

# Communication Calendar - July 2016

<u>NEWS &amp; ANNOUNCEMENTS</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	1,415			
Reach via Subscribers & Visitors:			4,275	1,331
7/1: July/August Erie Edition Now Available!	X	X	X	X
7/1: Downtown Neighborhood Block Party Tonight			X	
7/3: July 3rd Extravaganza at Colorado National Golf Club			X	
7/5: Mosquito Control Update			X	
7/5: Face at the Concert in the Park This Saturday!	X	X	X	X
7/9: Concert in the Park on Saturday			X	
7/11: Downtown Neighborhood Block Party on July 15			X	
7/13: Erie Board of Trustees Action Items - July 12, 2016	X	X	X	X
7/14: Demolition and Access Road Installation at Nine Mile Corner	X	X	X	X
7/14: Farmers Market in Historic Downtown Erie			X	
7/15: Block Party Officially Started - Come Join Us!			X	
7/15: Erie Offers Setback Buffer between Nine Mile Corner and Beacon Hill	X	X	X	X
7/18: Soils Testing at Nine Mile Corner	X	X	X	X
7/18: Letter from the Mayor: Nine Mile Corner's True Community Purpose	X	X	X	X
7/22: LAFAYETTE'S RACE TO LITIGATION: It's Not About Open Space	X	X	X	X
7/23: Erie Youth & Erie Police Department Flag Football Game			X	
7/25: Last Block Party on Friday!			X	
7/27: Slow the Flow Outdoor Irrigation Consultations Available through August	X	X	X	X
7/27: Installation of Access Road at Nine Mile Corner	X	X	X	X
7/27: Erie Board of Trustees Action Items - July 26, 2016	X	X	X	X
7/28: Celebrate National Night Out!	X	X	X	X
7/29: SAVE THE DATE! The Boneyard at Reliance Park Grand Opening	X	X	X	X
7/29: Join us for the Last Block Party!			X	

<u>ECONOMIC DEVELOPMENT ANNOUNCEMENT</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	892			
Reach via Subscribers & Visitors:			4,275	1,331

<u>PUBLIC WORKS ANNOUNCEMENT</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	847			
Reach via Subscribers & Visitors:			4,275	1,331
7/7: County Line Road & Austin Avenue Traffic Signal	X	X	X	X
7/15: Erie Parkway Expansion Improvements Extended Work Hours	X	X		X
7/27: Slow the Flow Outdoor Irrigation Consultations Available through August	X	X	X	X
7/28: West Town Hall Parking Lot Under Construction	X	X		X

<u>POLICE ANNOUNCEMENT</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	1,123			
Reach via Subscribers & Visitors:			4,275	1,331
7/6: Town of Erie Police Department Introductions	X	X	X	X
7/12: Thank You	X	X	X	X
7/28: Celebrate National Night Out!	X	X	X	X

<u>PARKS &amp; RECREATION ANNOUNCEMENT</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	1,243			
Reach via Subscribers & Visitors:			4,275	1,331
7/29: SAVE THE DATE! The Boneyard at Reliance Park Grand Opening	X	X	X	X

<u>OIL &amp; GAS OPERATIONS ANNOUNCEMENT</u>	Notify Me Message	Newsflash Posted on Website	Facebook Post	Twitter Post
	163			
Reach via Subscribers & Visitors:			4,275	1,331
7/1: Courtesy Notice from Encana	X	X		X

<u>TOWN OF ERIE CALENDAR NOTIFICATION</u>	Notify Me Message	Event Posted on Website	Twitter Post
	681		
Reach via Subscribers & Visitors:			1,331
7/2: Concert in the Park – FACE (7/9)	X	X	X
7/3: Planning Commission Meeting (7/6)	X	X	X
7/8: Open Space and Trails Advisory Board Meeting (7/11)	X	X	X
7/10: Tree Board Meeting (7/13)	X	X	X
7/16: Concert in the Park - The Samples (7/23)	X	X	X
7/16: Board of Trustees/Planning Commission Join Study Session (7/19)	X	X	X
7/17: Planning Commission Meeting (7/20)	X	X	X
7/22: Historic Preservation Advisory Board Meeting (7/25)	X	X	X
7/23: Board of Trustees Meeting (7/26)	X	X	X
7/26: National Night Out (8/2)	X	X	X
7/30: Rocky Mountain Kids Triathlon (8/6)	X	X	X
7/30: Concert in the Park - Phat Daddy (8/6)	X	X	X
7/31: Planning Commission Meeting (8/3)	X	X	X

<u>YOUTUBE CHANNEL</u> Reach via Subscribers & Visitors:	Views Via YouTube	Newsflash Posted on Website	Facebook Views	Twitter Post
7/11: Town of Erie   Neighborhood Downtown Block Party	5	X	1,959	X

<u>UTILITY BILL INSERTS</u> Total:	Mailed Bills	Emailed Bills		
July/August Erie Edition	6,819	1,271		

<u>NEW RESIDENT PACKETS</u> Total:	Packets Mailed This Month	Total Mailed YTD		
	94	500		





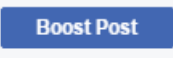





























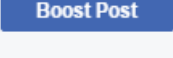














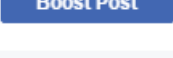










<u>ERIE STUFF - TOWN OF ERIE OFFICIAL MOBILE APPLICATION</u> Total:	iOS Downloads	Google Play Downloads	TOTAL ALL TIME	
	0	6	964	

updated: 8/16/2016

# July 2016 – Facebook Insights

## Town of Erie, Colorado – Government Page

<div> <span>Reach: Organic / Paid</span> <span>Post Clicks</span> <span>Likes, Comments &amp; Shares</span> </div>									
Published	Post	Type	Targeting	Reach	Engagement	Promote			
07/29/2016 12:35 pm	 SAVE THE DATE! The Boneyard at Reliance Park Grand Opening			734		53 21			Boost Event
07/29/2016 10:36 am	 We hope you join us for the last Block Party tonight!! Below are a			538		35 13			
07/28/2016 11:50 am	 On Tuesday, August 2nd, the Town of Erie Police Department in			498		15 6			
07/27/2016 4:35 pm	 Slow the Flow Outdoor Irrigation Consultations Available through			488		14 8			Boost Post
07/27/2016 12:13 pm	 Installation of Access Road at Nine Mile Corner On Thursday, Ju			518		26 3			Boost Post
07/27/2016 10:15 am	 Erie Board of Trustees Action Items – July 26, 2016 In This Issu			625		45 3			Boost Post
07/25/2016 7:00 pm	 The last Block Party of the summer is on Friday and it's going t			645		20 11			
07/23/2016 7:30 am	 A group of Erie youth who attended various local schools and a fe			3.1K		165 67			Boost Post
07/22/2016 3:33 pm	 LAFAYETTE'S RACE TO LITIGATION: It's Not About Open Spac			1.5K		311 39			Boost Post
07/18/2016 3:59 pm	 Letter from the Mayor: Nine Mile Corner's True Community Purp			2K		249 26			Boost Post
07/18/2016 8:50 am	 The Town of Erie would like to notify the public of soils testing ac			849		29 1			Boost Post
07/15/2016 6:09 pm	 The Block Party is officially open! Come on down to Briggs Stre			290		17 10			Boost Post
07/15/2016 3:11 pm	 ERIE OFFERS SETBACK BUFFER BETWEEN NINE MILE COR			308		27 5			Boost Post
07/15/2016 11:10 am	 It's back!! The second Block Party this summer starts at 6pm toni			527		15 15			
07/14/2016 6:20 pm	 It's a beautiful night in Historic Downtown Erie at the Erie Farmer			1.2K		28 21			Boost Post

<span>Reach: Organic / Paid</span> <span>Post Clicks</span> <span>Likes, Comments &amp; Shares</span>									
Published	Post	Type	Targeting	Reach	Engagement	Promote			
07/14/2016 10:48 am	 The Town of Erie would like to notify the public of current demolit			1.2K		81 3			
07/13/2016 11:53 am	 Erie Board of Trustees Action Items – July 12, 2016 In This Issue			253		20 1			
07/12/2016 1:24 pm	 A Note from the Town of Erie Police Department to Erie Resident			6.7K		539 242			
07/11/2016 11:23 am	 Who is excited for the second Block Party this Friday?! It's going			3.3K		263 109			
07/09/2016 9:06 am	 We are so excited for Face to perform tonight at the Concert in th			96		3 3			
07/07/2016 2:24 pm	 The traffic signal at the intersection of County Line Road & Austi			782		50 17			
07/06/2016 8:35 am	 Here are two more introductions to some of the men and women			2.8K		166 76			
07/05/2016 3:18 pm	 Mosquito Control Update – Issued: July 5, 2016 Due to low mos			150		3 1			
07/05/2016 11:00 am	 Who is ready to see Face this weekend?! We hope to you can jo			334		7 16			
07/03/2016 7:02 am	 The annual fireworks display hosted by the Colorado National G			2.4K		256 76			
07/01/2016 9:30 am	 It's finally here! The first of three Block Parties this summer starts			77		4 3			
07/01/2016 7:30 am	 ER July/August Erie Edition Now Available! In this issue: Erie Parkw			1.7K		31 3			

# July 2016 – Twitter Analytics

@eriecolorado

Your Tweets earned **9.5K impressions** over this **31 day** period



**YOUR TWEETS**  
During this 31 day period, you earned **305 impressions** per day.

## Engagements

Showing 31 days with daily frequency

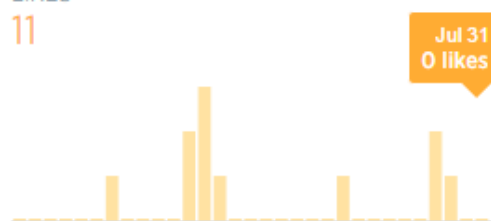
ENGAGEMENT RATE

2.1%



LIKES

11



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

LINK CLICKS

172



On average, you earned **6 link clicks** per day

REPLIES

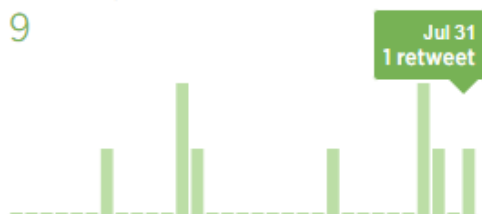
2



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

RETWEETS

9



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

# Monthly Report

**APPLIED FILTERS**

Date range: **Jul 1, 2016 - Jul 31, 2016**  
Department: **All**  
Keyword: **All**  
Request Type: **All**  
Status: **All**

ID	REQUEST TYPE	STATUS	DATE CREATED	DATE COMPLETED	REPORT SOURCE
1787437	Open Space Issue	Completed	July 30, 2016 10:44 am	August 1, 2016	Android
1785679	Questions/Comments	Completed	July 29, 2016 12:16 pm	August 1, 2016	Iframe
1779918	Park Maintenance Issue	Completed	July 27, 2016 2:53 pm	August 1, 2016	Iframe
1761463	Questions/Comments	Completed	July 20, 2016 7:56 pm	July 21, 2016	iOS
1746249	Street Sign Issue	Completed	July 14, 2016 8:12 pm	July 20, 2016	Android
1731579	Water Pressure Problem	Completed	July 10, 2016 1:30 am	July 11, 2016	iOS
1727641	Water Pressure Problem	Completed	July 7, 2016 9:05 pm	July 11, 2016	iOS
1727375	Open Space Issue	Completed	July 7, 2016 5:17 pm	July 8, 2016	Android
1716849	Damaged Concrete	Completed	July 4, 2016 11:21 am	July 8, 2016	Android
1715020	Park Maintenance Issue	Completed	July 2, 2016 8:47 am	July 5, 2016	Iframe

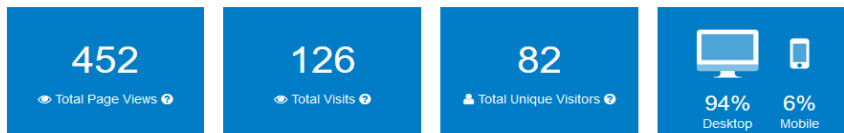
## Website Overview Report for www.erieco.gov - July 2016

<b>Total Unique Visits</b>	<b>For the Month:</b> 48,069	<b>Year to Date:</b> 246,434
<b>Total Page Visits</b>	<b>For the Month:</b> 67,966	<b>Year to Date:</b> 423,198

Top 25 Web Pages Visited	# of Visits	Rank		
Home Page	24,618	#1		
2016 Town of Erie Special Events	7,084	#2		
Erie Community Center	3,235	#3		
Paying Your Bill	2,524	#4		
Concerts in the Park	1,861	#5		
Police Department	853	#6		
Park and Recreation	841	#7		
Aquatics	774	#8		
Recreation Activities	722	#9		
Youth Sports	683	#10		
Building Division	608	#11		
Fee & Membership	588	#12		
Group Fitness Classes & Schedule	584	#13		
Construction Projects	568	#14		
Department	464	#15		
Nile Mile Corner	430	#16		
Classes & Programs	417	#17		
King Soopers at Vista Ridge Marketplace	385	#18		
Building Information & Applications	378	#19		
Erie Municipal Airport	369	#20		
Landfills	357	#21		
Trail Maps	353	#22		
Government	346	#23		
Residential & Commercial Construction Map	335	#24		
Public Work	323	#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

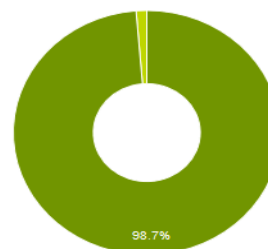
Filter by title

Media Title	Type	Total Views
BOARD OF TRUSTEES MEETING on 2016-07-12 6:30 PM	Encoder	31
BOARD OF TRUSTEES MEETING on 2016-07-12 6:30 PM - Jul 12th, 2016	Archive	19
BOARD OF TRUSTEES MEETING on 2016-06-28 6:30 PM - Jun 28th, 2016	Archive	8
BOARD OF TRUSTEES MEETING on 2016-07-26 6:30 PM - Jul 26th, 2016	Archive	5
Board of Trustees - Jul 27th, 2016	Archive	3
Urban Renewal Authority - Jul 12th, 2016	Archive	3
BOT 7/26 - Jul 27th, 2016	Archive	3
BOARD OF TRUSTEES MEETING on 2016-07-19 6:00 PM - JOINT STUDY SESSION WITH THE PLANNING COMMISSION - Jul 19th, 2016	Archive	2

ALL MEDIA

78

Total Media Stream Views



77 External Views 1 Internal Views