

# 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		








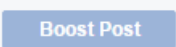



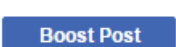


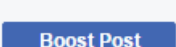













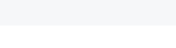







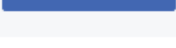


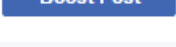


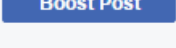





<u>ERIE STUFF - TOWN OF ERIE OFFICIAL MOBILE APPLICATION</u> Total:	iOS Downloads	Google Play Downloads	TOTAL	
	0	12	958	

updated: 7/19/2016

# June 2016 – Facebook Insights

## Town of Erie, Colorado – Government Page

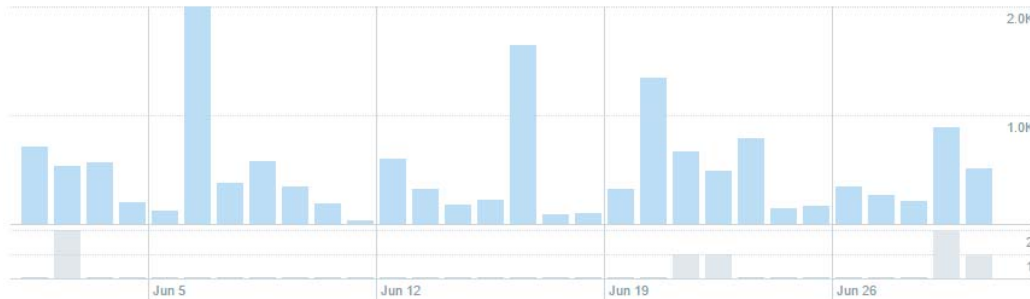
<span>Reach: Organic / Paid</span> <span>Post Clicks</span> <span>Likes, Comments &amp; Shares</span>									
Published	Post	Type	Targeting	Reach	Engagement	Promote			
06/30/2016 7:30 am	 With a holiday weekend approaching, the Town of Erie Police D			389		37 5			<a href="#">Boost Post</a>
06/29/2016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

<span>Reach: Organic / Paid</span> <span>Post Clicks</span> <span>Likes, Comments &amp; Shares</span>									
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



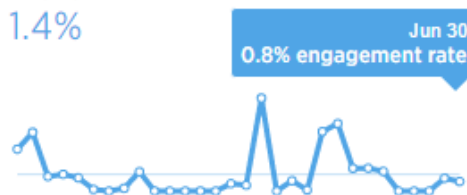
**YOUR TWEETS**  
During this 30 day period, you earned **355 impressions** per day.

## 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

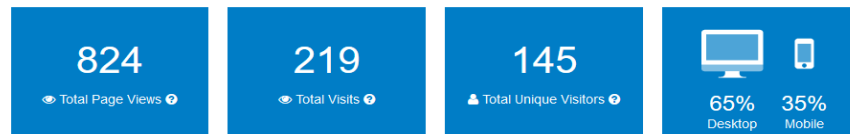
## Website Overview Report for www.erieco.gov - June 2016

<b>Total Unique Visits</b>	<b>For the Month:</b> 35,784	<b>Year to Date:</b> 198,365
<b>Total Page Visits</b>	<b>For the Month:</b> 60,290	<b>Year to Date:</b> 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			
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