



# TOWN OF ERIE

645 Holbrook Street  
Erie, CO 80516

## Town Council

**Board Meeting Date: 3/14/2017**

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**File #:** 17-122, **Version:** 1

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**SUBJECT:**

Monthly Communications Report - February 2017

**COMMUNICATIONS CALENDAR:** Attached is the monthly Communications Calendar for February which provides statistical information on the release and reach of Town of Erie News & Announcements, including the following details:

- 36 Unique Announcements Released via NotifyMe/CivicSend
- 6,305 "Notify Me" Subscriptions

**FACEBOOK INSIGHTS:**

- 23 unique posts
- Reach of Facebook posts ranged from 612 on the low end (ECC Flash Sale) to over 10,400 on the high end (Boulder County Court Finds in Erie's Favor).
- 4,533 likes as of February 28, 2017 - up from 4,499 likes on January 31, 2017

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

- Total Page Visits: 53,999
- Total Unique Visits: 29,326
- Erie Government Television Streaming Video:
  - Total Page Views: 597
  - Total Visits: 280

**ERIE STUFF:**

- 999 Downloads
  - 620 - iOS
  - 379 - Android
- 3 Requests Submitted this Month
- 12 Requests Submitted YTD

**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

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New Appropriation Required: N/A

**STAFF RECOMMENDATION:**

**SUMMARY AND BACKGROUND OF SUBJECT MATTER:**

**ATTACHMENTS:**