

Communication Calendar - September 2016

| NOTIFICATIONS & POSTS | CivicSend Message | Newsflash Posted on Website | Facebook Post | Twitter Post |
|---|-------------------|-----------------------------|---------------|--------------|
| | 5,763 | | 4,353 | 1,393 |
| Subscribers Count & Followers: | | | | |
| 9/1: September/October Erie Edition Now Available! | X | X | X | X |
| 9/1: Extended Pool Closure at Erie Community Center | X | X | X | X |
| 9/1: Erie, Colorado Named One of the "Best Places to Raise a Family" | X | X | X | X |
| 9/3: New Erie Business: Domin's Pizza | | | X | |
| 9/3: Smart Meter Lottery Winners Announced | | | X | |
| 9/6: Erie Police Warn Residents of Fraudulent Kidnapping Reports | X | X | X | X |
| 9/6: Erie Police Department Promotion Celebrations & Open House | X | X | X | X |
| 9/6: Event Reminder: Movie in the Park on 9/10 | | | X | |
| 9/8: Notice from Crestone Peak Resources | X | X | | X |
| 9/8: Event Reminder: Fall Clean-Up on 9/10 | | | X | |
| 9/9: 9/13 Board of Trustees Agenda Now Available Online | X | | | X |
| 9/14: Event Reminder: Erie Police Department Promotion Celebration and Open House | | | X | |
| 9/14: Erie Board of Trustees Action Items - September 13, 2016 | X | X | X | X |
| 9/14: Coal Creek Trail Closure between State Highway 7 and Vista Parkway | X | X | X | X |
| 9/15: Erie Police Department Thanking Volunteers for Work in Old Town | | | X | |
| 9/15: Erie Farmers Market - 2 weeks left! | | | X | |
| 9/15: Share - Erie Historical Society's Erie Biscuit Day Event | | | X | |
| 9/16: Erie Top 10 "Safest Places in Colorado" | X | X | X | X |
| 9/16: Erie Parkway Lane Shifts | X | X | | X |
| 9/16: Erie Parkway Pedestrian Trail Detour | X | X | | X |
| 9/18: Trunk or Treat Event Post | | | X | |
| 9/19: Erie joins Metro Denver EDC and Regional Partners in Hosting National Site Selection Conference | X | X | X | X |
| 9/20: Share - Erie Singletrack Advocates Jump Jam & Fall Festival | | | X | |
| 9/20: National Public Lands Day | X | X | X | X |
| 9/23: Erie Community Park North Parking Lot Construction | X | X | | X |
| 9/26: Town of Erie Wins "Voice of the People Award" | X | X | X | X |
| 9/23: 9/27 Board of Trustees Agenda Now Available Online | X | | X | X |
| 9/28: Erie Board of Trustees Action Items September 27, 2016 | X | X | X | X |
| 9/28: Public Open House Coal Creek Park & Downtown Framework | X | X | X | X |
| 9/28: Share - Erie Chamber's Miner's Blast Event | | | X | |
| 9/29: Vista Parkway Bridge Repair Project | X | X | | X |
| 9/29: Fall Morning in Erie / National Coffee Day | | | X | |

| TOWN OF ERIE CALENDAR NOTIFICATIONS | Notify Me Message | Event Posted on Website | Twitter Post |
|---|-------------------|-------------------------|--------------|
| | 707 | | 1,393 |
| Subscribers Count & Followers: | | | |
| 9/3: 11th Annual Fall Clean-Up (9/10) | X | X | X |
| 9/3: Historic Preservation Advisory Board Special Meeting (9/6) | X | X | X |
| 9/3: Movie in the Park (9/10) | X | X | X |
| 9/10: Board of Trustees Regular Meeting (9/13) | X | X | X |
| 9/13: Erie Police Department Celebrations & Open House (9/16) | X | X | X |
| 9/16: Retail Marijuana Ad-Hoc Committee Meeting (9/19) | X | X | X |
| 9/17: Board of Trustees Study Session (9/20) | X | X | X |
| 9/18: Sustainability Ad-Hoc Committee Meeting (9/21) | X | X | X |
| 9/23: National Public Lands Day Hike (9/24) | X | X | X |
| 9/23: Miner's Blast (10/1) | X | X | X |
| 9/24: Board of Trustees Regular Meeting (9/27) | X | X | X |

| UTILITY BILL INSERTS | Mailed Bills | Emailed Bills | | |
|--------------------------------|--------------|---------------|--|--|
| | Total: | | | |
| September/October Erie Edition | 6,851 | 1,362 | | |

| NEW RESIDENT PACKETS | Packets Mailed This Month | Total Mailed YTD | | |
|----------------------|---------------------------|------------------|--|--|
| | Total: | | | |
| | 77 | 658 | | |





































| ERIE STUFF - TOWN OF ERIE OFFICIAL MOBILE APPLICATION | iOS Downloads | Google Play Downloads | TOTAL ALL TIME | |
|---|---------------|-----------------------|----------------|--|
| | Total: | | | |
| | 620 | 353 | 973 | |

updated: 10/17/2016

September 2016 – Facebook Insights

Town of Erie, Colorado – Government Page

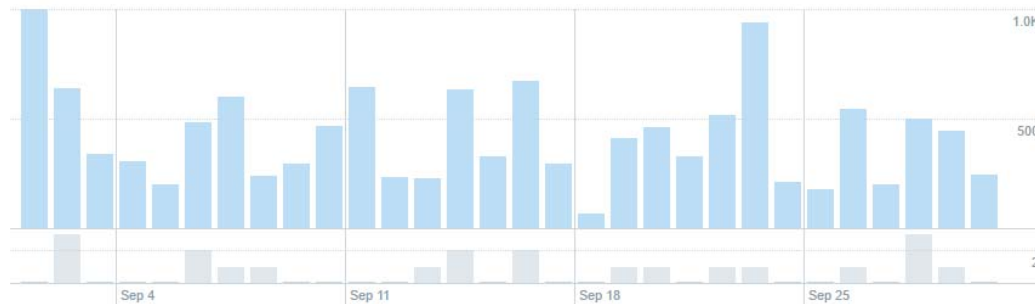
| <div> Reach: Organic / Paid Post Clicks Likes, Comments & Shares </div> | | | | | | | | | |
|--|--|---|---|-------|---|------------|---|---|-------------|
| Published | Post | Type | Targeting | Reach | Engagement | Promote | | | |
| 09/29/2016 8:21 am |  It's a beautiful fall morning in Erie. We hope you all have a wonderful day! |  |  | 2K |  | 146 92 |  |  | Boost Post |
| 09/28/2016 6:30 pm |  Hey, Erie families! We hope to see you all at Erie's Family Festival! |  |  | 1.2K |  | 42 15 |  |  | |
| 09/28/2016 2:12 pm |  Public Open House: Coal Creek Park Redevelopment Plan & Document |  |  | 987 |  | 85 10 |  |  | Boost Post |
| 09/28/2016 10:45 am |  Erie Board of Trustees Action Items – September 27, 2016 In This Meeting |  |  | 1.7K |  | 56 4 |  |  | Boost Post |
| 09/26/2016 4:36 pm |  The Town of Erie received the 2016 "Voice of the People Award" |  |  | 961 |  | 31 22 |  |  | Boost Post |
| 09/26/2016 2:34 pm |  NOTICE! The Erie Recycling Center will be closed tomorrow, Tuesday |  |  | 476 |  | 10 2 |  |  | Boost Post |
| 09/23/2016 4:33 pm |  Yesterday was a very busy day for our officers and detectives. Thank you for your support! |  |  | 1.4K |  | 162 71 |  |  | Boost Post |
| 09/23/2016 3:38 pm |  9/27 Board of Trustees Agenda Now Available Online! https://erico.org/boards/2016-09-27-board-of-trustees-agenda |  |  | 430 |  | 17 1 |  |  | Boost Post |
| 09/20/2016 3:29 pm |  Join the Open Space and Trails Advisory Board (OSTAB) for a meeting |  |  | 373 |  | 6 2 |  |  | Boost Post |
| 09/20/2016 9:07 am |  Erie Singletrack Advocates have been working hard all summer! |  |  | 352 |  | 19 7 |  |  | Boost Post |
| 09/19/2016 2:08 pm |  Erie joins Metro Denver EDC and Regional Partners in Hosting |  |  | 1.1K |  | 61 42 |  |  | Boost Post |
| 09/18/2016 3:00 pm |  It's not too early to start thinking about Halloween! We hope you have a great one! |  |  | 492 |  | 30 13 |  |  | Boost Event |
| 09/16/2016 9:42 am |  Erie is one of the Top 10 "Safest Places in Colorado"! We have been recognized by the National Safety Council! |  |  | 3.9K |  | 203 128 |  |  | Boost Post |
| 09/15/2016 8:34 pm |  We hope you'll join the Erie Historical Society - Wise Homesteaders! |  |  | 1.6K |  | 130 36 |  |  | |
| 09/15/2016 3:43 pm |  There are only 2 more weeks left for the Erie Farmers' Market! Stop by today! |  |  | 1.5K |  | 33 13 |  |  | Boost Post |

| Reach: Organic / Paid | | | | | | | | | | Post Clicks | Likes, Comments & Shares |
|------------------------|---|--|---|---|-----------|--|--|-------------|---|----------------------------|--------------------------|
| Published | Post | | | Type | Targeting | Reach | | Engagement | | Promote | |
| 09/15/2016 10:05 am |  | The Town of Erie Police Department would like to thank all of th |  |  | 1.4K |  | | 117 61 |  | Boost Post | |
| 09/14/2016 6:30 pm |  | Don't forget to join us at the Town of Erie Police Department for t |  |  | 1.2K |  | | 22 20 |  | Boost Post | |
| 09/14/2016 12:33 pm |  | Attention Trail Users! Beginning next week through mid-March 2 |  |  | 559 |  | | 39 6 |  | Boost Post | |
| 09/14/2016 9:37 am |  | Erie Board of Trustees Action Items – September 13, 2016 In Thi |  |  | 1.8K |  | | 122 11 |  | Boost Post | |
| 09/09/2016 12:15 pm |  | 9/13 Board of Trustees Agenda Now Available! http://goo.gl/IBF |  |  | 1.6K |  | | 44 0 |  | Boost Post | |
| 09/08/2016 7:32 am |  | REMINDER: The Fall Clean-Up is this Saturday! View current inf |  |  | 662 |  | | 44 4 |  | | |
| 09/06/2016 6:32 pm |  | We hope you'll join us this Saturday at Erie Community Park for t |  |  | 522 |  | | 22 10 |  | | |
| 09/06/2016 11:26 am |  | Erie Police Warn Residents of Fraudulent Kidnapping Reports. |  |  | 7.3K |  | | 1.8K 118 |  | Boost Post | |
| 09/06/2016 8:05 am |  | Town of Erie Police Department Promotion Celebrations & Open |  |  | 1.3K |  | | 122 64 |  | Boost Post | |
| 09/03/2016 2:00 pm |  | Did you win? The Smart Meter Lottery winners were posted on F |  |  | 1.7K |  | | 319 24 |  | Boost Post | |
| 09/03/2016 10:44 am |  | Erie, we have another new business to welcome! A locally own |  |  | 1.5K |  | | 256 44 |  | Boost Post | |
| 09/01/2016 4:00 pm |  | Erie, Colorado was named one of the top 11 "Best Places to Rai |  |  | 13.3K |  | | 1.2K 524 |  | Boost Post | |
| 09/01/2016 1:13 pm |  | Extended Pool Closure at Erie Community Center The swimmi |  |  | 579 |  | | 50 2 |  | Boost Post | |
| 09/01/2016 10:14 am |  | September/October Erie Edition Now Available! In this issue: Sm |  |  | 890 |  | | 67 2 |  | Boost Post | |

September 2016 – Twitter Analytics

@eriecolorado

Your Tweets earned **11.4K impressions** over this 30 day period



YOUR TWEETS
During this 30 day period, you earned **380 impressions** per day.

Engagements

Showing 30 days with daily frequency

Engagement rate

1.4%



Likes

7



Sep 30
0 likes

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

Link clicks

118



Sep 30
1 link click

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

Replies

1



Sep 30
0 replies

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

Retweets

9



Sep 30
0 Retweets

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

Erie Stuff Requests | September 1- September 30, 2016

| Date Created | ID | Request Type | Current Status | Date Completed | Days Open | Source |
|--------------|---------|------------------------|----------------|----------------|-----------|---------|
| 9/1/2016 | 1881158 | Park Maintenance Issue | COMPLETED | 9/2/2016 | 1.21 | Iframe |
| 9/8/2016 | 1946152 | Storm Drainage Issue | RECEIVED | | 35.84 | Iframe |
| 9/9/2016 | 1949553 | Street Sign Issue | COMPLETED | 9/9/2016 | 0.05 | Iframe |
| 9/12/2016 | 1956952 | Questions/Comments | COMPLETED | 9/13/2016 | 0.85 | Iframe |
| 9/18/2016 | 1971789 | Pothole | COMPLETED | 9/19/2016 | 0.95 | Android |
| 9/24/2016 | 1992261 | Questions/Comments | COMPLETED | 9/26/2016 | 1.84 | Iframe |
| 9/26/2016 | 1995452 | Questions/Comments | COMPLETED | 9/26/2016 | 0.02 | iOS |
| 9/26/2016 | 1997039 | Questions/Comments | COMPLETED | 10/13/2016 | 16.68 | Iframe |
| 9/29/2016 | 2006051 | Tree Issue | COMPLETED | 10/6/2016 | 5.97 | Iframe |

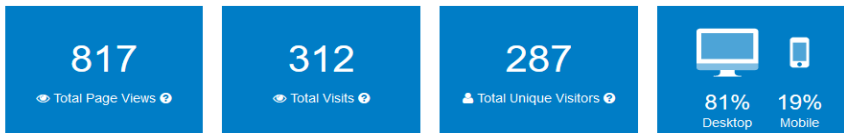
Website Overview Report for www.erieco.gov - September 2016

| | | |
|----------------------------|------------------------------|------------------------------|
| Total Unique Visits | For the Month: 31,608 | Year to Date: 313,383 |
| Total Page Visits | For the Month: 54,833 | Year to Date: 540,815 |

| Top 25 Web Pages Visited | # of Visits | Rank | | |
|---|-------------|------|--|--|
| Home Page | 18,219 | #1 | | |
| Erie Community Center | 3,203 | #2 | | |
| Paying Your Bill | 2,541 | #3 | | |
| 2016 Town of Erie Special Events | 1,540 | #4 | | |
| King Soopers at Vista Ridge Marketplace | 981 | #5 | | |
| Police Department | 941 | #6 | | |
| Classes & Programs | 874 | #7 | | |
| Park and Recreation | 779 | #8 | | |
| Recreation Activities | 768 | #9 | | |
| Annual Spring and Fall Clean-Up Days | 755 | #10 | | |
| Construction Projects | 691 | #11 | | |
| Aquatics | 608 | #12 | | |
| Youth Sports | 591 | #13 | | |
| Building Division | 570 | #14 | | |
| Adult Classes & Programs | 561 | #15 | | |
| Residential & Commercial Construction Map | 493 | #16 | | |
| Government | 431 | #17 | | |
| Fees & Membership | 427 | #18 | | |
| Facility Information | 404 | #19 | | |
| Parks & Recreation Master Plan Projects | 401 | #20 | | |
| Trunk or Treat | 399 | #21 | | |
| Departments | 364 | #22 | | |
| Landfills | 347 | #23 | | |
| The Great Erie Outdoor Adventure | 345 | #24 | | |
| Group Fitness Classes & Schedule | 335 | #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 | |
| Erie Channel 8 Live Feed | Encoder | 91 | |
| BOARD OF TRUSTEES MEETING on 2016-09-13 6:30 PM - Sep 13th, 2016 | Live event | 56 | |
| BOARD OF TRUSTEES MEETING on 2016-09-13 6:30 PM - Sep 13th, 2016 | Archive | 27 | |
| BOARD OF TRUSTEES MEETING on 2016-08-23 6:30 PM - Aug 23rd, 2016 | Archive | 21 | |
| Planning Commission on 2016-09-07 6:30 PM - Sep 7th, 2016 | Archive | 18 | |
| BOARD OF TRUSTEES MEETING on 2016-09-20 6:00 PM - Study Session - Sep 20th, 2016 | Archive | 15 | |
| BOARD OF TRUSTEES MEETING on 2016-09-27 6:30 PM - Sep 27th, 2016 | Archive | 12 | |
| BOARD OF TRUSTEES MEETING on 2016-07-19 6:00 PM - JOINT STUDY SESSION WITH THE PLANNING COMMISSION - Jul 19th, 2016 | Archive | 9 | |
| Planning Commission Meeting - Sep 2nd, 2015 | Archive | 9 | |

ALL MEDIA

478

Total Media Stream Views



478

0

External Views Internal Views