

Communication Calendar - October 2016

NOTIFICATIONS & POSTS	CivicSend Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	4,684		4,398	1,417
10/3: Emergency Preparedness Class	X	X	X	X
10/4: Public Open House: Future Transportation Planning	X	X	X	X
10/7: 10/11 Board of Trustees Agenda Now Available Online	X	X	X	X
10/10: Courtesy Notice from Crestone Peak Resources - What to Expect at the Wooley Becky Sosa Site	X	X		X
10/10: Free Business Start-Up Seminar This Tuesday!	X	X		X
10/11: Town of Erie Police Department Introductions	X	X	X	X
10/11: Trunks Wanted for Trunk or Treat	X	X	X	X
10/11: Mass Casualty Incident Drill at Erie Community Center	X	X	X	X
10/11: Soils Testing at Nine Mile Corner	X	X		X
10/11: Board of Trustees and Planning Commission Joint Study Session	X	X	X	X
10/12: Erie Board of Trustees Action Items October 11, 2016	X	X	X	X
10/13: Reminder - Mass Casualty Incident Drill at ECC			X	
10/13: Board Approves 80 Acre Allan Farms Open Space Annexation	X	X		X
10/13: Nine Mile Corner Site Activity	X	X		X
10/14: Erie Business Meetup Group - Next Meetup October 27th	X	X	X	X
10/17: National Prescription Drug Take Back Day	X	X	X	X
10/17: King Soopers Sign			X	
10/18: Erie Named One of America's Best Cities for Global Trade	X	X	X	X
10/18: Police Department Halloween Safe Stop	X	X	X	X
10/19: Plug & Abandon Courtesy Notice from Anadarko Petroleum Corporation	X	X		X
10/20: Erie's King Soopers is Hiring!			X	
10/20: Residential & Construction Map			X	
10/21: 10/25 Board of Trustees Agenda Now Available Online	X	X	X	X
10/21: General Election Information for Erie Residents	X	X	X	X
10/24: Trunk or Treat Reminder			X	
10/25: "Colorado Companies to Watch" Is Now Accepting Nominations	X	X		X
10/15: The Boneyard at Reliance Park Temporary Closure	X	X	X	X
10/26: Erie Board of Trustees Action Items - October 25, 2016	X	X	X	X
10/28: Courtesy Notice from Crestone Peak Resources - What to Expect at the Morgan Hills Site	X	X		X
10/31: Courtesy Notice from Crestone Peak Resources - Erie Champlin well site	X	X		X
10/31: Happy Halloween / Safe Stop Reminder			X	

TOWN OF ERIE CALENDAR NOTIFICATIONS	Notify Me Message	Event Posted on Website	Twitter Post
	721		1,417
10/1: Public Open House: Coal Creek Park Plan & Downtown Redevelopment Framework Plan (10/4)	X	X	X
10/14: Retail Marijuana Ad-Hoc Committee Meeting (10/17)	X	X	X
10/15: Public Open House: Community Input Needed for Future Transportation Planning (10/18)	X	X	X
10/17: National Prescription Drug Take Back Day (10/22)	X	X	X
10/21: Trunk or Treat (10/29)	X	X	X
10/22: Erie Erie (10/29)	X	X	X

UTILITY BILL INSERTS	Mailed Bills	Emailed Bills		
	Total:			
Trunk or Treat / Forestry Flyer	6,887	1,365		

ERIE STUFF - TOWN OF ERIE OFFICIAL MOBILE APPLICATION	iOS Downloads	Google Play Downloads	TOTAL ALL TIME	
	Total:			
	0	8	988	

updated: 11/28/2016

September 2016 – Facebook Insights

Town of Erie, Colorado – Government Page

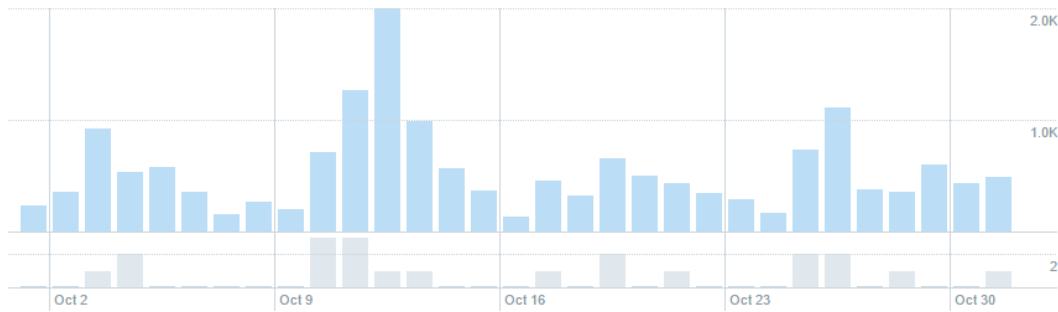
Reach: Organic / Paid Post Clicks Likes, Comments & Shares									
Published	Post	Type	Targeting	Reach	Engagement	Promote			
10/31/2016 8:30 am	 Happy Halloween! Make sure you stop by the Town of Erie Poli			807		319			
10/26/2016 10:56 am	 Erie Board of Trustees Action Items – October 25, 2016 In This Is			720		660			Boost Post
10/25/2016 10:09 am	 The Boneyard at Reliance Park will be closed all day tomorrow,			251		111			Boost Post
10/24/2016 9:44 am	 Saturday looks like it's going to be a beautiful day! We hope to s			1.3K		6521			
10/21/2016 4:20 pm	 October 25th Board of Trustees Agenda Now Available Online!			411		113			Boost Post
10/21/2016 1:43 pm	 General Election Information for Erie Residents! – For Erie resid			714		599			Boost Post
10/20/2016 7:35 pm	 Have you ever driven by a const ruction site in Town and said to			3.7K		68171			Boost Post
10/20/2016 2:23 pm	 Erie's new King Soopers is still hiring! They are looking for new			624		1216			Boost Post
10/18/2016 3:23 pm	 The Town of Erie Police Depart ment would like to invite kids to t			1.9K		8044			
10/18/2016 10:03 am	 Erie, Colorado has been named by Global Trade magazine as o			1.4K		6744			Boost Post
10/17/2016 4:43 pm	 The King Soopers sign is official ly up! Have you seen it? Mark y			6.1K		1.2K378			Boost Post
10/17/2016 9:40 am	 The Town of Erie Police Depart ment is participating in the 2016			451		185			Boost Post
10/14/2016 10:06 am	 Calling all Erie Businesses! Are you looking for an opportunity to			384		123			Boost Post
10/13/2016 4:30 pm	 As a reminder, Mountain View F ire Rescue - OFFICIAL PAGE, T			571		8826			Boost Post
10/12/2016 12:18 pm	 Erie Board of Trustees Action Items – October 11, 2016 In This Is			3K		650			Boost Post

Reach: Organic / Paid Post Clicks Likes, Comments & Shares									
Published ▾	Post		Type	Targeting	Reach		Engagement		Promote
10/11/2016 4:46 pm	 Study Session: Downtown Redevelopment Framework Plan, Co			428			190		Boost Post
10/11/2016 2:46 pm	 We're back with two more introductions to the Town of Erie Polic			2.4K			2763		Boost Post
10/11/2016 8:33 am	 This Friday, Mountain View Fire Rescue - OFFICIAL PAGE, Town			628			291		Boost Post
10/10/2016 6:42 pm	 We are looking for volunteers and area businesses to decorate			1.2K			1062		Boost Post
10/07/2016 3:22 pm	 October 11th Board of Trustees Agenda Now Available Online!			389			90		Boost Post
10/04/2016 3:47 pm	 Erie residents and business owners are invited to an Open Hou			1.3K			11114		Boost Post
10/03/2016 8:36 am	 Have an interest in learning how to better prepare you and you			651			277		Boost Post

October 2016 – Twitter Analytics

@eriecolorado

Your Tweets earned **11.7K impressions** over this 31 day period



YOUR TWEETS
During this 31 day period, you earned **377 impressions** per day.

Engagements

Showing 31 days with daily frequency

Engagement rate

1.6%

Oct 31
3.3% engagement rate



Likes

15

Oct 31
0 likes

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

Link clicks

151

Oct 31
11 link clicks



On average, you earned **5 link clicks** per day

Replies

2

Oct 31
0 replies

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

Retweets

15

Oct 31
0 Retweets

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

Erie Stuff Requests | October 1 - October 31, 2016

Date Created	ID	Request Type	Current Status	Date Completed	Days Open	Source
10/6/2016	2025139	Storm Inlet Issue	COMPLETED	10/6/2016	0.23	Iframe
10/7/2016	2030351	Garbage Issue	COMPLETED	10/10/2016	2.61	Android
10/9/2016	2032030	Park Maintenance Issue	COMPLETED	10/10/2016	0.71	Android
10/13/2016	2042823	Questions/Comments	COMPLETED	10/13/2016	0.25	Iframe
10/13/2016	2043951	Storm Drainage Issue	COMPLETED	10/18/2016	4.85	Iframe
10/20/2016	2061505	Questions/Comments	COMPLETED	10/20/2016	0.7	Iframe
10/20/2016	2061508	Pothole	RECEIVED		39.49	Iframe
10/25/2016	2074708	Park Maintenance Issue	COMPLETED	10/27/2016	1.83	Iframe
10/31/2016	2088940	Street Sign Issue	COMPLETED	11/1/2016	0.56	iOS

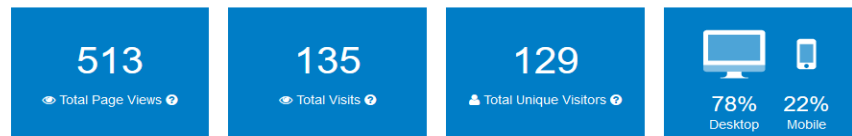
Website Overview Report for www.erieco.gov - October 2016

Total Unique Visits	For the Month: 31,224	Year to Date: 334,607
Total Page Visits	For the Month: 54,874	Year to Date: 595,689

Top 25 Web Pages Visited	# of Visits	Rank		
Home Page	17,305	#1		
Erie Community Center	3,261	#2		
Paying Your Bill	2,463	#3		
King Soopers at Vista Ridge Marketplace	2,385	#4		
2016 Town of Erie Special Events	1,589	#5		
Trunk or Treat	1,441	#6		
Residential & Commercial Construction Map	956	#7		
Police Department	724	#8		
Construction Projects	666	#9		
Parks & Recreation	655	#10		
Recreation Activities	602	#11		
Youth Sports	601	#12		
Building Division	590	#13		
Classes & Programs	548	#14		
Group Fitness Classes & Schedule	513	#15		
Fees & Membership	507	#16		
Aquatics	471	#17		
Facility Information	388	#18		
Government	378	#19		
Building Information & Applications	355	#20		
Departments	352	#21		
Fitness & Wellness	335	#22		
Adults Classes & Programs	334	#23		
Public Works	317	#24		
Service Request	309	#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 2016-10-11 6:30 PM - Oct 11th, 2016	Live event	81
BOARD OF TRUSTEES MEETING on 2016-10-11 6:30 PM	Encoder	57
BOARD OF TRUSTEES MEETING on 2016-10-11 6:30 PM - Oct 11th, 2016	Archive	9
BOARD OF TRUSTEES MEETING on 2016-09-27 6:30 PM - Sep 27th, 2016	Archive	9
Planning Commission on 2016-10-05 6:30 PM - Oct 5th, 2016	Archive	6
Board of Trustees Public Meeting, Study Session & Special Meeting - Jan 20th, 2015	Archive	6
BOARD OF TRUSTEES MEETING on 2016-05-10 6:30 PM - May 10th, 2016	Archive	6
BOARD OF TRUSTEES MEETING on 2016-10-25 6:30 PM - Oct 25th, 2016	Archive	6
BOARD OF TRUSTEES MEETING on 2016-03-22 6:30 PM - Mar 22nd, 2016	Archive	3

ALL MEDIA

339

Total Media Stream Views

