



# TOWN OF ERIE

645 Holbrook Street  
Erie, CO 80516

## Town Council

**Board Meeting Date: 6/14/2016**

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**File #:** 16-205, **Version:** 1

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**SUBJECT:**

Monthly Communications Report - April 2016

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

- 42 Unique Announcements Released via "Notify Me"
- 6,339 "Notify Me" Subscriptions

**FACEBOOK INSIGHTS:**

- 25 Unique posts
- Reach of Facebook posts ranged from 145 on the low end (BVSD Community Meeting at ECC) to over 5,900 on the high end (Police Seek Help Identifying Fraud Suspects).
- 4,068 likes as of April 30, 2016 - up from 3,822 on March 31, 2016

**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: 57,304
- Total Unique Visits: 31,104
- Erie Government Television Streaming Video:
  - Total Page Views: 229
  - Total Visits: 74

**ERIE STUFF:**

- 933 Downloads
  - 620 - iOS
  - 323 - Android
- 14 Requests Submitted this Month
- 38 Requests Submitted YTD

**DEPARTMENT:** Administration

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

**FISCAL INFORMATION:**

Cost as Recommended: N/A  
Balance Available: N/A

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Budget Line Item Number: N/A  
New Appropriation Required: N/A

**STAFF RECOMMENDATION:**

**SUMMARY AND BACKGROUND OF SUBJECT MATTER:**

**ATTACHMENTS:**