

December 2018 Metrics - City Communication

EVENTS, PROJECTS & MORE				
Event	Date	Attendance	Event Type	Details/Description
Breakfast with Santa	12/1/18	200	City Hosted Event	Annual event hosted at the Community House - Great turnout!
Main Street Tree Lighting	12/6/18	150	City Hosted Event	Annual event hosted in front of the Community House - Great turnout!
Santa Run	12/8/18		SVFD Hosted Event	SVFD ran 5 Fire Trucks and visited all neighborhoods in Seabrook and El Lago with Santa
City Offices Closed	12/24/18	N/A	Closure - Holiday	Christmas Eve
City Offices Closed	12/25/18	N/A	Closure - Holiday	Christmas Day

Project	Update
Celebration Seabrook Recap	LeaAnn emailed sponsor recaps to 2018 sponsors
SVFD Website Design	Design approved with CivicPlus, pending finalized site.
Visitor's Site Design	Initial design submitted to CivicPlus, pending adjustments
SH 146	Website is currently live
Fall/Winter City Review	City Review was mailed to residents
Rack Cards	Evergreen rack cards were ordered and recieved, pending distribution to travel centers across Texas.

Communication projects are ongoing. Projects listed here are active during the month reported

Press/Email Releases	Date	Type	URL	Details/Description
Coastal Barrier Project Public Meeting Notice	12/5/18	Informative	https://mailchi.mp/seabrooktx/coastal-barrier-meeting-120518	Informing residents of upcoming public meeting regarding the Coastal Barrier Project
City Council Recap	12/5/18	Informative	https://mailchi.mp/seabrooktx/councilrecap_120418	Recap of 12/4/18 Council Meeting
City Council Recap	12/19/18	Informative	https://mailchi.mp/seabrooktx/councilrecap_121818	Recap of 12/18/18 Concil Meeting
SH146 Expansion News	12/27/18	Informative	https://mailchi.mp/seabrooktx/sh-146-news122718	SH146 update for residents/businesses

Carothers Rentals	Date	Type	Fees	Details
Wedding	12/1/18	Half Day	\$575	
Wedding Reception	12/2/18	Half Day	\$700	
BayCERT Christmas Party	12/7/18	Full Day	\$0	Fees waived
Wedding	12/8/18	Half Day	\$505	
Birthday Party	12/9/18	Half Day	\$700	
Birthday Party	12/14/18	Half Day	\$605	
Wedding	12/29/18	Full Day	\$1,450	

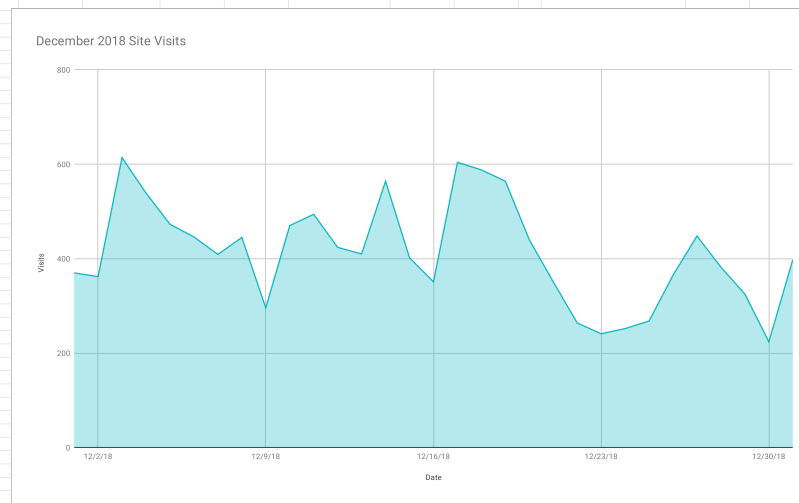
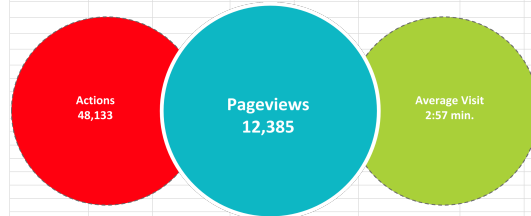
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SEABROOKTX.GOV WEBSITE ANALYTICS

WEBSITE TRAFFIC						
Date	Visits	Returning Visits	Downloads	Searches	Average Visit Duration	Actions
12/1/18	370	99	1124	16	0:01:57	1663
12/2/18	362	93	519	26	0:01:06	1067
12/3/18	614	163	1525	28	0:04:40	2455
12/4/18	539	151	739	40	0:02:49	1595
12/5/18	473	109	1652	28	0:02:49	2402
12/6/18	446	127	563	26	0:01:52	1374
12/7/18	409	126	527	13	0:01:16	1162
12/8/18	445	122	501	36	0:01:33	1320
12/9/18	296	64	578	16	0:01:21	1001
12/10/18	470	117	1173	32	0:02:27	2006
12/11/18	494	119	1859	29	0:05:23	2611
12/12/18	424	106	617	25	0:02:31	1348
12/13/18	410	120	537	39	0:01:49	1293
12/14/18	564	184	678	27	0:01:27	1644
12/15/18	402	94	2391	18	0:07:16	2900
12/16/18	351	71	545	16	0:01:34	1048
12/17/18	604	163	247	47	0:01:51	1273
12/18/18	588	156	653	25	0:01:53	1581
12/19/18	564	132	1927	24	0:05:47	2745
12/20/18	440	106	1158	19	0:02:17	1862
12/21/18	351	90	957	21	0:01:52	1523
12/22/18	264	53	288	22	0:01:11	715
12/23/18	241	47	825	9	0:01:06	1142
12/24/18	252	71	493	14	0:01:19	859
12/25/18	268	38	1961	7	0:11:43	2258
12/26/18	365	97	504	28	0:01:39	1156
12/27/18	448	111	567	18	0:01:49	1329
12/28/18	382	103	528	19	0:02:39	1215
12/29/18	325	52	1722	18	0:07:58	2151
12/30/18	224	68	1038	6	0:03:38	1435
12/31/18	398	91	486	34	0:01:38	1177
TOTAL/AVERAGE	12385	3152	28396	692	0:02:57	48133

TOP 25 PAGES				
	Page	Pageviews	Unique Page Views	Average Time on Page
1	Homepage	7154	5321	0:00:58
2	Police Department	666	513	0:00:53
3	Coastal Spine Project	609	508	0:01:00
4	Available Pets	549	501	0:00:34
5	Residential Garbage Service	473	413	0:00:55
6	Animal Control	441	324	0:00:40
7	Pet Adoption	373	296	0:00:56
8	Customer Service and Utilities	301	270	0:00:43
9	Carothers Coastal Gardens	343	265	0:00:53
10	Records	223	196	0:01:04
11	Annual Events	214	192	0:00:56
12	Water	220	190	0:00:43
13	Departments	193	166	0:00:38
14	Main Street Tree Lighting	167	158	0:01:10
15	Area Attractions	169	152	0:01:11
16	Trail System	171	151	0:01:06
17	Human Resources	183	145	0:00:28
18	Visitors	163	133	0:01:14
19	Municipal Court	152	124	0:00:36
20	Permits	172	124	0:01:43
21	Community	145	120	0:00:35
22	Share Your Christmas	113	100	0:01:05
23	Public Works	113	99	0:00:58
24	Parks and Recreation	120	97	0:00:49
25	Government	119	94	0:00:38

TOP 10 SEARCHED TERMS & FREQUENCY		
Term	Searches	
1	Santa	11
2	Pay Utility Bill	9
3	Breakfast with Santa	7
4	Animal Shelter	6
5	Jobs	6
6	Permits	6
7	146	5
8	Animal Control	5
9	GIS	5
10	Santa Run	5

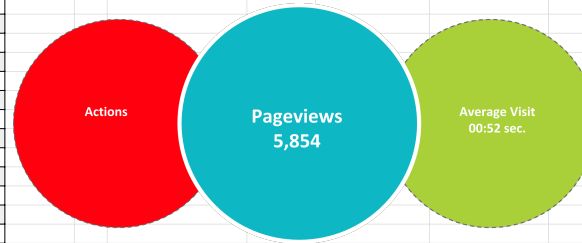


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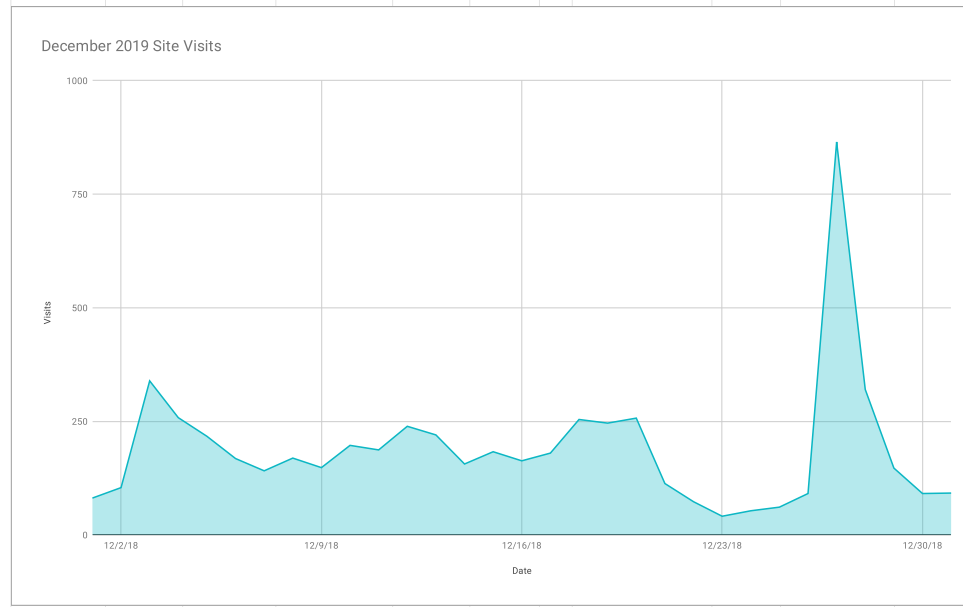
SH146.COM WEBSITE ANALYTICS

WEBSITE TRAFFIC			
Date	Visits	Returning Visits	Average Visit Duration
12/1/18	81	36	0:00:29
12/2/18	104	44	0:01:24
12/3/18	339	71	0:00:25
12/4/18	258	49	0:00:58
12/5/18	217	63	0:01:11
12/6/18	168	95	0:01:26
12/7/18	141	53	0:01:31
12/8/18	169	91	0:01:48
12/9/18	148	46	0:02:17
12/10/18	197	74	0:01:24
12/11/18	187	69	0:00:33
12/12/18	239	86	0:01:21
12/13/18	220	83	0:00:50
12/14/18	156	65	0:01:29
12/15/18	183	88	0:01:53
12/16/18	163	46	0:01:59
12/17/18	180	76	0:00:43
12/18/18	254	92	0:01:50
12/19/18	246	87	0:02:03
12/20/18	257	54	0:01:13
12/21/18	113	7	0:00:03
12/22/18	73	4	0:00:05
12/23/18	41	1	0:00:00
12/24/18	53	2	0:00:00
12/25/18	61	0	0:00:00
12/26/18	91	1	0:00:00
12/27/18	865	0	0:00:00
12/28/18	320	0	0:00:00
12/29/18	147	0	0:00:00
12/30/18	91	0	0:00:00
12/31/18	92	0	0:00:00
TOTAL/AVERAGE	5854	1383	0:00:52

TOP 10 PAGES/POSTS				
	Page	Pageviews	Unique Page Views	Average Time on Page
1	Homepage	2,345	2,026	0:02:39
2	Updates	589	468	0:02:25
3	Project Details	118	101	0:02:32
4	McDonalds	81	67	0:01:10
5	FAQ	76	67	0:02:37
6	Tookies Burgers	47	36	0:01:17
7	Vacant Business	41	33	0:01:27
8	Sign Up for Updates	38	38	0:00:00
9	Updates - Page 2	32	26	0:01:08
10	Whataburger Closing	29	26	0:00:30



**New website went live on 12/20/18 - analytics were affected by this merge and will be corrected/updated in the January metrics



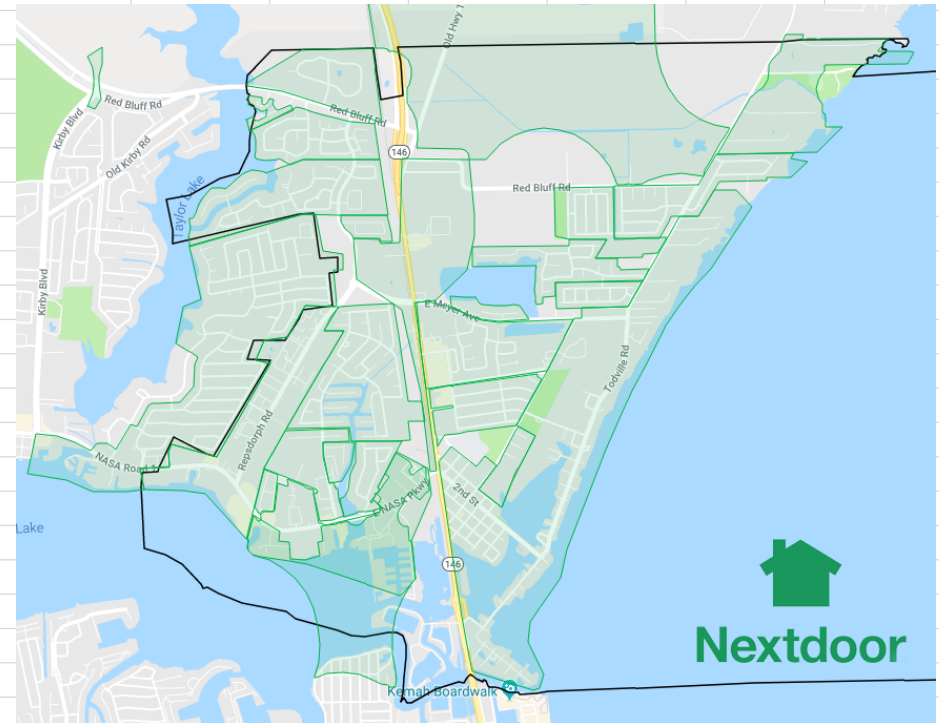
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FACEBOOK ANALYTICS							
Most impressions and highest engagement post per account							
Please note impressions and engaged users may change daily and is based off the data available when the report was generated							
SEABROOK, TX - YOUR CITY GOVERNMENT POSTS						CITY LIKES	
Post	Date	Time	Impressions	Engaged Users	Month	Likes	
Breakfast with Santa (Photo Album)	12/1/18	2:35 PM	1,202	65	December 2018	12,588	
McDonald's Closing/Relocating	12/3/18	10:29 AM	6,082	289	November 2018	12,541	
Coastal Barrier Project Public Meeting Notice	12/5/18	11:15 AM	2,667	86	October 2018	12,491	
Santa Run event reminder	12/7/18	12:49 PM	503	27	September 2018	12,438	
Santa Run day-of reminder	12/8/18	7:28 AM	2,807	163	August 2018	12,373	
Santa Out and About GIF	12/8/18	9:43 AM	583	59	July 2018	12,249	
Main Street Tree Light (Photo Album)	12/10/18	9:06 AM	692	4	June 2018	12,121	
Santa Run (Photo Album)	12/10/18	9:13 AM	1,076	18	May 2018	12,060	
Keep Texas Beautiful Award	12/13/18	3:41 PM	1,180	34	April 2018	11,958	
City Offices Closed/Recycle Right Reminder	12/21/18	10:08 AM	1,236	13	March 2018	11,947	
#FireFactFriday share	12/21/18	4:34 PM	686	3	February 2018	11,910	
HCMCA Post Event Post	12/26/18	8:58 AM	1,732	35	January 2018	11,861	
TOTAL POSTS = 12			20,446	796	December 2017	11,780	
SEABROOK POLICE DEPARTMENT - TEXAS						PD LIKES	
Post	Date	Time	Impressions	Engaged Users	Month	Likes	
"Thank You Beacon FCU...donation"	12/14/18	2:34 PM	841	29	December 2018	3,513	
TOTAL POSTS = 1			841	29	November 2018	3,501	
					October 2018	3,476	
					September 2018	3,359	
					August 2018	3,319	
					July 2018	3,276	
					June 2018	3,194	
					May 2018	3,169	
					April 2018	3,121	
					March 2018	3,106	
					February 2018	3,074	
					January 2018	3,044	
					December 2017	2,971	
SEABROOK ANIMAL SHELTER - TEXAS						ANIMAL SHELTER LIKES	
Post	Date	Time	Impressions	Engaged Users	Month	Likes	
Eevee	12/18/18	8:38 AM	540	35	December 2018	664	
Jigglypuff	12/19/18	10:20 AM	384	19	November 2018	649	
TOTAL POSTS = 4			924	54	October 2018	621	
					September 2018	604	
					August 2018	594	
					July 2018	568	
					June 2018	541	
					May 2018	519	
					April 2018	485	
					March 2018	407	

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NEXTDOOR ANALYTICS				
<i>Most impressions and highest engagement post</i>				
Agency Post	Date	Impressions	Thank You	Replies
Coastal Barrier Project Public Meeting	12/5/18	853	3	10
City-Wide Bird Count (event)	12/10/18	323	2	0
City Hall Closed/Recycling Reminder	12/21/18	970	3	4
TOTAL POSTS = 7		2,146	8	14

Neighborhood	Total Members	Total Households	Claimed Households %
Lake Cove	800	545	83%
Repsdorph - Pebblebrook	354	1,431	17%
Seabrook Island	349	397	77%
Seascape I and II	310	274	74%
Lakepointe Forest	293	269	67%
Harbour Cove Estates	255	375	48%
Mystic Village	242	614	78%
Old Seabrook	246	188	28%
Seabrook's Stoop	181	314	41%
Baybrook	167	167	65%
Searidge	133	131	73%
Lakeside Shores	113	228	29%
Villas by The Bay	106	456	17%
Lakeside Landing	93	121	52%
Wildwood	86	84	68%
Towers of Seabrook	81	116	42%
Oak Forest	53	61	61%
Upper Todville	54	59	56%
El Lago	47	78	38%
Seabrook - Lake Mija	48	53	58%
Baybrook 1	43	55	53%
Edgelake	39	41	51%
Red Oaks Acre Estates	36	69	36%
Shady Lake Dr/Boardwalk	10	52	17%
TOTAL NEIGHBORHOODS = 24	4139	6178	42%



TWITTER ANALYTICS			
<i>Most impressions and highest engagement post</i>			
Agency Post	Date	Impressions	Engagements
City Council Recap 12/4	12/5/18	854	14
<i>City Council Recap 12/18</i>	<i>12/19/18</i>	<i>439</i>	<i>7</i>
City Hall Closed/Recycling Reminder	12/21/18	597	18
SH146 Expansion News - New Webs	12/27/18	391	70
TOTAL POSTS = 4		2,281	109

INSTAGRAM ANALYTICS			
<i>Most impressions and highest engagement post</i>			
Agency Post	Date	Likes	Comments
TOTAL POSTS = 0		0	0