

Communication Calendar - February 2017

NOTIFICATIONS & POSTS	CivicSend Message	Newsflash Posted on Website	Facebook Post
	Subscribers: 5,604		
2/1: Puppy Found by Erie Police Officer			X
2/2: Sustainability Success Stories	X	X	X
2/7: Free Business Start-Up Seminar - Tuesday, February 21st	X	X	
2/8: Town of Erie is Hiring!			X
2/8: Utility Customer's Guide to 2017 Rate Fees	X	X	X
2/8: REGISTER TODAY! Town of Erie Citizens' Police Academy	X	X	X
2/9: Nine Mile Corner Site Activity	X	X	X
2/9: Plug & Abandon Courtesy Notice from Anadarko Petroleum Corporation	X	X	
2/10: You've made a SPLASH by saving water. THANK YOU!	X	X	X
2/10: 02/14 Board of Trustees Agenda Now Available Online	X		X
2/10: Updated Activity Notice from Crestone Peak Resources	X	X	
2/11: 'Like' Erie P&R on Facebook			X
2/12: 2017 Residential Tree Incentive Program	X	X	X
2/14: Valentine's Day Flash Sale @ ECC			X
2/15: Erie Board of Trustees Action Items - February 14, 2017	X	X	X
2/16: Boulder County Court Finds in Erie's Favor	X	X	X
2/17: Plug & Abandon Courtesy Notice from Crestone Peak Resources	X	X	
2/17: Extended Working Hours at Meadowlark School Approved	X	X	X
2/17: Learn the Facts: View Court Order Finding in Erie's Favor at Nine Mile	X	X	X
2/17: Shared from MVFR ~ Fire near Coal Creek Trail			X
2/18: The Boneyard at Reliance Park Temporary Closure	X	X	
2/20: Town of Erie Police Department Introductions	X	X	X
2/21: 02/21 Board of Trustees Special Meeting Agenda Available Online	X		X
2/21: Sooper 3 Months	X	X	X
2/22: High Fire Danger in Erie	X	X	X
2/23: Erie Town Hall Open House	X	X	X
2/23: Irrigation Pond Improvements	X	X	
2/23: Kum & Go Robbery Suspect Identified - Warrant Issued	X	X	X
2/24: 02/28 Board of Trustees Agenda Now Available Online	X	X	X

TOWN OF ERIE CALENDAR NOTIFICATIONS	Notify Me Message	Event Posted on Website
	Subscribers Count & Followers: 701	
2/5: Tree Board Meeting (2/8)	X	X
2/10: Open Space and Trails Advisory Board Meeting (2/13)	X	X
2/11: Board of Trustees Regular Meeting (2/14)	X	X
2/12: Sustainability Ad-Hoc Committee Meeting (2/15)	X	X
2/12: Planning Commission Meeting (2/15)	X	X
2/18: Open Space and Trails Advisory Board Special Meeting (2/21)	X	X
2/18: Board of Trustees Special Meeting (2/21)	X	X
2/24: Historic Preservation Advisory Board Meeting (2/27)	X	X
2/25: Board of Trustees Regular Meeting (2/28)	X	X
2/26: Sustainability Ad-Hoc Committee Meeting (3/1)	X	X
2/26: Planning Commission Meeting (3/1)	X	X
2/27: Erie Town Hall Open House (3/2)	X	X

UTILITY BILL INSERTS	Mailed Bills	Emailed Bills	
	Total:		
Cycle Billing / 2017 Residential Tree Incentive Program / 2017 Water-Wise Programs	6,923	1,551	

NEW RESIDENT PACKETS	Packets Mailed This Month	Total Mailed YTD	
	Total:		
	55	135	

ERIE STUFF - TOWN OF ERIE OFFICIAL MOBILE APPLICATION	iOS Downloads	Google Play Downloads	TOTAL ALL TIME
	Total:		
	620	379	999

YOUTUBE CHANNEL	Views Via YouTube	Newsflash Posted on Website	Facebook Views
	Reach via Subscribers & Visitors:		
Town of Erie Sooper 3 Months	94	X	3,092

updated: 3/8/2017



February 2017 Facebook Insights

Town of Erie, Colorado – Government Page

All Posts Published

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published v	Post	Type	Targeting	Reach	Engagement	Promote
02/24/2017 3:19 pm	 February 28th Board of Trustees Agenda available online: http			672 	13 2 	Boost Post
02/23/2017 5:51 pm	 The Town of Erie Police Department is notifying the public that			2.4K 	273 25 	Boost Post
02/23/2017 8:50 am	 The public is invited to attend a Open House to celebrate the			2K 	30 15 	Boost Post
02/22/2017 7:44 am	 High Fire Danger in Erie! The Town of Erie Police Department			2.2K 	108 32 	Boost Post
02/21/2017 3:23 pm	 King Soopers has been open for 3 months in Erie, and things			5.4K 	438 175 	View Results Boosted: \$5.84
02/21/2017 8:53 am	 February 21st Board of Trustees Special Meeting Agenda Available			1K 	80 3 	Boost Post
02/20/2017 8:30 am	 We're back with more introductions to the Town of Erie Police			2.8K 	166 55 	Boost Post
02/17/2017 4:05 pm	 Learn the Facts: View Court Order Finding in Erie's Favor at Ni			4.2K 	336 95 	View Results Boosted: \$20.00
02/17/2017 2:36 pm	 Update from MVFR at 3:05 PM: Fire approximately 5 acres in si			1.7K 	319 23 	Boost Post
02/17/2017 11:18 am	 The Town of Erie has approved a request made by Boulder Vall			1.8K 	132 18 	Boost Post
02/16/2017 4:33 pm	 Boulder County Court Finds in Erie's Favor Today the Boulder			10.4K 	1.7K 303 	Boost Post
02/15/2017 9:03 am	 Erie Board of Trustees Action Items – February 14, 2017 In Thi			3K 	451 29 	Boost Post
02/14/2017 8:10 am	 The Erie Community Center is having a Valentine's Day FLAS			612 	13 3 	Boost Post
02/12/2017 8:14 am	 It's not too early to starting thinking about spring 🌞🌱🌿 The Eri			2.4K 	223 28 	Boost Post

All Posts Published

Reach: Organic / Paid

Post Clicks

Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/11/2017 7:27 am	 Don't miss out on program updates, registration reminders and			724	23 3	Boost Post
02/10/2017 4:01 pm	 February 14th Board of Trustees Agenda available online: http			806	28 1	Boost Post
02/10/2017 11:47 am	 You've made a SPLASH by Saving Water. THANK YOU! We're			1K	39 6	Boost Post
02/09/2017 9:00 am	 Nine Mile Corner Site Activity: Evergreen Devco, Inc., the Tow			948	40 2	Boost Post
02/08/2017 7:15 pm	 HURRY! Only 7 spots remaining for the 17th session of the To			1.7K	134 18	Boost Post
02/08/2017 12:01 pm	 Utility Customer's Guide to 2017 Rate Fees: The Town of Erie,			1.1K	81 3	Boost Post
02/08/2017 9:08 am	 The Town of Erie is currently accepting applications for part tim			2.4K	394 30	Boost Post
02/02/2017 3:03 pm	 Sustainability Success Stories! The Board of Trustees recently			2.1K	137 36	View Results Boosted: \$10.00
02/01/2017 9:41 am	 This male puppy was found this morning near Erie Parkway & N			7K	1.4K 147	Boost Post

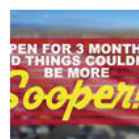


February 2017 Boosted Posts

Town of Erie, Colorado – Government Page

Recent Promotions on Town of Erie, Colorado - Government

[Create New Promotion](#)



Boosted Post Completed

King Soopers has been open for 3 months in Erie...
Promoted by Erie Colorado on 02/22/2017

1,657

People Reached

990

Post Engagements

\$5.84

Spent of \$20.00

[Boost Again](#)



Boosted Post Completed

Learn the Facts: View Court Order Finding in Er...
Promoted by Erie Colorado on 02/18/2017

2,531

People Reached

209

Post Engagements

\$20.00

Spent of \$20.00

[Boost Again](#)



Boosted Post Completed

Sustainability Success Stories! The Board of Tr...
Promoted by Erie Colorado on 02/03/2017

1,403

People Reached

48

Post Engagements

\$10.00

Spent of \$10.00

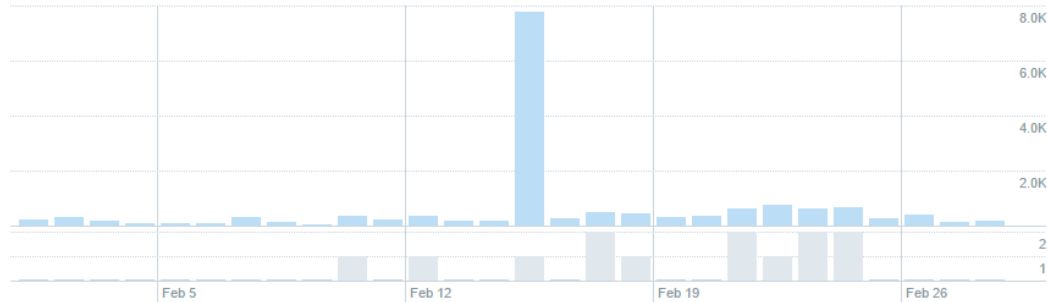
[Boost Again](#)



February 2017 Twitter Analytics

@eriecolorado

Your Tweets earned **16.2K impressions** over this **28 day** period



YOUR TWEETS

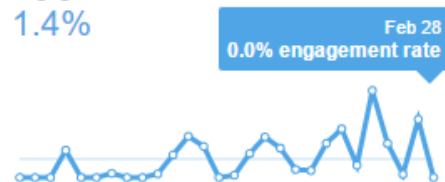
During this 28 day period, you earned **579 impressions** per day.

Engagements

Showing 28 days with daily frequency

Engagement rate

1.4%



Likes

4



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

Link clicks

117



On average, you earned **4 link clicks** per day

Replies

3



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

Retweets

5



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



February 2017 Instagram Analytics

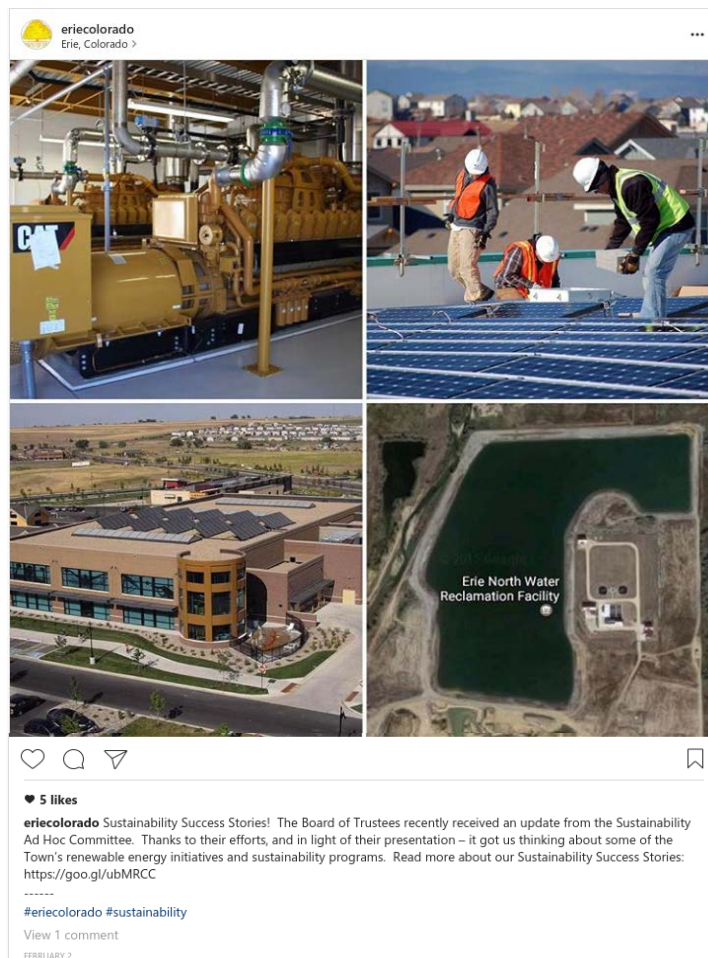
@eriecolorado

- **Impressions:** The total number of times all of your posts have been seen.
- **Reach:** The number of unique accounts that have seen any of your posts.
- **Profile Views:** The number of times your profile was viewed.
- **Website Clicks:** The number of taps on the website in your profile.

As of: 3/8/2017

Followers	Impressions	Reach	Profile Views	Website Clicks	Total # of Posts
79	134	63	37	1	5

February Posts:





Erie Stuff Requests | February 1 - February 28, 2017

Date Created	ID	Request Type	Current Status	Date Completed	Days Open	Source
2/14/2017	2349192	Questions/Comments	COMPLETED	2/15/2017	0.6	Iframe
2/18/2017	2359965	Non-Emergency Police Issue	COMPLETED	2/21/2017	3.01	Android
2/26/2017	2381684	Questions/Comments	COMPLETED	2/27/2017	0.73	iOS

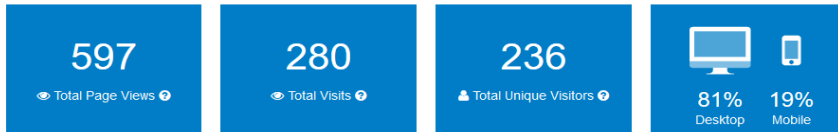
Website Overview Report for www.erieco.gov - February 2017

Total Unique Visits	For the Month: 29,326	Year to Date: 62,357
Total Page Visits	For the Month: 53,999	Year to Date: 116,435

Top 25 Web Pages Visited	# of Visits	Rank		
Home Page	9,948	#1		
Erie Community Center	2,040	#2		
Paying Your Bill	836	#3		
Police Department	463	#4		
Group Fitness	434	#5		
Aquatics	338	#6		
King Soopers at Vista Ridge Marketplace	337	#7		
Camp Erie	310	#8		
Building Division	299	#9		
Nine Mile Corner	248	#10		
Annual Spring and fall Clean-up	205	#11		
Adult & Youth Sport	194	#12		
2017 Town of Erie Special Events	181	#13		
Landfills	176	#14		
Fees & Membership	174	#15		
Programs	168	#16		
Fire	166	#17		
Employment Opportunitess	157	#18		
Human Resources	153	#19		
Classes & Programs	149	#20		
Cycle Billing	149	#21		
Departments	149	#22		
Trail Maps	147	#23		
Sale Tax Information	144	#24		
Erie Munincipal Airport	141	#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 2017-02-28 6:30 PM - Pre-Meeting Community Room	Encoder	105
BOARD OF TRUSTEES MEETING on 2017-02-14 6:30 PM - Pre Meeting Community Room 5:45 PM - Feb 14th, 2017	Archive	63
BOARD OF TRUSTEES MEETING on 2017-02-28 6:30 PM - Pre-Meeting Community Room - Feb 28th, 2017	Live event	34
BOARD OF TRUSTEES MEETING on 2017-01-17 5:00 PM - STUDY SESSION - Jan 17th, 2017	Archive	26
Board of Trustees - Jan 27th, 2015	Archive	25
BOARD OF TRUSTEES MEETING on 2016-09-13 6:30 PM - Sep 13th, 2016	Archive	13
Board of Trustees - Aug 25th, 2015	Archive	8
Planning Commission on 2017-02-15 6:30 PM - Feb	Archive	8

ALL MEDIA

323

Total Media Stream Views



323 External Views 0 Internal Views