

February 2019 Metrics - City Communications

EVENTS, PROJECTS & MORE				
Event	Date	Attendance	Event Type	Details/Description
Pelican Release	2/16/19	< 200	Birding	The Wildlife Center of Texas released 9 rehabilitated pelicans back into the wild from the coast of Carothers Coastal Gardens.
SH146 Ground Breaking Ceremony	2/13/19	150	Ground Breaking	TxDot, Webber and RS&H gathered with surrounding cities to officially break ground on the SH146 expansion project.
Yachty Gras	2/23/19		Sponsored Event	The 20th Annual Yachty Gras boat parade was held on Saturday, February 23rd 2019 in the Clear Creek Channel.

Project	Update
Sponsor Search for CS2019	Amanda began emailing potential sponsors for the 2019 Celebration Seabrook festival
SVFD Website Design	Website is almost ready, Amanda is working with Andy Castiglione to build content.
Visitor's Site Design	Website is in the content-building process and is coming along.
SH146.com	SH146 continues to be a valuable resources for all surrounding areas and businesses as the main source for information. Updates are made as TxDOT emails come in.
REDNews Advertisement	Amanda completed and submitted a 2-page advertorial to REDNews for the March 2019 issue.
Celebration Seabrook	The first CS2019 meeting was held on 2/20/19 and went well! Research is underway for KidsZone activities. Max Gray Productions has been secured.

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

Press/Email Releases	Date	Type	URL	Details/Description
City Council Recap	2/6/19	Informative	https://mailchi.mp/seabrooktx/councilrecap_020519	Recap of 2/5/19 Council Meeting
SH146 Expansion News	2/6/19	Informative	https://us16.campaign-archive.com/?u=1322009be2218de08f8a1b7af&id=1b7a3da9fa	Asbestos Abatement
SH146 Expansion News	2/12/19	Informative	https://mailchi.mp/seabrooktx/sh-146-news0212	Upcoming Traffic Changes
SH146 Expansion News	2/18/19	Informative	https://mailchi.mp/seabrooktx/sh-146-news021819	UPDATE: Upcoming Traffic Changes
Press Release	2/18/19	Informative	https://mailchi.mp/seabrooktx/spd_021819_officeroftheyear	Seabrook Rotary awards Police Officer of the Year for 2018
Press Release	2/19/19	Informative	https://mailchi.mp/seabrooktx/spd_021919_svfdffoftheyear	Seabrook Rotary awards Volunteer Firefighter of the Year for 2018
City Council Recap	2/20/19	Informative	https://mailchi.mp/seabrooktx/councilrecap_021919	Recap of 2/19/19 Council Meeting

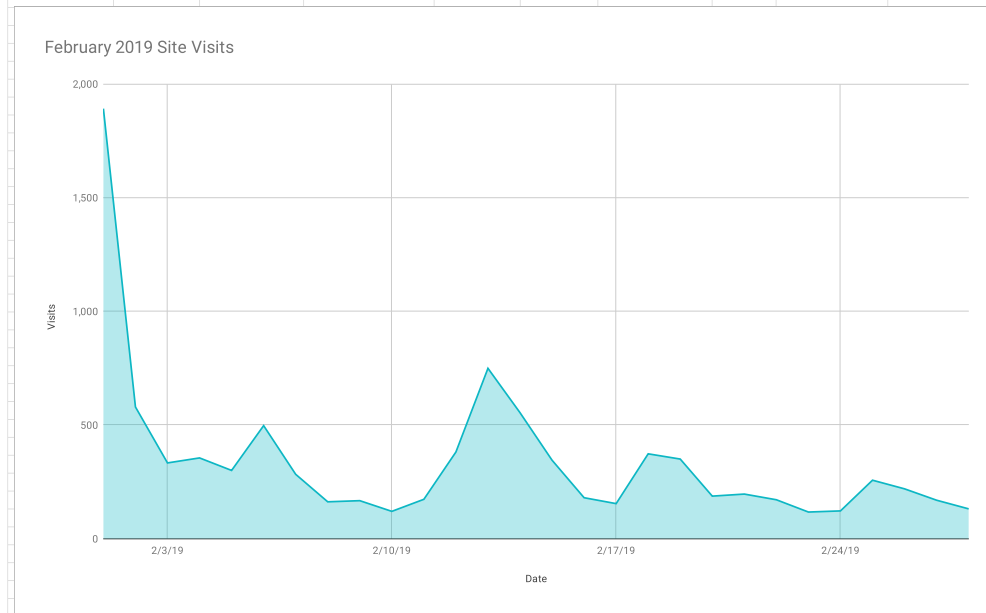
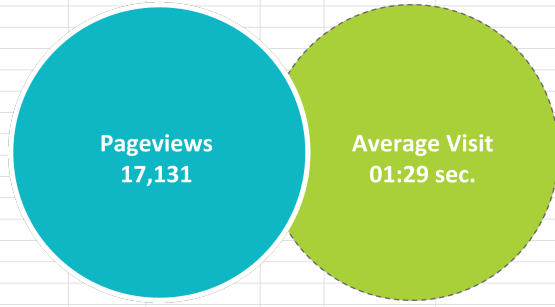
Carothers Rentals	Date	Type	Fees	Details
-------------------	------	------	------	---------

February 2019 Metrics - City Communications

SH146.COM WEBSITE ANALYTICS

WEBSITE TRAFFIC			
Date	Visits	Returning Visits	Average Visit Duration
2/1/19	1,891	241	0:00:58
2/2/19	579	122	0:01:03
2/3/19	333	81	0:01:22
2/4/19	355	106	0:01:41
2/5/19	300	66	0:01:09
2/6/19	497	99	0:01:18
2/7/19	283	98	0:01:00
2/8/19	162	52	0:02:02
2/9/19	167	46	0:01:14
2/10/19	120	48	0:01:29
2/11/19	173	54	0:02:45
2/12/19	381	115	0:01:38
2/13/19	749	160	0:01:25
2/14/19	554	115	0:01:23
2/15/19	345	101	0:01:20
2/16/19	180	70	0:01:58
2/17/19	154	48	0:01:58
2/18/19	373	95	0:01:19
2/19/19	350	103	0:01:35
2/20/19	187	67	0:01:54
2/21/19	196	53	0:01:22
2/22/19	171	58	0:02:06
2/23/19	117	34	0:01:13
2/24/19	122	31	0:01:10
2/25/19	257	82	0:01:14
2/26/19	219	73	0:01:01
2/27/19	169	56	0:01:14
2/28/19	131	59	0:01:38
TOTAL/AVERAGE	9,515	2333	0:01:29

TOP 10 PAGES/POSTS				
	Page	Pageviews	Unique Page Views	Average Time on Page
1		4,901	4,187	0:03:03
2		724	650	0:01:44
3		398	349	0:00:56
4		241	205	0:01:45
5		240	194	0:01:09
6		187	166	0:01:20
7		177	138	0:00:44
8		14	122	0:01:38
9		89	75	0:01:09
10		70	59	0:00:44



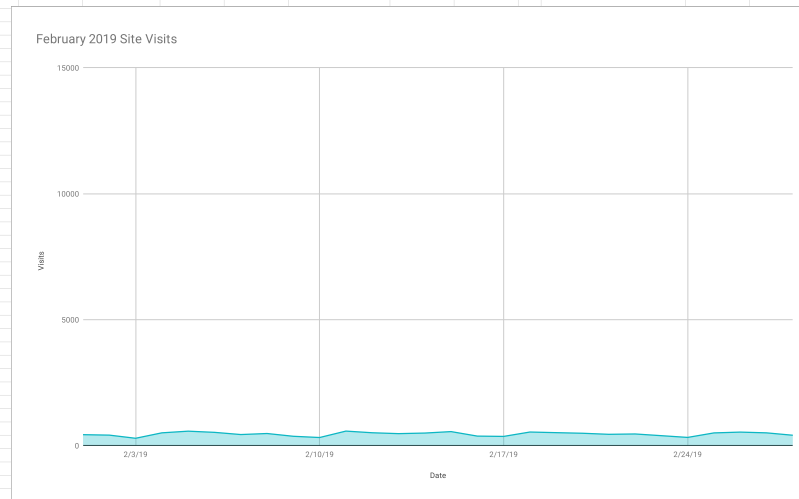
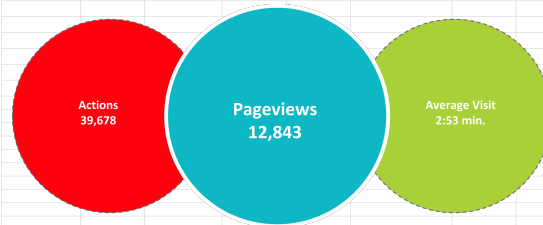
February 2019 Metrics - City Communications

SEABROOKTX.GOV WEBSITE ANALYTICS

WEBSITE TRAFFIC						
Date	Visits	Returning Visits	Downloads	Searches	Average Visit Duration	Actions
2/1/19	434	101	483	33	0:01:51	1237
2/2/19	416	61	1090	12	0:05:04	1606
2/3/19	291	63	658	14	0:02:05	1092
2/4/19	507	126	251	35	0:02:38	1193
2/5/19	573	178	415	44	0:03:26	1480
2/6/19	526	121	515	32	0:02:43	1416
2/7/19	439	103	489	33	0:02:46	1366
2/8/19	480	125	1035	17	0:03:53	1899
2/9/19	370	83	648	19	0:02:52	1214
2/10/19	321	69	371	15	0:01:26	889
2/11/19	576	160	1228	34	0:05:11	2202
2/12/19	510	141	489	23	0:02:02	1389
2/13/19	475	149	892	32	0:02:10	1796
2/14/19	498	146	413	37	0:02:06	1306
2/15/19	556	184	447	31	0:02:04	1498
2/16/19	377	73	814	27	0:07:12	1374
2/17/19	365	76	644	25	0:02:12	1289
2/18/19	539	143	267	60	0:03:33	1456
2/19/19	514	143	1110	36	0:03:18	2065
2/20/19	490	119	468	48	0:02:11	1417
2/21/19	448	110	400	23	0:02:02	1229
2/22/19	462	97	1124	49	0:05:57	1938
2/23/19	394	75	326	16	0:01:20	908
2/24/19	325	70	339	16	0:01:14	833
2/25/19	504	135	418	34	0:01:58	1397
2/26/19	536	143	464	34	0:02:52	1540
2/27/19	506	135	461	57	0:02:18	1513
2/28/19	411	100	373	23	0:02:13	1136
TOTAL/AVERAGE	12843	3229	16632	859	0:02:53	39678

TOP 25 PAGES				
	Page	Pageviews	Unique Page Views	Average Time on Page
1	Homepage	8360	5949	0:01:08
2	Police Department	677	494	0:00:56
3	Carothers Coastal Gardens	402	328	0:00:43
4	Customer Service & Utility Billing	342	306	0:00:56
5	Permits	334	250	0:00:56
6	Animal Control	321	256	0:00:32
7	Residential Garbage Service	311	269	0:01:16
8	Area Attractions	301	244	0:01:19
9	Records	272	227	0:01:49
10	Water	252	228	0:00:18
11	Human Resources	238	172	0:00:31
12	Visitors	235	186	0:00:54
13	Available Pets	234	211	0:00:44
14	Pet Adoption	228	181	0:00:52
15	Trail System	228	193	0:01:55
16	Municipal Court of Record	212	165	0:01:30
17	Departments	195	149	0:00:35
18	Community	193	165	0:00:31
19	Seabrook Volunteer Fire Departme	188	101	0:01:41
20	Lodging	176	157	0:01:51
21	Government	174	144	0:00:31
22	Flood Maps	164	122	0:01:29
23	Public Works	155	126	0:00:27
24	Parks & Recreation	147	128	0:01:03
25	Annual Events	134	114	0:01:11

TOP 10 SEARCHED TERMS & FREQUENCY		
Term	Searches	
1	Court Dockets	11
2	Permits	11
3	Pay Utility Bill	9
4	GIS	6
5	Arrests	5
6	Cayle Cook	5
7	Heavy Trash	5
8	Jobs	5
9	Animal Control	4
10	Arrest	4



February 2019 Metrics - City Communications

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
SH146 Construction Start Date	2/1/19	8:30 AM	10,212	351		February 2019	12,738
Now Hiring seasonal pool staff	2/5/19	2:16 PM	2,347	30		January 2019	12,626
Diglett adoption post	2/8/19	10:30 AM	1,258	4		December 2018	12,588
Todville road closure	2/12/19	2:33 PM	10,924	297		November 2018	12,541
SH146 Lane Closures	2/12/19	3:24 PM	15,237	411		October 2018	12,491
SPD of the year	2/18/19	9:38 AM	1,507	41		September 2018	12,438
SVFD FF of the year	2/19/19	2:27 PM	1,668	32		August 2018	12,373
Pelican Release (post-event post)	2/19/19	3:16 PM	2,659	120		July 2018	12,249
Gas Leak	2/26/19	2:22 PM	28,937	409		June 2018	12,121
Judget Webbon Retires, Swear in Judge Gregg	2/28/19	5:36 PM	1,448	24		May 2018	12,060
TOTAL POSTS = 10			76,197	1,719		April 2018	11,958
						March 2018	11,947
						February 2018	11,910

SEABROOK POLICE DEPARTMENT - TEXAS						PD LIKES	
Post	Date	Time	Impressions	Engaged Users		Month	Likes
Lenora - Retirement	2/1/19	8:00 AM	1,446	139		February 2019	3,545
SPD Officer of the Year	2/18/19	9:37 AM	3,113	246		January 2019	3,516
TOTAL POSTS = 2			4,559	385		December 2018	3,513
						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

SEABROOK ANIMAL SHELTER - TEXAS						ANIMAL SHELTER LIKES	
Post	Date	Time	Impressions	Engaged Users		Month	Likes
Diglett - Kitten	2/8/19	10:27 AM	1,646	23		February 2019	693
TOTAL POSTS = 1			1,646	23		January 2019	677
						December 2018	664
						November 2018	649
						October 2018	621
						September 2018	604
						August 2018	594
						July 2018	568
						June 2018	541
						May 2018	519
						April 2018	485
						March 2018	407

TWITTER ANALYTICS			
<i>Most impressions and highest engagement post</i>			
Agency Post	Date	Impressions	Engagement
<i>TxDOT Asbestos Abatement</i>	<i>2/6/19</i>	<i>918</i>	<i>20</i>
Todville Road Closure	2/12/19	969	27
SH146 Upcoming Traffic Changes	2/11/19	888	22
SH146 UPDATED Upcoming Traffic Changes	2/18/19	669	42
City Council recap 2/19/19	2/20/19	591	9
Gas Leak	2/26/19	755	24
TOTAL POSTS = 6		4,790	144

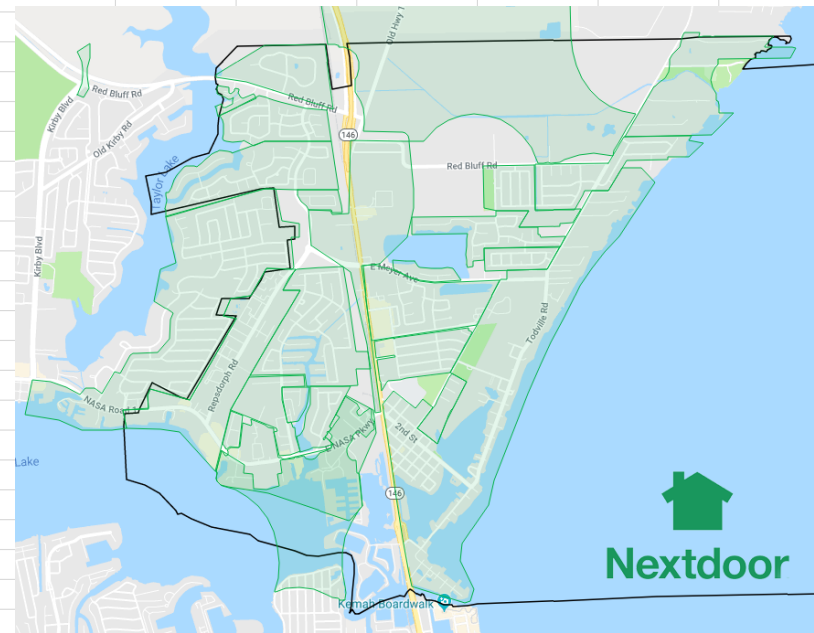
February 2019 Metrics - City Communications

NEXTDOR ANALYTICS

Most impressions and highest engagement post

Agency Post	Date	Impressions	Thank You	Replies
TxDOT Announces Official Start Date	2/1/19	1,242	4	3
NOW HIRING: Lifeguards and Pool Manager	2/5/19	797	1	0
Looking for a new 4-legged family member?	2/8/19	903	2	1
Meeting about drainage improvements for Baybrook	2/12/19	407	3	0
Todville Road Closure Information	2/12/19	965	3	1
TxDOT Announces First Traffic Changes	2/12/19	364	1	0
SPD Officer of the Year	2/18/19	926	8	2
SVFD Firefighter of the Year	2/19/19	795	2	0
Gas Leak	2/26/19	1,410	14	7
TOTAL POSTS = 9		7,809	38	14

Neighborhood	Total Members	Total Households	Claimed Households %
Lake Cove	813	545	83%
Repsdorff - Pebblebrook	364	1,431	17%
Seabrook Island	360	397	57%
Seascape I and II	326	274	77%
Lakepointe Forest	307	269	69%
Harbour Cove Estates	270	375	50%
Mystic Village	246	614	79%
Old Seabrook	257	188	29%
Seabrook's Stoop	207	314	46%
Baybrook	170	167	66%
Searidge	139	131	73%
Lakeside Shores	116	228	30%
Villas by The Bay	124	456	19%
Lakeside Landing	94	121	52%
Wildwood	89	84	71%
Towers of Seabrook	88	116	45%
Oak Forest	53	61	61%
Upper Todville	56	59	59%
El Lago	51	78	39%
Seabrook - Lake Mija	48	53	58%
Baybrook 1	47	55	56%
Edgelake	38	41	50%
Red Oaks Acre Estates	37	69	38%
Shady Lake Dr/Boardwalk	10	52	17%
N Clear Lake	7		700%
TOTAL NEIGHBORHOODS = 24	4317	6178	42%



INSTAGRAM ANALYTICS			
<i>Most impressions and highest engagement post</i>			
Agency Post	Date	Likes	Comments
<i>TxDOT Announces Official Start Date</i>	<i>2/1/19</i>	<i>59</i>	<i>8</i>
We're Hiring: Lifeguards and Pool Manager	2/5/19	16	1
Diglett - kitten available	2/8/19	24	0
Todville Road Closure	2/12/19	21	1
TxDOT Lane Closures	2/12/19	15	4
SPD Officer of the Year	2/18/19	34	3
Judge Webbon Swears In Judge Gregg	2/28/19	22	0
TOTAL POSTS = 7		191	17