

EVENTS, PROJECTS & MORE				
Event	Date	Attendance	Event Type	Details/Description
National Night Out	10/2/18	n/a	National event with PD participation	Various neighborhood events hosted by residents with SPD participation by request
Coffee with a Cop	10/3/18	15-20	National event with PD participation	Third annual event, first year SPD participated. Great feedback and request to hold similar events on a weekend
Celebration Seabrook	10/6/18	3500	City	Biggest and best year yet! \$8,000 proceeds given to charity
Harvest Moon Regatta	10/25-10/18	# needed from event holder	City Sponsored	Annual city sponsored event at Lakewood Yacht Club - Event holder to give recap to Council
SVFD Fall Sweep	10/27/18		SVFD	City promotion of this event. Total raised =
5K Fun Run	10/20/18	290	Special Event Permit	Clear Falls Volleyball Booster Club hosted a 5K Fun Run to raise money for Breast Cancer Foundations.
Bike Around the Bay	10/21/18	600	Special Event Permit	Bike Around the Bay is a 2-day, 170-mile cycling event that benefits the galveston Bay Foundation
Fall Festival	10/27/18	80	Special Event Permit	Family friendly fall festival event for the families of Camp Gladiator participants
Project	Update			
Pelican Path	Two new additions from Celebration Seabrook - Placement pending			
Veterans Memorial	Planning first annual Veterans Day event to be held on November 11			
SH 146	Create site map and outline of new site to be published at the end of November			
City Review	Gathering content for 2018 Fall publication			
<i>Communication projects are ongoing. Projects listed here are active during the month reported</i>				
Press/Email Releases	Date	Type	URL	Details/Description

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Celebration Seabrook	10/3/18	Public Safety	https://goo.gl/kY98bx	Public safety reminders and street closure info for CS 2018
Enticing a Child	10/15/18	Public Safety	https://goo.gl/L7Jzic	PD reported incident regarding the enticement of a child
Carothers Rentals	Date	Type	Fees	Details
Wedding	10/6/18	Full Day	\$1,680	
Open Space Luncheon	10/10/18	Half Day	\$0	Comped - City committee
Wedding	10/13/18	Full Day	\$1,740	
Wedding Rehearsal	10/19/18	Half Day	\$700	
Wedding	10/20/18	Full Day	\$1,980	
BAHCVB Trip Advisor	10/23/18	Half Day	\$0	Comped - City partner
Wedding	10/28/18	Half Day	\$705	

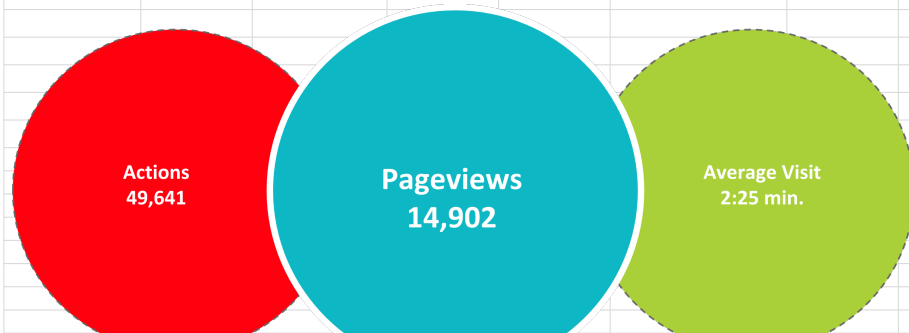
October 2018 Metrics - City Communication

SEABROOKTX.GOV WEBSITE ANALYTICS

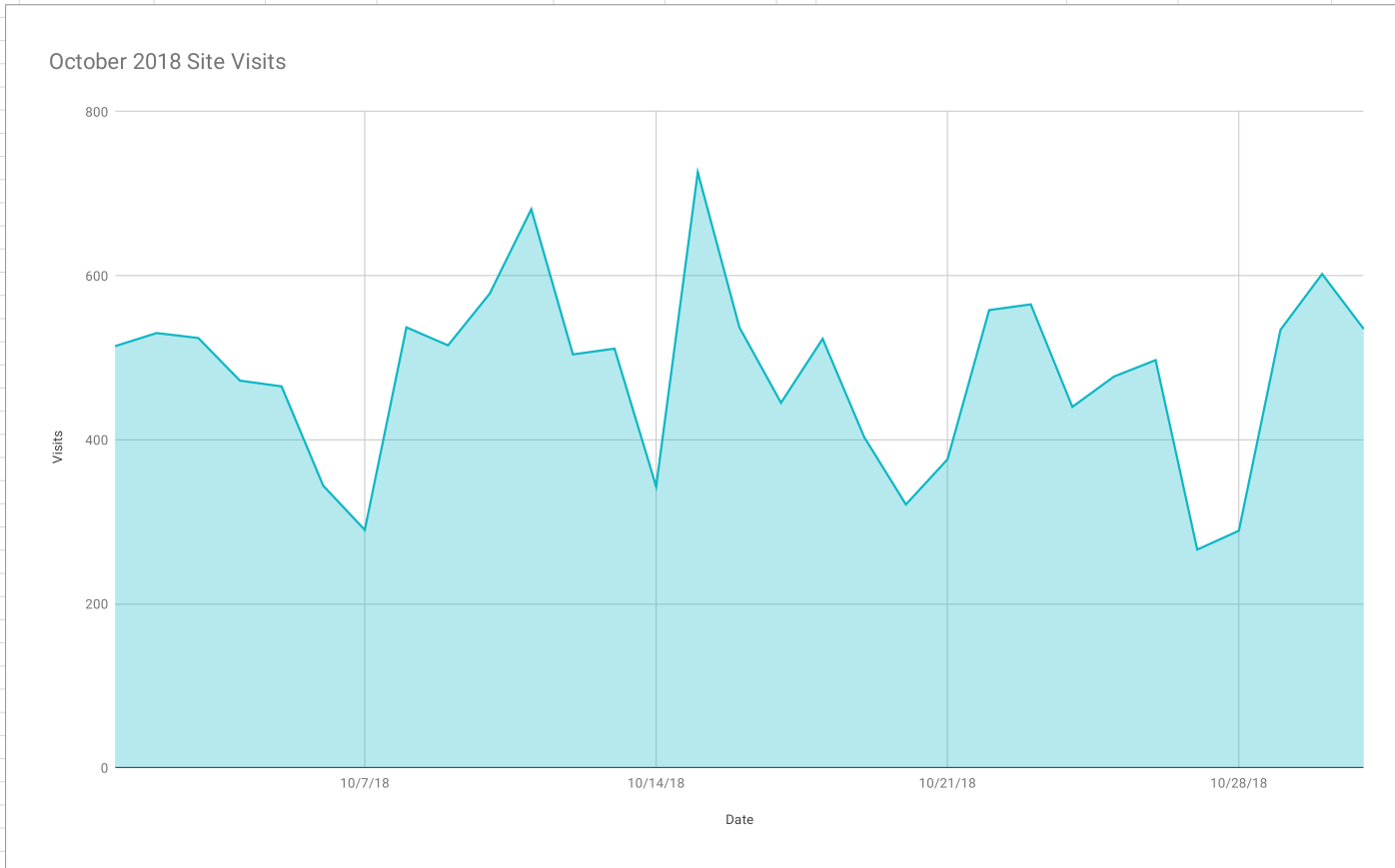
WEBSITE TRAFFIC						
Date	Visits	Returning Visits	Downloads	Searches	Average Visit Duration	Actions
10/1/18	514	141	1199	42	0:02:39	2141
10/2/18	530	142	1722	19	0:04:38	2576
10/3/18	524	168	176	29	0:02:22	1210
10/4/18	472	113	527	40	0:02:05	1416
10/5/18	465	121	508	16	0:01:50	1375
10/6/18	344	93	1026	16	0:02:52	1570
10/7/18	290	65	102	8	0:01:07	505
10/8/18	537	155	991	36	0:02:29	1963
10/9/18	515	134	218	33	0:02:09	1056
10/10/18	578	135	604	15	0:01:35	1459
10/11/18	681	132	1119	38	0:02:04	2021
10/12/18	504	127	951	20	0:01:34	1731
10/13/18	511	74	350	13	0:00:41	836
10/14/18	343	69	1853	18	0:05:48	2299
10/15/18	726	260	181	14	0:01:18	1461
10/16/18	537	151	1486	41	0:03:48	2528
10/17/18	445	114	183	15	0:01:28	883
10/18/18	523	106	1722	31	0:05:03	2450
10/19/18	403	83	818	27	0:01:39	1603
10/20/18	321	54	480	16	0:01:18	887
10/21/18	376	70	1125	12	0:01:56	1595
10/22/18	558	151	601	31	0:02:36	1628
10/23/18	565	141	632	24	0:02:01	1452
10/24/18	440	113	549	24	0:02:08	1371
10/25/18	477	144	874	36	0:02:00	1788
10/26/18	497	109	2542	18	0:06:10	3264
10/27/18	266	51	425	16	0:01:39	825
10/28/18	289	55	124	18	0:01:31	553
10/29/18	534	151	574	55	0:02:07	1523
10/30/18	602	154	631	41	0:01:56	1674
10/31/18	535	137	1187	22	0:02:09	1998
TOTAL/AVERAGE	14902	3713	25480	784	0:02:25	49641

TOP 25 PAGES				
	Page	Pageviews	Unique Page Views	Average Time on Page
1	Homepage	9091	6641	0:01:03
2	Police Department	911	681	0:01:02
3	City Elections	701	546	0:01:06
4	Carothers Coastal Gardens	622	458	0:01:03
5	Records	363	599	0:01:33
6	Customer Service & Utility Billing	309	275	0:00:51
7	Residential Garbage Services	286	247	0:01:23
8	Area Attractions	276	234	0:01:12
9	Human Resources	304	232	0:00:29
10	Permits	292	224	0:01:35
11	Animal Control	274	219	0:00:20
12	Departments	235	195	0:00:48
13	Coastal Spine Project	213	186	0:00:41
14	Annual Events	207	184	0:01:08
15	Pet Adoptions	199	176	0:00:51
16	Water	189	168	0:00:41
17	Community	186	159	0:00:43
18	Government	176	155	0:00:30
19	Trail System	171	155	0:00:47
20	Municipal Court	197	151	0:01:40
21	Current Projects	136	119	0:02:01
22	Parks & Recreation	140	119	0:01:24
23	Visitors	174	119	0:01:22
24	Carothers Photos	142	118	0:01:28
25	Public Works	129	113	0:00:45

TOP 10 SEARCHED TERMS & FREQUENCY		
	Term	Searches
1	Jobs	13
2	Permits	13
3	Nick	7
4	City Maps and GIS	6
5	Water	6
6	Brad Goudie	5
7	Inmates	5
8	Inmate Search	5
9	Pay Utility Bill	5
10	Residential Garbage Service	5



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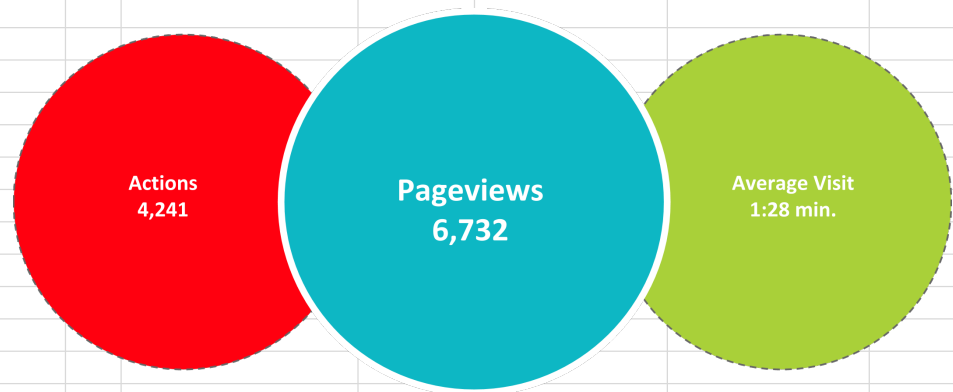


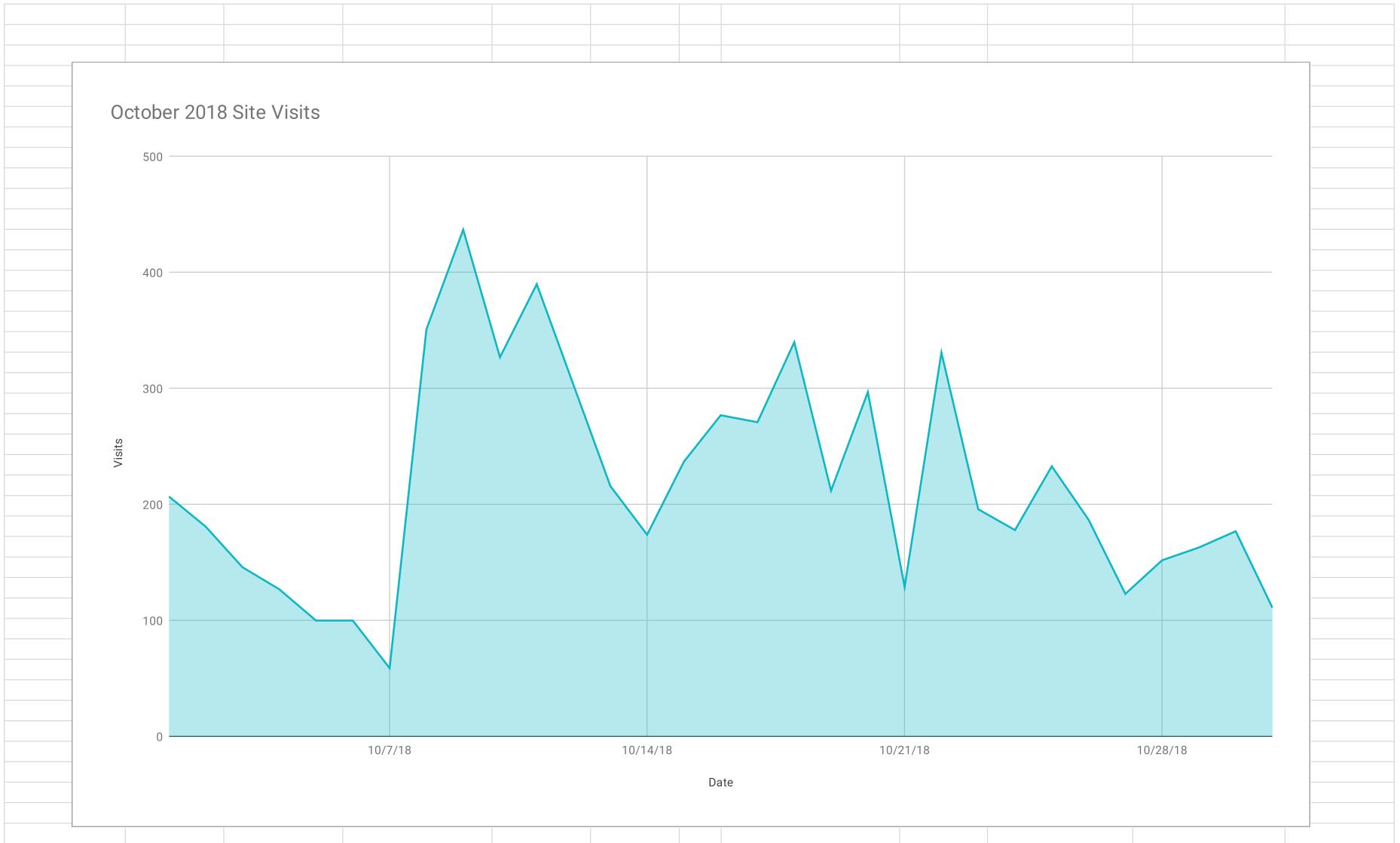
October 2018 Metrics - City Communication

SH146.COM WEBSITE ANALYTICS

WEBSITE TRAFFIC				
Date	Visits	Returning Visits	Average Visit Duration	Actions
10/1/18	207	104	0:01:47	123
10/2/18	181	108	0:01:33	115
10/3/18	146	73	0:01:52	79
10/4/18	127	67	0:01:30	72
10/5/18	100	59	0:01:19	65
10/6/18	100	53	0:01:37	61
10/7/18	59	39	0:00:46	48
10/8/18	351	284	0:00:30	289
10/9/18	437	297	0:01:03	332
10/10/18	327	203	0:01:04	236
10/11/18	390	206	0:02:05	226
10/12/18	303	155	0:01:10	184
10/13/18	216	121	0:01:42	139
10/14/18	174	104	0:01:24	124
10/15/18	237	119	0:01:23	140
10/16/18	277	147	0:01:51	162
10/17/18	271	157	0:01:31	174
10/18/18	340	175	0:01:39	204
10/19/18	212	126	0:01:07	148
10/20/18	297	112	0:01:54	129
10/21/18	129	78	0:00:50	97
10/22/18	331	131	0:01:32	149
10/23/18	196	104	0:01:43	116
10/24/18	178	100	0:01:47	113
10/25/18	233	138	0:01:43	152
10/26/18	187	106	0:02:20	115
10/27/18	123	76	0:01:31	83
10/28/18	152	71	0:01:20	87
10/29/18	163	86	0:01:21	100
10/30/18	177	92	0:01:23	106
10/31/18	111	67	0:01:04	73
TOTAL/AVERAGE	6732	3758	0:01:28	4241

TOP 10 PAGES/POSTS				
	Page	Pageviews	Unique Pageviews	Average Time on Page
1	Homepage	415	347	0:02:34
2	Updates	126	110	0:01:57
3	Project Details	29	26	0:01:34
4	FAQ	17	14	0:01:17
5	Vacant Businesses	14	10	0:02:34
6	Utility Relocation	12	9	0:02:35
7	Laredos Demolition	10	9	0:00:11
8	TxDOT Staging	8	8	0:00:35
9	Outriggers Closing	7	7	0:00:36
10	Outriggers Remains Open	6	6	0:00:27





FACEBOOK ANALYTICS						
Most impressions and highest engagement post per account						
<i>Please note impressions and engaged users may change daily and is based off the data available when the report was generated</i>						
SEABROOK, TX - YOUR CITY GOVERNMENT POSTS					CITY LIKES	
Post	Date	Time	Impressions	Engaged Users	Month	Likes
EDC Director Video - Weather Safety on Halloween	10/31/18	12:20 PM	4,875	417	October 2017	11,711
Breakfast with Santa Event	10/31/18	9:47 AM	1,969	1	November 2017	11,741
Halloween Pet Safety	10/31/18	8:12 AM	212	80	December 2017	11,780
Trash Collection Halloween Notification	10/30/18	1:08 AM	2,391	107	January 2018	11,861
Bay Area Veterans Memorial Event	10/30/18	12:37 PM	1,008	0	February 2018	11,910
Main Street Palm Tree Planting Event	10/24/18	8:06 AM	2,706	181	March 2018	11,947
Early Voting Locations	10/24/18	6:43 AM	273	90	April 2018	11,958
Accident on Seabrook/Kemah Bridge	10/18/18	11:51 AM	18,844	1,071	May 2018	12,060
SVFD Fill the Boot Event	10/17/18	1:37 PM	2,331	0	June 2018	12,121
Fall Sweep Event	10/15/18	12:23 PM	1,926	54	July 2018	12,249
Child Enticement Incident	10/15/18	11:37 AM	1,115	753	August 2018	12,373
Port of Houston Tree Berm Planting Event	10/15/18	6:40 AM	1,807	3	September 2018	12,438
Celebration Seabrook Reminders	10/6/18	3:14 AM	242	65	October 2018	12,491
Celebration Seabrook Parking	10/5/18	6:04 AM	307	184		
Celebration Seabrook Live Video - Event Setup	10/5/18	6:01 AM	2,948	219		
Fall Sweep Event	10/3/18	9:21 AM	1,332	0		
National Coffee with a Cop Day	10/3/18	8:58 AM	375	198		
FCC Nationwide Test of the Emergency Alert System	10/2/18	6:58 AM	1,508	51		
TOTAL POSTS = 18			46,169	3,474		

SEABROOK POLICE DEPARTMENT - TEXAS					PD LIKES	
Post	Date	Time	Impressions	Engaged Users	Month	Likes
TxDOT Share - Don't Drink Drive for Halloween	10/26/18	3:11 PM	155	10	October 2017	2,745
Distinguished Service in Law Enforcement Award - Officer Stins	10/22/18	2:55 PM	3,222	414	November 2017	2,772
SH 146 Seabrook/Kemah Bridge Accident	10/18/18	11:52 AM	285	321	December 2017	2,971
Child Enticement Incident	10/15/18	11:27 AM	91,707	11,346	January 2018	3,044

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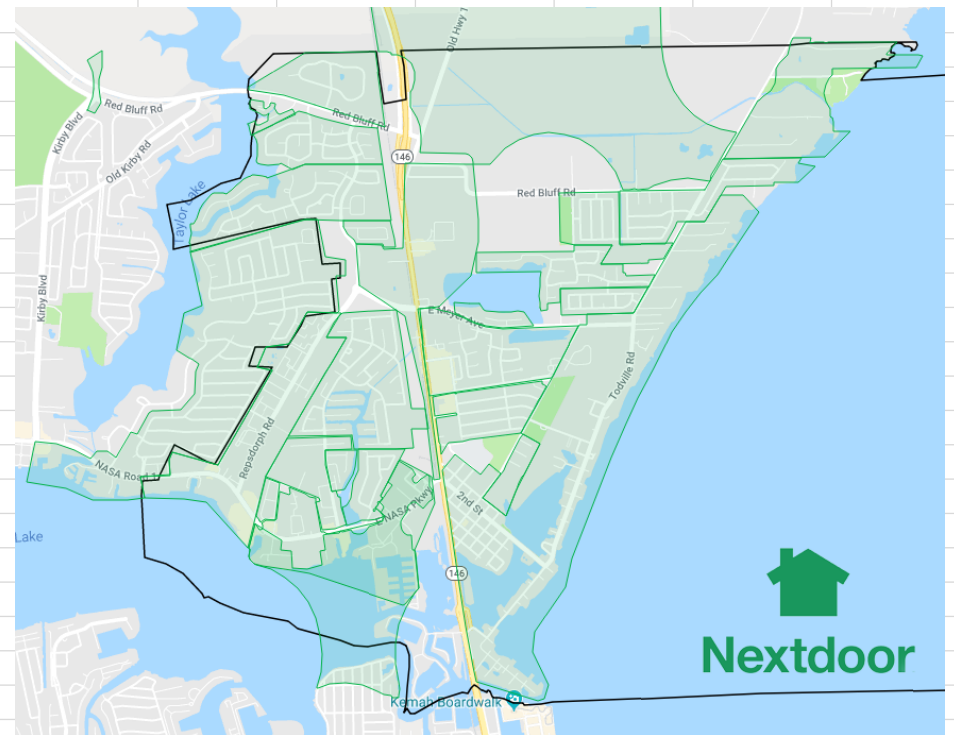
Coffee with a Cop Photos	10/3/18	8:57 AM	1,977	227	February 2018	3,074
Coffee with a Cop Event	10/3/18	5:51 AM	974	40	March 2018	3,106
TOTAL POSTS = 6			98,320	12,358	April 2018	3,121
					May 2018	3,169
					June 2018	3,194
					July 2018	3,276
					August 2018	3,319
					September 2018	3,359
					October 2018	3,476

SEABROOK ANIMAL SHELTER - TEXAS					ANIMAL SHELTER LIKES	
Post	Date	Time	Impressions	Engaged Users	Month	Likes
<i>Happy Halloween from our Pets - Halloween Pet Safety</i>	<i>10/31/18</i>	<i>7:58 AM</i>	<i>2,745</i>	<i>192</i>	March 2018	407
National Cat Day	10/29/18	2:02 PM	548	24	April 2018	485
Jet has been Adopted!	10/18/18	11:55 AM	1,312	52	May 2018	519
Queenie has been Adopted!	10/18/18	11:54 AM	2,063	97	June 2018	541
Merlin is available for Adoption	10/18/18	11:45 AM	575	19	July 2018	568
TOTAL POSTS = 4			7,243	384	August 2018	594
					September 2018	604
					October 2018	621

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NEXTDOOR ANALYTICS				
<i>Most impressions and highest engagement post</i>				
Agency Post	Date	Impressions	Thank You	Replies
Halloween Trash Pick-Up	10/30/18	1,240	7	2
Bay Area Veterans Memorial Event	10/30/18	276	0	0
Main Street Palm Tree Planting	10/24/18	858	7	1
Enticing a Child	10/15/18	2,114	17	7
Fall Sweep Event	10/15/18	396	0	0
Port of Houston Tree Berm Planting	10/15/18	945	3	1
CS Reminders	10/3/18	1,264	4	1
Emergency Test	10/2/18	863	2	0
TOTAL POSTS = 8		7,956	40	12

Neighborhood	Total Members	Total Households	Claimed Households %
Lake Cove	782	545	81%
Repsdorph - Pebblebrook	339	1,428	15%
Seabrook Island	338	394	54%
Seascape I and II	307	273	73%
Lakepointe Forest	292	269	66%
Harbour Cove Estates	246	376	46%
Mystic Village	239	188	77%
Old Seabrook	235	612	26%
Seabrook's Stoop	177	313	40%
Baybrook	167	167	65%
Searidge	129	130	71%
Lakeside Shores	112	227	29%
Villas by The Bay	100	447	16%
Lakeside Landing	90	121	51%
Wildwood	85	84	67%
Towers of Seabrook	77	113	44%
Oak Forest	53	61	60%
Upper Todville	53	59	54%
El Lago	47	79	39%
Seabrook - Lake Mija	44	53	56%
Baybrook 1	43	55	52%
Edgelake	39	40	57%
Red Oaks Acre Estates	37	69	37%
Shady Lake Dr/Boardwalk	10	52	17%



October 2018 Metrics - City Communication

TOTAL NEIGHBORHOODS = 24	4041	6155	42%							
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TWITTER ANALYTICS		
<i>Most impressions and highest engagement post</i>		
Agency Post	Date	Impressions
Halloween Trash Pick-Up	10/30/18	662
Main Street Palm Tree Planting	10/24/18	516
<i>SH146 Traffic Incident</i>	<i>10/18/18</i>	<i>1,346</i>
SH146 Traffic Incident UPDATE	10/18/18	552
Enticing a Child	10/15/18	630
Emergency Test	10/2/18	754
TOTAL POSTS = 6		4,460

INSTAGRAM ANALYTICS			
<i>Most impressions and highest engagement post</i>			
Agency Post	Date	Likes	Comments
Halloween Trash Pick-Up	10/30/18	17	1
TOTAL POSTS = 1		17	1