

Communication Calendar - January 2017

<u>NOTIFICATIONS & POSTS</u>	CivicSend Message	Newsflash Posted on Website	Facebook Post
	Subscribers Count & Followers:		
	5,931		
1/1: January/February Erie Edition Now Available!	X	X	X
1/4: Erie Business Meetup Group - Next Meetup January 12th	X	X	
1/4: Winter Storm Warning & Snow Removal Reminders	X	X	X
1/5: Happy Birthday to ECC			X
1/5: New Retail Coming to King Soopers Marketplace at Vista Ridge			X
1/5: Winter Storm Warning & Snow Removal Update	X	X	X
1/6: Snow Removal Update	X	X	X
1/6: 01/10 Board of Trustees Agenda Now Available Online	X	X	X
1/9: Erie Town Hall Main Entrance Now Open	X	X	X
1/10: Workshops & Webinars for You and Your Business	X	X	
1/11: Erie Board of Trustees Action Items - January 10, 2017	X	X	X
1/13: 2017 Town of Erie Projects Open House	X	X	X
1/16: Town of Erie Police Department Introductions	X	X	X
1/17: Town of Erie Citizens' Police Academy	X	X	X
1/18: Activity Notice from Crestone Peak Resources	X	X	
1/19: Start a Home Based Business Seminar	X	X	
1/19: We Want To Boast About Our PROST	X	X	X
1/22: 01/24 Board of Trustees Agenda Now Available Online	X	X	X
1/21: Job Openings Available			X
1/25: Erie Board of Trustees Action Items - January 24, 2017	X	X	X
1/25: Erie Youth Basketball Players Invited to Erie High School Basketball Games			X
1/26: Trees are Family! Thank you Erie UMC!	X	X	X
1/27: Activity Notice from Crestone Peak Resources	X	X	X
1/31: www.idrivei25.com promotion			X

<u>TOWN OF ERIE CALENDAR NOTIFICATIONS</u>	Notify Me Message	Event Posted on Website
	Subscribers Count & Followers:	
	740	
1/1: Sustainability Ad-Hoc Committee Meeting (1/4)	X	X
1/1: Planning Commission Meeting (1/4)	X	X
1/6: Open Space and Trails Advisory Board Meeting (1/9)	X	X
1/7: Board of Trustees Regular Meeting (1/10)	X	X
1/8: Historic Preservation Advisory Board Work Session (1/11)	X	X
1/8: Tree Board Meeting (1/11)	X	X
1/11: Tree Board Meeting -- CANCELLED (1/11)	X	X
1/14: Board of Trustees Study Session (1/17)	X	X
1/15: Sustainability Ad-Hoc Committee Meeting (1/18)	X	X
1/15: Planning Commission Meeting (1/18)	X	X
1/16: Planning Commission Meeting - CANCELLED (1/18)	X	X
1/16: Board of Trustees Study Session (1/17)	X	X
1/20: Historic Preservation Advisory Board Meeting (1/23)	X	X
1/21: Board of Trustees Regular Meeting (1/24)	X	X
1/27: Open Space and Trails Advisory Board Special Meeting (1/30)	X	X
1/29: Sustainability Ad-Hoc Committee Meeting (2/1)	X	X
1/29: Planning Commission Meeting (2/1)	X	X

<u>UTILITY BILL INSERTS</u>	Mailed Bills	Emailed Bills
	Total:	
January/February Utility Bill Inserts	6,920	1,483

<u>NEW RESIDENT PACKETS</u>	Packets Mailed This Month	Total Mailed YTD
	Total:	
	80	80

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
























updated: 2/7/2017



January 2017 Facebook Insights

Town of Erie, Colorado – Government Page

		Reach: Organic / Paid		Post Clicks		Likes, Comments & Shares			
Published	Post	Type	Targeting	Reach	Engagement	Promote			
01/31/2017 4:47 pm	Do you commute on North I-25? If so, check out www.idrivei2			1.2K	65 8				
01/27/2017 1:31 pm	Crestone Peak Resources has notified the Town of Erie that th			1.9K	252 22				
01/26/2017 2:51 pm	Trees are Family! Thank you Erie UMC! Erie United Methodist			4.7K	306 201				
01/25/2017 8:26 pm	Calling all Erie Parks & Recreation youth basketball players! C			753	18 3				
01/25/2017 11:22 am	Erie Board of Trustees Action Items – January 24, 2017 In This			1K	46 4				
01/22/2017 2:24 pm	January 24th Board of Trustees Agenda available online: http			791	25 1				
01/21/2017 8:38 am	Wow! We have 14 job openings - part time and full time positio			1.9K	281 49				
01/19/2017 3:19 pm	The Board of Trustees recently received an update on the soo			2.1K	187 43				
01/17/2017 9:18 am	Register today for the 17th session of the Town of Erie's Citizen			2.2K	227 59				
01/16/2017 10:38 am	Here are two more introductions to some of the men and wom			1.7K	84 27				
01/13/2017 9:36 am	The Town of Erie will be hosting an open house to inform resi			2.5K	110 35				
01/11/2017 10:25 am	Erie Board of Trustees Action Items – January 10, 2017 In This			1.3K	135 9				
01/09/2017 8:36 am	Beginning today the south/main entrance to Erie Town Hall wil			1.2K	30 15				

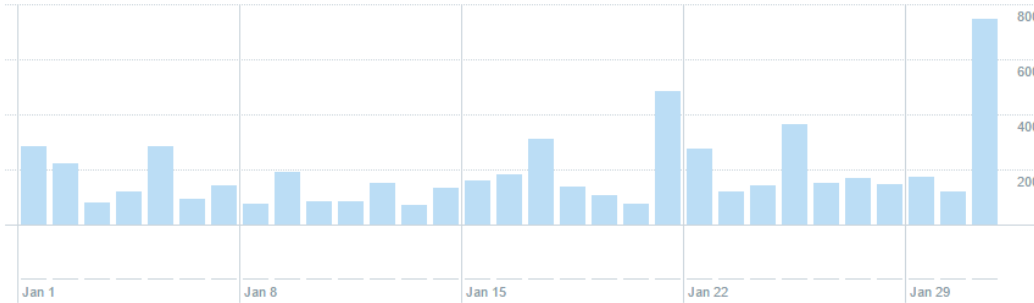
■ Reach: Organic / Paid ■ Post Clicks ■ Likes, Comments & Shares 									
Published	Post	Type	Targeting	Reach	Engagement	Promote			
01/07/2017 8:30 am	 The Town of Erie is currently accepting applications for people			3.1K ■	762 22 ■	Boost Post			
01/06/2017 2:35 pm	 January 10th Board of Trustees Agenda Now Available Online!			800 ■	48 3 ■	Boost Post			
01/06/2017 10:11 am	 Snow Removal Update: Town of Erie Department of Public Wor			1.5K ■	89 15 ■	Boost Post			
01/05/2017 7:00 pm	 New retail coming soon to King Soopers Marketplace at Vista R			3.6K ■	728 47 ■	Boost Post			
01/05/2017 10:54 am	 Wow! Hard to believe the Erie Community Center has been o			687 ■	20 13 ■	Boost Post			
01/05/2017 6:14 am	 Winter Weather Advisory & Snow Removal Update – 1/5/2017			2.2K ■	242 26 ■	Boost Post			
01/04/2017 4:05 pm	 The Town of Erie Department of Public Works is prepared for th			1.7K ■	80 19 ■	Boost Post			
01/01/2017 12:00 pm	 January/February Erie Edition Now Available! In this issue: Cy			3.4K ■	77 6 ■	Boost Post			



January 2017 Twitter Analytics

@ericolorado

Your Tweets earned **5.9K impressions** over this **31 day** period



YOUR TWEETS
During this 31 day period, you earned **190 impressions** per day.

Engagements

Showing 31 days with daily frequency

Engagement rate

0.3%

Jan 31
0.0% engagement rate



Likes

0

Jan 31
0 likes

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

Link clicks

5

Jan 31
0 link clicks



On average, you earned **0 link clicks** per day

Replies

2

Jan 31
0 replies



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

Retweets

0

Jan 31
0 Retweets

Erie Stuff Requests | January 1 - January 31, 2017

Date Created	ID	Request Type	Current Status	Date Completed	Days Open	Source
1/5/2017	2227939	Questions/Comments	COMPLETED	1/6/2017	1.04	Iframe
1/5/2017	2230769	Questions/Comments	COMPLETED	1/6/2017	0.63	Iframe
1/7/2017	2233790	Traffic Signal Issue	SUBMITTED		31.73	Iframe
1/8/2017	2235669	Vandalism	COMPLETED	1/11/2017	2.99	Android
1/8/2017	2235671	Vandalism	COMPLETED	1/11/2017	2.98	Android
1/8/2017	2235674	Vandalism	COMPLETED	1/11/2017	2.98	Android
1/8/2017	2235675	Vandalism	COMPLETED	1/11/2017	2.98	Android
1/11/2017	2245131	Water Pressure Problem	COMPLETED	1/12/2017	0.76	Iframe
1/25/2017	2294116	Water Pressure Problem	RECEIVED		12.95	Iframe

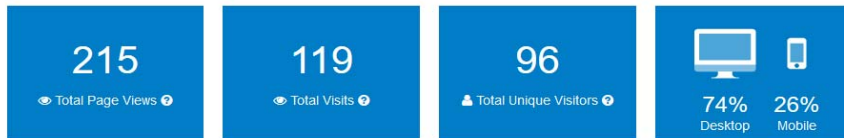
Website Overview Report for www.erieco.gov - January 2017

Total Unique Visits	For the Month: 33,031	Year to Date: 33,031
Total Page Visits	For the Month: 63,436	Year to Date: 63,436

Top 25 Web Pages Visited	# of Visits	Rank		
Home Page	13,202	#1		
Erie Community Center	5,054	#2		
Paying Your Bill	2,488	#3		
Group Fitness Programs	1,146	#4		
Fee & Memberships	1,029	#5		
Police Department	1,090	#6		
Aquatics	925	#7		
Parks & Recreation	885	#8		
Classes & Programs	871	#9		
Facility Information	779	#10		
Construction Projects	706	#11		
Building Division	681	#12		
Directory	641	#13		
New & Announcements	626	#14		
Fitness & Wellness	610	#15		
Adult & Youth Sport	587	#16		
Adult Classes & Programs	548	#17		
Departments	547	#18		
Government	540	#19		
Public Works	497	#20		
Residential & Commercial Construction Map	490	#21		
Kid Station	468	#22		
Residents	464	#23		
Building Information & Applications	451	#24		
	411	#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 2016-12-13 6:30 PM	Encoder	24
Planning Commission on 2016-12-07 6:30 PM - Dec 7th, 2016	Archive	20
URA & BOARD OF TRUSTEES MEETING on 2016-12-13 6:30 PM - Dec 13th, 2016	Archive	15
BOARD OF TRUSTEES MEETING on 2016-12-13 6:30 PM - Dec 13th, 2016	Live event	15
Board of Trustees & Planning Commission Joint Study Session - Dec 6th, 2016	Archive	6
Planning Commission on 2016-11-16 6:30 PM - Nov 16th, 2016	Archive	3
Historic Preservation Advisory Board - Nov 14th, 2016	Archive	3
Planning Commission on 2016-08-03 6:30 PM - Aug 3rd, 2016	Archive	3

ALL MEDIA

103

Total Media Stream Views

