016 7:02 am	 The annual fireworks display hosted by the Colorado National G			2.4K		256 76			
07/01/2016 9:30 am	 It's finally here! The first of three Block Parties this summer starts			77		4 3			
07/01/2016 7:30 am	 July/August Erie Edition Now Available! In this issue: Erie Parkw			1.7K		31 3			

July 2016 – Twitter Analytics

@eriecolorado

Your Tweets earned **9.5K impressions** over this **31 day** period



YOUR TWEETS
During this 31 day period, you earned **305 impressions** per day.

Engagements

Showing 31 days with daily frequency

ENGAGEMENT RATE

2.1%



Jul 31
1.8% engagement rate

LIKES

11



Jul 31
0 likes

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

LINK CLICKS

172



Jul 31
1 link click

On average, you earned **6 link clicks** per day

REPLIES

2



Jul 31
1 reply

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

RETWEETS

9



Jul 31
1 retweet

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

Monthly Report

APPLIED FILTERS

Date range: **Jul 1, 2016 - Jul 31, 2016**
Department: **All**
Keyword: **All**
Request Type: **All**
Status: **All**

ID	REQUEST TYPE	STATUS	DATE CREATED	DATE COMPLETED	REPORT SOURCE
1787437	Open Space Issue	Completed	July 30, 2016 10:44 am	August 1, 2016	Android
1785679	Questions/Comments	Completed	July 29, 2016 12:16 pm	August 1, 2016	Iframe
1779918	Park Maintenance Issue	Completed	July 27, 2016 2:53 pm	August 1, 2016	Iframe
1761463	Questions/Comments	Completed	July 20, 2016 7:56 pm	July 21, 2016	iOS
1746249	Street Sign Issue	Completed	July 14, 2016 8:12 pm	July 20, 2016	Android
1731579	Water Pressure Problem	Completed	July 10, 2016 1:30 am	July 11, 2016	iOS
1727641	Water Pressure Problem	Completed	July 7, 2016 9:05 pm	July 11, 2016	iOS
1727375	Open Space Issue	Completed	July 7, 2016 5:17 pm	July 8, 2016	Android
1716849	Damaged Concrete	Completed	July 4, 2016 11:21 am	July 8, 2016	Android
1715020	Park Maintenance Issue	Completed	July 2, 2016 8:47 am	July 5, 2016	Iframe

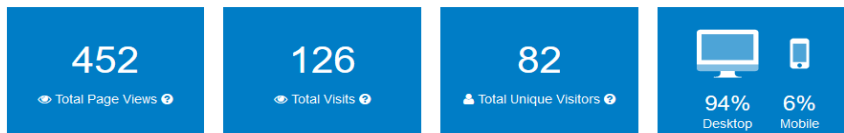
Website Overview Report for www.erieco.gov - July 2016

Total Unique Visits	For the Month: 48,069	Year to Date: 246,434
Total Page Visits	For the Month: 67,966	Year to Date: 423,198

Top 25 Web Pages Visited	# of Visits	Rank		
Home Page	24,618	#1		
2016 Town of Erie Special Events	7,084	#2		
Erie Community Center	3,235	#3		
Paying Your Bill	2,524	#4		
Concerts in the Park	1,861	#5		
Police Department	853	#6		
Park and Recreation	841	#7		
Aquatics	774	#8		
Recreation Activities	722	#9		
Youth Sports	683	#10		
Building Division	608	#11		
Fee & Membership	588	#12		
Group Fitness Classes & Schedule	584	#13		
Construction Projects	568	#14		
Department	464	#15		
Nile Mile Corner	430	#16		
Classes & Programs	417	#17		
King Soopers at Vista Ridge Marketplace	385	#18		
Building Information & Applications	378	#19		
Erie Municipal Airport	369	#20		
Landfields	357	#21		
Trail Maps	353	#22		
Government	346	#23		
Residential & Commercial Construction Map	335	#24		
Public Work	323	#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

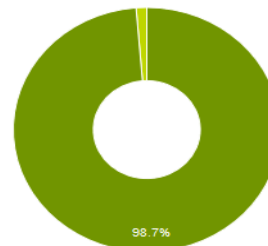
Filter by title

Media Title	Type	Total Views
BOARD OF TRUSTEES MEETING on 2016-07-12 6:30 PM	Encoder	31
BOARD OF TRUSTEES MEETING on 2016-07-12 6:30 PM - Jul 12th, 2016	Archive	19
BOARD OF TRUSTEES MEETING on 2016-06-28 6:30 PM - Jun 28th, 2016	Archive	8
BOARD OF TRUSTEES MEETING on 2016-07-26 6:30 PM - Jul 26th, 2016	Archive	5
Board of Trustees - Jul 27th, 2016	Archive	3
Urban Renewal Authority - Jul 12th, 2016	Archive	3
BOT 7/26 - Jul 27th, 2016	Archive	3
BOARD OF TRUSTEES MEETING on 2016-07-19 6:00 PM - JOINT STUDY SESSION WITH THE PLANNING COMMISSION - Jul 19th, 2016	Archive	2

ALL MEDIA

78

Total Media Stream Views



77 External Views 1 Internal Views