



Legislation Details (With Text)

File #: 17-075 **Version:** 1 **Name:**
Type: Staff Report **Status:** Agenda Ready
File created: 2/7/2017 **In control:** Town Council
On agenda: 2/14/2017 **Final action:**
Title: Year End Communications Report – 2016
Sponsors:
Indexes:
Code sections:
Attachments: 1. 2016 Year End Communications Report

Date	Ver.	Action By	Action	Result
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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 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

STAFF RECOMMENDATION:

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

ATTACHMENTS: