



# TOWN OF ERIE

645 Holbrook Street  
Erie, CO 80516

## Town Council

**Board Meeting Date: 2/14/2017**

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**File #:** 17-075, **Version:** 1

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**SUBJECT:**

Year End Communications Report - 2016

COMMUNICATIONS CALENDAR: Attached is the Communications Calendar for 2016 which provides statistical information on the release and reach of Town of Erie communications, including the following details:

- 299 Unique Announcements Released via “Notify Me”
- 12 New Videos Released

FACEBOOK INSIGHTS:

- 4,471 Page “Likes” - 45.6% increase from 2015

WEBSITE: The attached yearly Website Overview Report includes visitor statistics for [www.erieco.gov](http://www.erieco.gov) including the following information:

- Total Page Visits: 697,307
- Total Unique Visits: 392,341
- 40% of website traffic comes from a mobile device

ERIE GOVERNMENT TELEVISION STREAMING VIDEO:

- Total Page Views: 5,599
- Total Visits: 2,395

NEW RESIDENT PACKETS:

- Total Packets Mailed: 899

ERIE STUFF:

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

**DEPARTMENT:** Administration

**PRESENTER:** Fred Diehl, Assistant to the Town Administrator

**FISCAL INFORMATION:**

Cost as Recommended: N/A  
Balance Available: N/A  
Budget Line Item Number: N/A  
New Appropriation Required: N/A

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**STAFF RECOMMENDATION:**

**SUMMARY AND BACKGROUND OF SUBJECT MATTER:**

**ATTACHMENTS:**