

Communication Calendar - June 2016

NEWS & ANNOUNCEMENTS	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	1,413			
Reach via Subscribers & Visitors:				
6/1: Town of Erie is Hiring!			X	
6/2: Brewfest Reminder			X	
6/6: ICSC Recap/7 Retail Sites			X	
6/7: Message from the Mayor: New BVSD School Groundbreaking Ceremony	X	X	X	X
6/10: The Colorado Firecracker Run	X	X	X	X
6/13: Funkiphino at the Concert in the Park This Saturday!	X	X	X	X
6/13: Town of Erie Summer 2016 Mosquito Control	X	X	X	X
6/15: Erie Board of Trustees Action Items - June 14, 2016	X	X	X	X
6/15: Downtown Neighborhood Block Party	X	X	X	X
6/18: Concert in the Park - Tonight			X	
6/18: Coming Soon! 9 Mile Corner			X	
6/21: The Colorado Firecracker Run			X	
6/21: Mosquito Control Update			X	
6/24: Erie Named one of "The 23 Best Cities for Young Families"			X	
6/25: Movie in the Park - Tonight			X	
6/26: The Colorado Firecracker Run			X	
6/27: Downtown Neighborhood Block Party			X	
6/28: July 3rd Extravaganza at Colorado National Golf Club	X	X	X	X
6/28: Mosquito Control Update			X	
6/29: Erie Board of Trustees Action Items - June 28, 2016	X	X	X	X
6/30: Independence Day & Fireworks Safety Reminders	X	X	X	X

ECONOMIC DEVELOPMENT ANNOUNCEMENT	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	892			
Reach via Subscribers & Visitors:				
6/2: Free Business Start-Up Seminar – Tuesday, June 14th	X	X		
6/3: 7th Annual Women's Small Business Conference	X	X		

PUBLIC WORKS ANNOUNCEMENT	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	842			
Reach via Subscribers & Visitors:				
6/7: Change in Erie's Raw Water Source Due to Summer Flow	X	X	X	X
6/9: Flatiron Meadows Boulevard Temporary Closure	X	X		X

POLICE ANNOUNCEMENT	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	1,125			
Reach via Subscribers & Visitors:				
6/16: Reminders from the Erie Police Department	X	X	X	X
6/22: Town of Erie Police Department Introductions	X	X	X	X

PARKS & RECREATION ANNOUNCEMENT	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	1,243			
Reach via Subscribers & Visitors:				
6/2: Coal Creek Trail Closure	X	X	X	X
6/14: Water Safety Reminders from Erie Parks & Recreation	X	X	X	X
6/16: Movie in the Park - Saturday, June 25th!	X	X	X	X
6/23: Movie in the Park - This Saturday!	X	X	X	X

OIL & GAS OPERATIONS ANNOUNCEMENT	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	160			
Reach via Subscribers & Visitors:				
6/1: Courtesy Notice from Extraction Oil & Gas	X	X		X
6/8: Courtesy Notice from Anadarko	X	X		X

TOWN OF ERIE CALENDAR NOTIFICATION	Notify Me Message	Event Posted on Website	Twitter Post
	680		
Reach via Subscribers & Visitors:			
6/4: 4th Annual Erie Brewfes	X	X	X
6/5: Tree Board Meeting (6/8)	X	X	X
6/7: Tree Board Meeting for 6/8 Cancelled	X	X	X
6/10: Open Space and Trails Advisory Board Meeting (6/13)	X	X	X
6/11: Board of Trustees Study Session (6/14)	X	X	X
6/11: Concert in the Park – Funkiphino	X	X	X
6/11: Board of Trustees Regular Meeting (6/14)	X	X	X
6/18: Movie in the Park	X	X	X
6/24: Historic Preservation Advisory Board Meeting (6/27)	X	X	X
6/25: Board of Trustees Regular Meeting (6/28)	X	X	X
6/26: July 3rd Extravaganza at Colorado National Golf Club	X	X	X
6/27: The Colorado Firecracker	X	X	X

<u>YOUTUBE CHANNEL</u> Reach via Subscribers & Visitors:	Views Via YouTube	Newsflash Posted on Website	Facebook Views	Twitter Post
6/2: Town of Erie National Trails Day 2016	13	X	216	X
6/9: Town of Erie 2016 Erie Brewfest	16	X	467	X
6/9: Town of Erie 2016 Concerts in the Park	17	X	3,571	X

<u>UTILITY BILL INSERTS</u> Total:	Mailed Bills	Emailed Bills		
Public Works Water Quality Report	6,800	1,265		

<u>NEW RESIDENT PACKETS</u> Total:	Packets Mailed This Month	Total Mailed YTD		
	83	406		

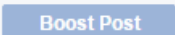
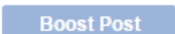
<u>ERIE STUFF - TOWN OF ERIE OFFICIAL MOBILE APPLICATION</u> Total:	iOS Downloads	Google Play Downloads	TOTAL	
	0	12	958	

updated: 7/19/2016

June 2016 – Facebook Insights

Town of Erie, Colorado – Government Page

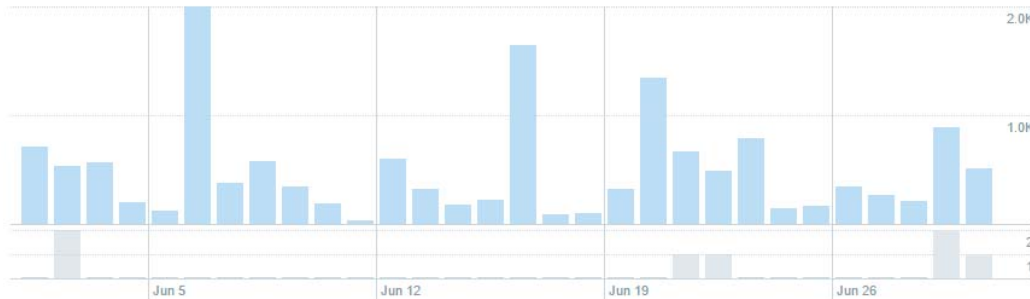
Reach: Organic / Paid Post Clicks Likes, Comments & Shares									
Published	Post	Type	Targeting	Reach	Engagement	Promote			
06/30/2016 7:30 am	 With a holiday weekend approaching, the Town of Erie Police D			389		37 5			Boost Post
06/29/2016 10:43 am	 Erie Board of Trustees Action Items – June 28, 2016 In This Issu			2.5K		66 4			Boost Post
06/28/2016 3:42 pm	 Mosquito Control Update – Issued: June 28, 2016 Due to low m			717		6 0			Boost Post
06/28/2016 7:35 am	 The annual fireworks display hosted by the Colorado National G			525		53 18			Boost Post
06/27/2016 6:30 am	 We are excited for the first of three Block Parties this summer on			475		30 20			Boost Post
06/26/2016 8:30 pm	 The Colorado Firecracker Run 4 Mile, 4K, and Kids Run is 'THE'			148		16 0			Boost Post
06/25/2016 7:15 am	 Tonight is our first Movie in the Park! Join us to watch the classic			97		3 2			Boost Post
06/24/2016 8:06 am	 Erie Named one of "The 23 Best Cities for Young Families". Acco			2.2K		190 62			Boost Post
06/23/2016 10:00 am	 Saturday is our first Movie in the Park! Join us to watch the classi			250		6 8			Boost Post
06/22/2016 8:20 am	 This summer we are continuing to introduce you to some of the			1.4K		88 23			Boost Post
06/21/2016 2:54 pm	 Mosquito Control Update – Issued: June 21, 2016 Due to low m			168		1 2			Boost Post
06/21/2016 6:15 am	 The Colorado Firecracker Run 4 Mile, 4K, and Kids Run is 'THE'			195		6 3			Boost Post
06/18/2016 5:16 pm	 Coming Soon! Learn more about Nine Mile Corner: https://www.			1.8K		370 34			Boost Post
06/18/2016 7:30 am	 It's going to be a great night in Historic Downtown Erie! We hope			1.5K		38 12			Boost Post
06/16/2016 10:00 am	 Saturday, June 25th is our first Movie in the Park! Join us to wat			678		40 26			Boost Post

Reach: Organic / Paid Post Clicks Likes, Comments & Shares									
Published	Post	Type	Targeting	Reach	Engagement	Promote			
06/16/2016 6:30 am	 Reminders from the Erie Police Department With school out for t			2.1K	274 25				
06/15/2016 3:31 pm	 Erie, we hope you'll join us for th e Downtown Neighborhood Blo			1.6K	184 68				
06/15/2016 10:39 am	 Erie Board of Trustees Action Items – June 14, 2016 In This Issu			1.2K	85 11				
06/14/2016 7:15 am	 Water Safety Reminders from Erie Parks & Recreation Swimmin			136	8 5				
06/13/2016 11:00 am	 It's time for another concert this weekend! We hope to see you o			179	14 4				
06/13/2016 8:30 am	 Town of Erie Summer Mosquito Control The Town of Erie has co			298	30 9				
06/10/2016 7:30 am	 The Colorado Firecracker Run 4 Mile, 4K, and Kids Run is 'THE'			233	9 6				
06/07/2016 2:16 pm	 Change in Erie's Raw Water Source Due to Summer Flow - Erie			2.6K	273 35				
06/07/2016 11:22 am	 Message from the Mayor: New BVSD School Groundbreaking			1.5K	101 15				
06/06/2016 4:49 pm	 In just two and a half days, the Town of Erie engaged in over 30			959	289 33				
06/06/2016 10:34 am	 Have you purchased your tickets for the Erie Chamber's 4th Ann			1.6K	68 44				
06/03/2016 6:30 am	 Tomorrow morning, the Parks Division will be working with volun			1.5K	15 9				
06/02/2016 4:33 pm	 Join us on Saturday, June 11th as the Erie Chamber hosts the 4			695	43 25				
06/02/2016 2:39 pm	 Due to elevated water levels, primarily due to spring runoff, Coal			1.3K	71 9				
06/01/2016 10:37 am	 The Town of Erie is hiring! The following positions are open: • S			1.4K	183 11				

June 2016 – Twitter Analytics

@eriecolorado

Your Tweets earned **10.7K impressions** over this **30 day** period



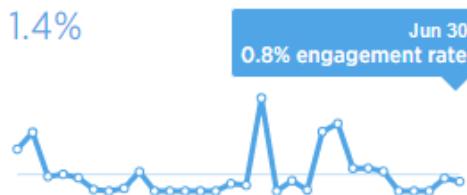
YOUR TWEETS
During this 30 day period, you earned **355 impressions** per day.

Engagements

Showing 30 days with daily frequency

ENGAGEMENT RATE

1.4%



LIKES

4



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

LINK CLICKS

91



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

REPLIES

6



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

RETWEETS

3



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

Erie Stuff Requests | June 1 - June 30, 2016

Date Created	ID	Request Type	Current Status	Date Completed	Days Open	Source
6/1/2015	1633421	Street Sign Issue	COMPLETED	6/16/2016	15.06	Iframe
6/1/2015	1633748	Water Taste/Odor Problem	COMPLETED	6/16/2016	15.02	Iframe
6/3/2016	1640196	Pothole	COMPLETED	6/14/2016	11.11	Android
6/7/2016	1651464	Water Taste/Odor Problem	COMPLETED	6/7/2016	0	Iframe
6/8/2016	1653204	Irrigation Issue	COMPLETED	6/8/2016	0.04	iOS
6/9/2016	1657935	Open Space Issue	COMPLETED	6/10/2016	0.68	Android
6/9/2016	1657949	Open Space Issue	COMPLETED	6/13/2016	3.66	Android
6/11/2016	1661719	Questions/Comments	COMPLETED	6/13/2016	2.12	Iframe
6/12/2016	1662453	Water Pressure Problem	COMPLETED	6/14/2016	1.95	Android
6/13/2016	1666315	Park Maintenance Issue	COMPLETED	6/14/2016	0.6	Iframe
6/16/2016	1674589	Irrigation Issue	COMPLETED	6/16/2016	0.07	Android
6/18/2016	1679460	Questions/Comments	COMPLETED	6/27/2016	8.82	Iframe
6/21/2016	1686483	Park Maintenance Issue	COMPLETED	6/22/2016	1.11	Iframe
6/23/2016	1691187	Questions/Comments	COMPLETED	6/24/2016	1.02	Android

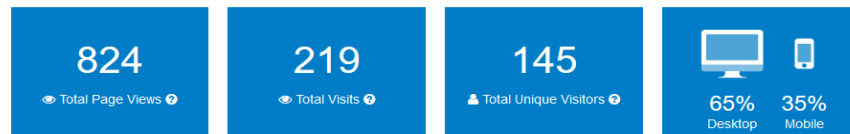
Website Overview Report for www.erieco.gov - June 2016

Total Unique Visits	For the Month: 35,784	Year to Date: 198,365
Total Page Visits	For the Month: 60,290	Year to Date: 355,232

Top 25 Web Pages Visited	# of Visits	Rank		
Home Page	21,357	#1		
2016 Town of Erie Special Events	3,323	#2		
Erie Community Center	3,158	#3		
Paying Your Bill	2,285	#4		
Concerts in the Park	1,201	#5		
Park and Recreation	873	#6		
Aquatics	780	#7		
Police Department	717	#8		
Recreation Activities	697	#9		
Construction Projects	638	#10		
Group Fitness Classes & Schedule	633	#11		
Youth Sports	615	#12		
Building Division	612	#13		
Nine Mile Corner	576	#14		
Movies in the Park	549	#15		
Fee & Membership	517	#16		
Classes & Programs	453	#17		
Department	424	#18		
Building Information & Applications	400	#19		
Facility Information	398	#20		
Landfills	395	#21		
Government	388	#22		
Residential & Commercial Construction Map	363	#23		
Fitness & Wellness	353	#24		
Service Requests	327	#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 2016-06-14 6:30 PM - Jun 14th, 2016	Archive	61				
BOARD OF TRUSTEES MEETING on 2016-06-14 6:30 PM	Encoder	54				
BOARD OF TRUSTEES MEETING on 2016-06-14 6:30 PM - Jun 14th, 2016	Live event	18				
Planning Commission on 2016-05-18 6:30 PM - May 18th, 2016	Archive	17				
BOARD OF TRUSTEES MEETING on 2016-06-28 6:30 PM - Jun 28th, 2016	Archive	10				
Board of Trustees Planning Commission Interviews - May 10th, 2016	Archive	8				
BOARD OF TRUSTEES MEETING on 2016-06-28 6:30 PM - Jun 28th, 2016	Live event	7				
Planning Commission on 2016-06-01 6:30 PM - Jun	Archive	6				

ALL MEDIA

208

Total Media Stream Views



208 External Views 0 Internal Views