

# Town of Erie • 2016 Communications Year End Report

*Erie, Colorado - The Best Place to Raise a Family!*



<u>NEWS &amp; ANNOUNCEMENTS</u>	Notify Me Messages Sent & Newsflashes Posted
January	15
February	10
March	16
April	13
May	10
June	14
July	14
August	15
September	13
October	17
November	10
December	8
<b>TOTAL</b>	<b>155</b>

<u>ECONOMIC DEVELOPMENT ANNOUNCEMENT</u>	Notify Me Messages Sent & Newsflashes Posted
January	4
February	1
March	0
April	2
May	1
June	2
July	0
August	1
September	1
October	5
November	3
December	1
<b>TOTAL</b>	<b>21</b>

<u>PUBLIC WORKS ANNOUNCEMENT</u>	Notify Me Messages Sent & Newsflashes Posted
January	3
February	3
March	4
April	3
May	1
June	2
July	4
August	7
September	5
October	2
November	0
December	0
<b>TOTAL</b>	<b>34</b>

<u>POLICE ANNOUNCEMENT</u>	Notify Me Messages Sent & Newsflashes Posted
January	4
February	1
March	0
April	4
May	3
June	3
July	3
August	6
September	2
October	5
November	2
December	2
<b>TOTAL</b>	<b>35</b>

<u>PARKS &amp; RECREATION ANNOUNCEMENT</u>	Notify Me Messages Sent & Newsflashes Posted
January	0
February	0
March	0
April	4
May	1
June	5
July	1
August	3
September	4
October	3
November	2
December	3
<b>TOTAL</b>	<b>26</b>

<u>OIL &amp; GAS OPERATIONS ANNOUNCEMENT</u>	Notify Me Messages Sent & Newsflashes Posted
January	2
February	3
March	3
April	2
May	2
June	2
July	1
August	5
September	1
October	4
November	0
December	3
<b>TOTAL</b>	<b>28</b>

<u>NEW RESIDENT PACKETS</u>	# of Packets Mailed
January	59
February	48
March	48
April	100
May	69
June	83
July	94
August	81
September	77
October	85
November	70
December	85
<b>TOTAL</b>	<b>899</b>

<u>TOWN OF ERIE CALENDAR NOTIFICATIONS</u>	Notify Me Messages Sent & Newsflashes Posted
January	3
February	5
March	2
April	14
May	14
June	12
July	13
August	13
September	11
October	6
November	6
December	7
<b>TOTAL</b>	<b>106</b>

<u>VIDEO</u>	YouTube Views	Facebook Views
1/4: 2016 Voter Information	304	417
1/25: 2016 Capital Projects Open House	122	254
5/4: 20th Annual Erie Town Fair & Hot Air Balloon Festival	196	1,067
5/5: 2016 Erie Farmers Market	103	982
6/2: National Trails Day 2016	23	226
6/9: 2016 Concerts in the Park	28	3,610
6/9: 2016 Erie Brewfest	27	499
7/29: Neighborhood Downtown Block Party	16	2,013
8/4: Parks & Recreation Employment	-	1,842
8/31: The Boneyard Grand Opening	-	1,993
11/3: King Soopers Marketplace Grand Opening	307	846
12/22: Holiday Lights in Historic Downtown Erie	-	1,666
	<b>822</b>	<b>15,415</b>
<b>TOTAL</b>	<b>16,237</b>	

<u>UTILITY BILL INSERTS</u>	Mailed Bills	Emailed Bills
January Mailing: January/February Erie Edition	7,496	1,056
February Mailing: Source Water Protection Plan & Tree Incentive Program/Camp Erie 2016/Water-Wise Programs	6,789	1,131
March Mailing: March/April Erie Edition	6,810	1,209
April Mailing: Day/Earth Day Flyer & Free Sprinkler Inspections Available		
May Mailing: May/June Erie Edition	6,282	1,230
June Mailing: Water Quality Report	6,800	1,265
July Mailing: July/August Erie Edition		
August Mailing: No Insert	-	-
September Mailing: September/October Erie Edition	6,851	1,362
October Mailing: Trunk or Treat / Forestry Flyer	6,887	1,365
November Mailing: November/December Erie Edition		
December Mailing: Winter Weather Reminders / ECC Pass Promotion	6,873	1,438



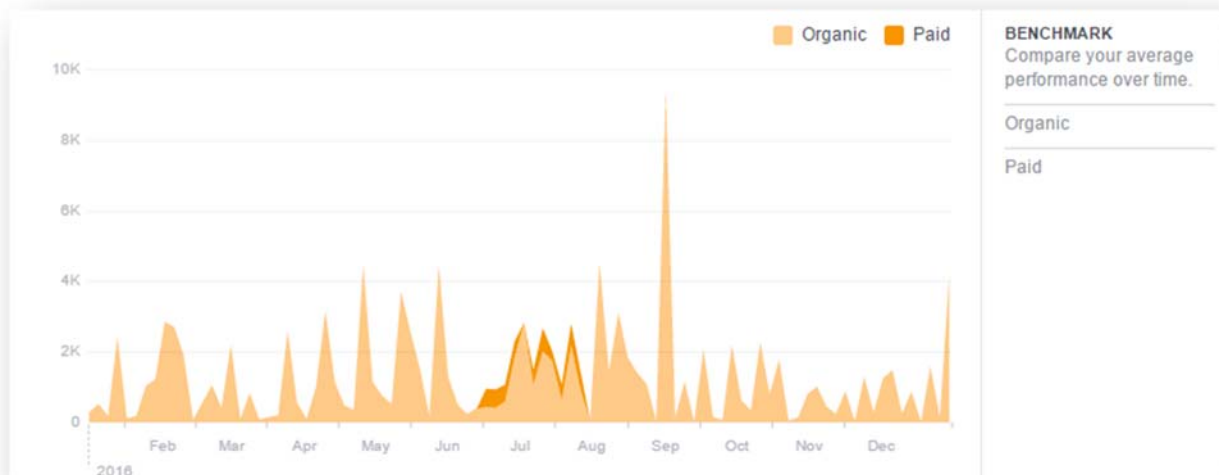
# 2016 Facebook Insights

## Town of Erie, Colorado – Government Page

Total Page “Likes” – increased 45.6%

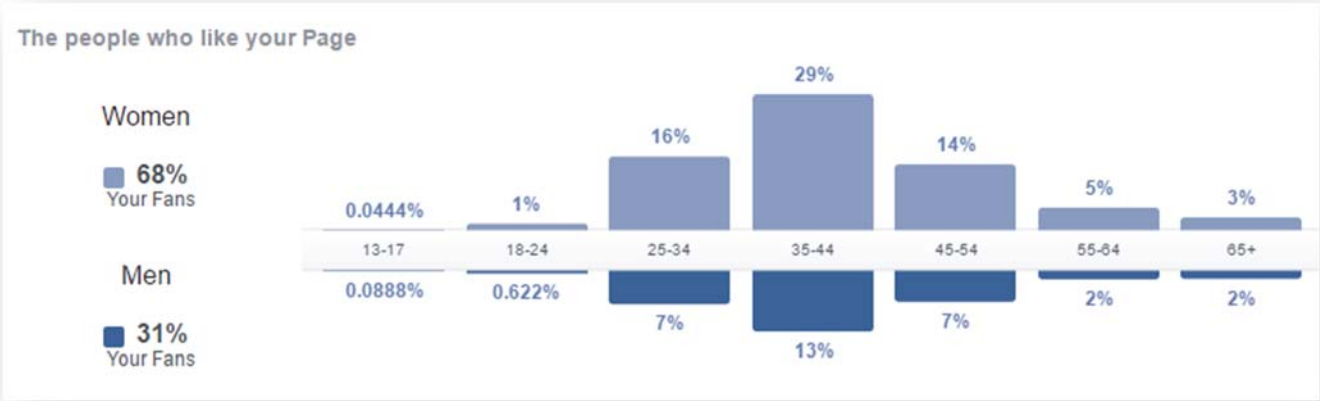


## Total Reach





People



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	4,443	Erie, CO	2,002	English (US)	4,353
Mexico	5	Denver, CO	239	English (UK)	75
Canada	4	Thornton, CO	154	Spanish	42
Brazil	4	Longmont, CO	148	Spanish (Spain)	9
Australia	3	Frederick, CO	138	Arabic	4
Colombia	3	Broomfield, CO	123	French (France)	3
Germany	3	Boulder, CO	99	English (Pirate)	3
Sweden	3	Lafayette, CO	86	German	3
Spain	2	Aurora, CO	82	Portuguese (Brazil)	2
Venezuela	2	Westminster, CO	74	Greek	1

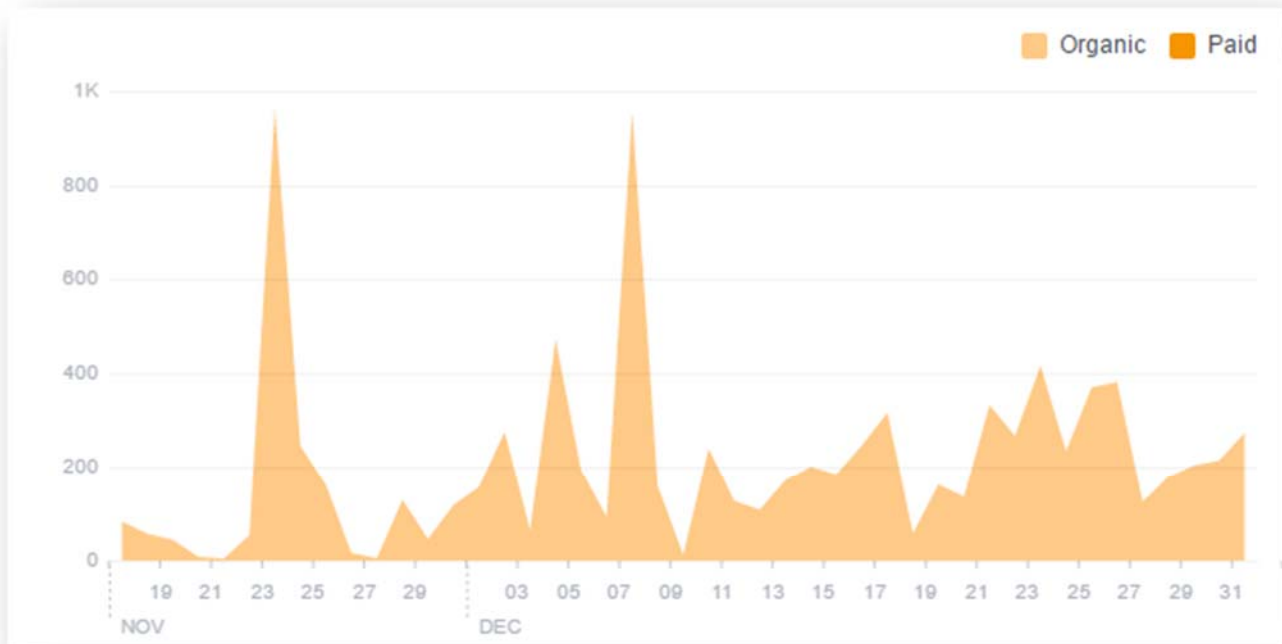
# Erie Parks & Recreation Page

Page Launch Date: November 17, 2016

## Total Page "Likes"



## Total Reach



People

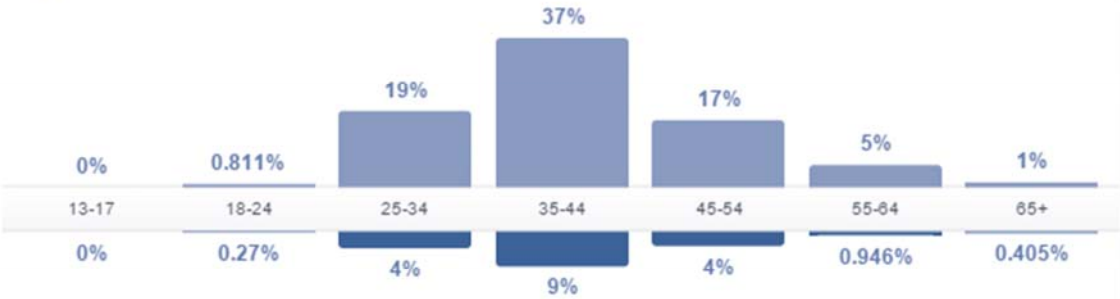
The people who like your Page

Women

80%  
Your Fans

Men

18%  
Your Fans

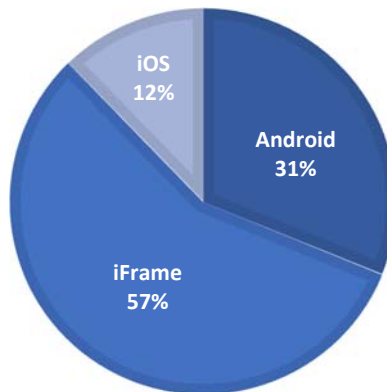


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	739	Erie, CO	468	English (US)	727
Georgia	1	Broomfield, CO	48	English (UK)	9
		Frederick, CO	44	Spanish	3
		Lafayette, CO	32	English (Pirate)	1
		Dacono, CO	23		
		Louisville, CO	16		
		Denver, CO	14		
		Thornton, CO	11		
		Superior, CO	10		
		Longmont, CO	8		

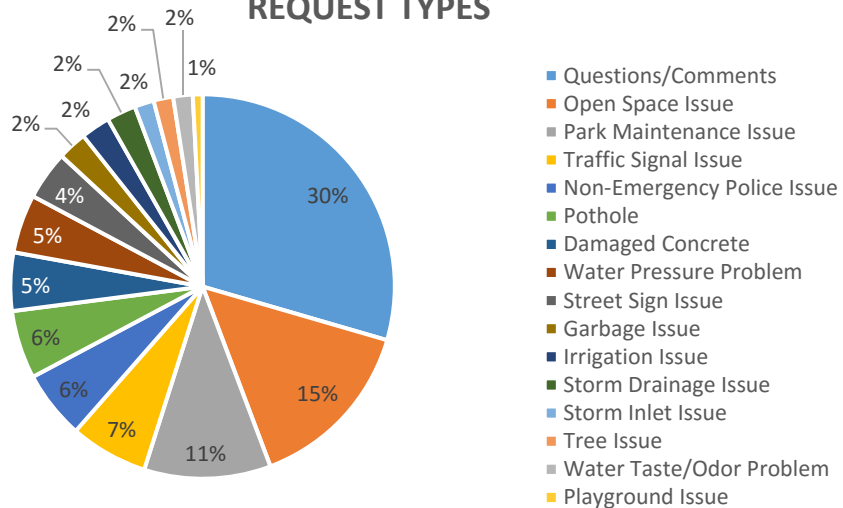


- **122** requests submitted in 2016
- **65%** of requests were completed within 3 days or less

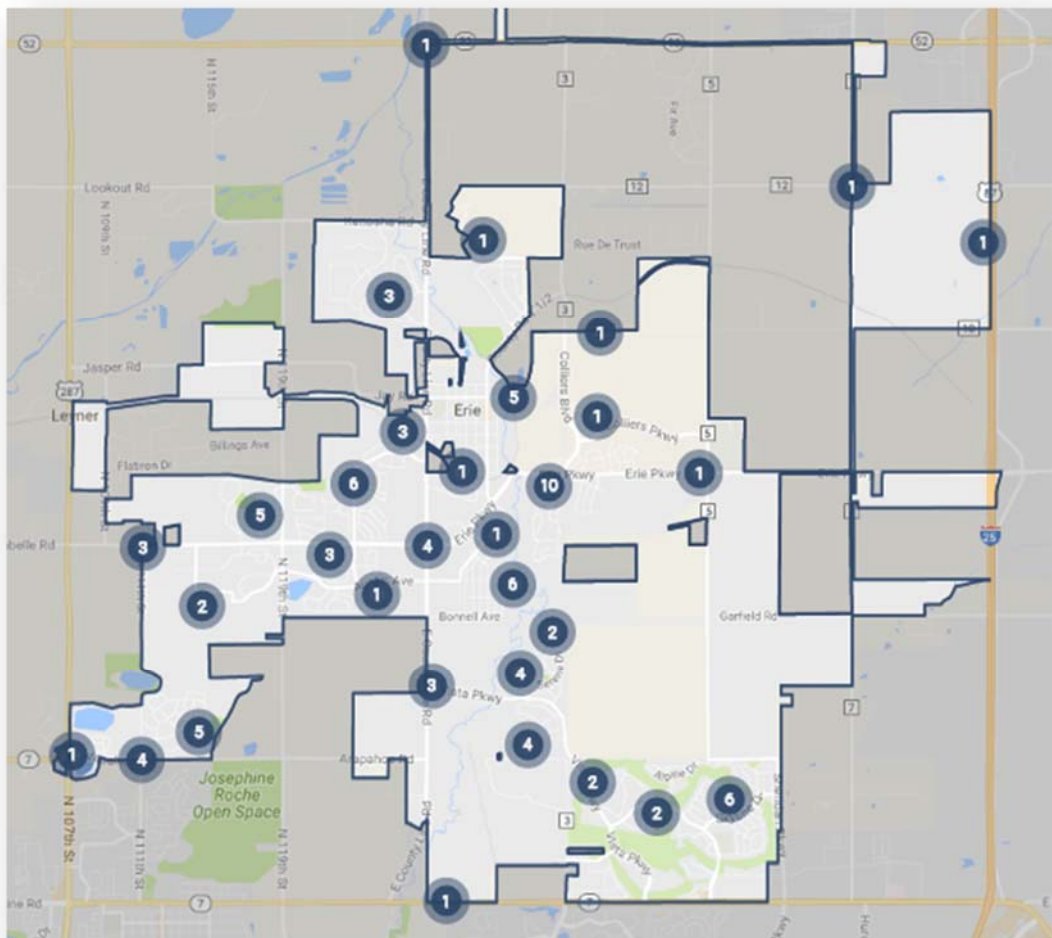
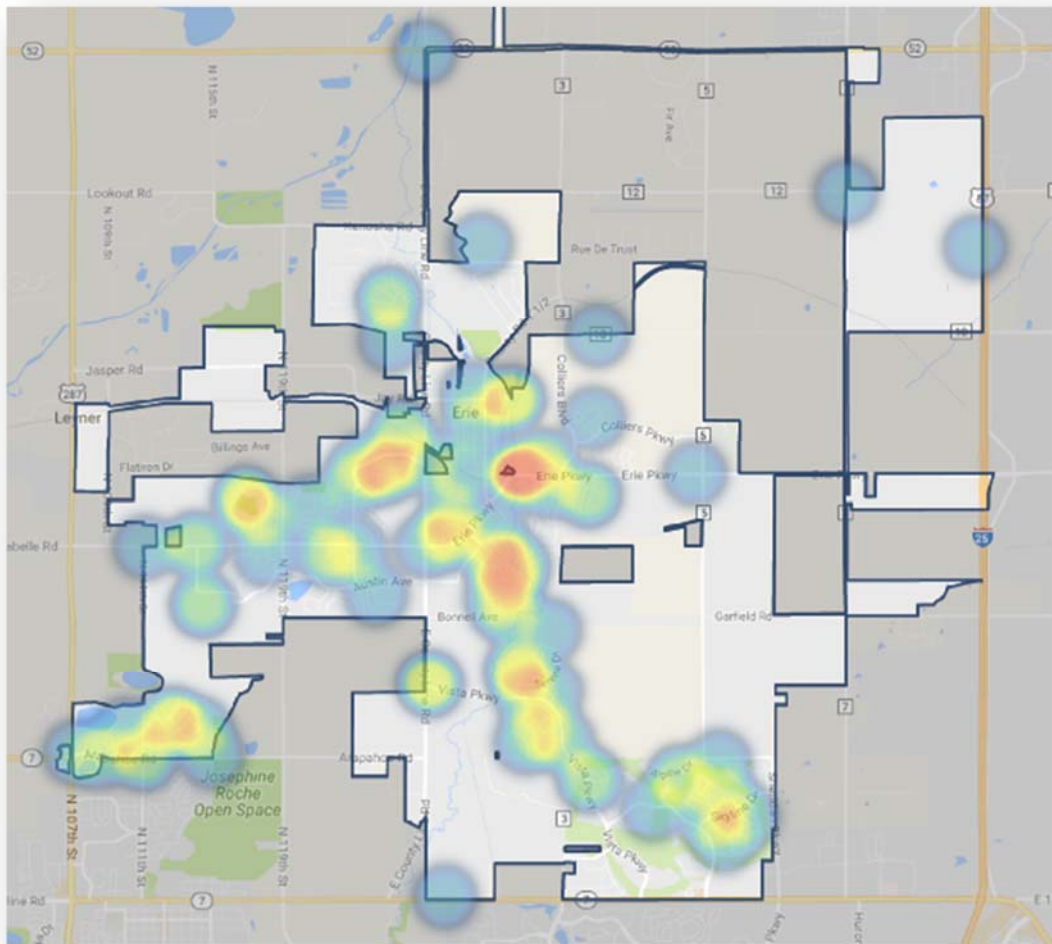
#### SOURCE OF REQUESTS



#### REQUEST TYPES





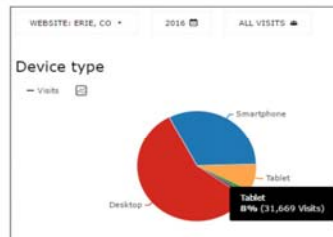
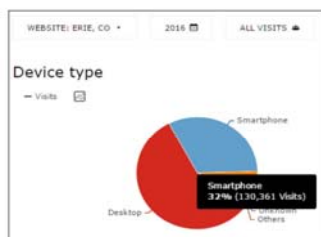


# Website Overview Report for www.erieco.gov - 2016

Total Unique Visits		Year to Date:	392,341
Total Page Visits		Year to Date:	697,307

Top 25 Web Pages Visited	# of Visits	Rank		
Home Page	248,647	#1		
Erie Community Center	46,654	#2		
Paying Your Bill	27,793	#3		
Parks & Recreation	22,145	#4		
Police Department	9,996	#5		
Recreation Activities	9,545	#6		
King Soopers at Vista Ridge Marketplace	9,336	#7		
Aquatics	9,158	#8		
Group Fitness Classes & Schedules	8,626	#9		
Construction Projects	7,618	#10		
Fees & Membership	7,609	#11		
Youth Sports	7,333	#12		
Classes & Programs	6,810	#13		
Building Division	6,789	#14		
Residential & Commercial Construction Map	6,651	#15		
Facility Information	5,910	#16		
Concerts in the Park	5,496	#17		
Annual Spring and Fall Clean-Up Days	5,293	#18		
Departments	4,843	#19		
Government	4,577	#20		
Building Information & Applications	4,550	#21		
Adult Classes & Programs	4,150	#22		
Fitness & Wellness	3,974	#23		
Landfills	3,772	#24		
Public Works	3,707	#25		

## Mobile Statistics



40% of your site traffic comes from a mobile device

92% of adults in the U.S. own a cellphone or smartphone

**AN INTERACTIVE, MOBILE-RESPONSIVE WEBSITE** is no longer a luxury, it's a necessity. Nearly 80% of the US population uses the internet and nearly 2/3 use mobile devices. It's how we communicate. It's how communities connect. It's our passion.

# 2016 Erie Government Television Streaming Video via Website

## OVERVIEW



5,599

👁 Total Page Views ?

2,395

👁 Total Visits ?

2,104

👤 Total Unique Visitors ?



97%  
Desktop



3%  
Mobile

## WHAT MEDIA YOUR CITIZENS ARE VIEWING

All Media

Live Events

Encoder Streams

On Demand Media

ALL MEDIA

Filter by title

Media Title ?	Type ?	Total Views ?
BOARD OF TRUSTEES MEETING on 2016-06-14 6:30 PM	Encoder	1,071
BOARD OF TRUSTEES MEETING on 2016-01-26 6:30 PM - Jan 26th, 2016	Archive	146
BOARD OF TRUSTEES MEETING on 2016-08-23 6:30 PM - Aug 23rd, 2016	Archive	146
Historic Preservation Advisory Board - Feb 22nd, 2016	Archive	98
Board of Trustees Public Meeting, Study Session & Special Meeting - Jan 20th, 2015	Archive	97
Tree Board - Sep 14th, 2016	Archive	97
BOARD OF TRUSTEES MEETING on 2016-07-12 6:30 PM - Jul 12th, 2016	Archive	49
BOARD OF TRUSTEES MEETING on 2016-02-09 6:30 PM - Feb 9th, 2016	Archive	49
BOARD OF TRUSTEES MEETING on 2016-05-10 6:30 PM - May 10th, 2016	Archive	49
Board of Trustees Planning Commission Interviews - May 10th, 2016	Archive	49

3,852

📺 Total Media Stream Views ?



3,852

0

External Views ? Internal Views ?