

EVENTS, PROJECTS & MORE				
Event	Date	Attendance	Event Type	Details/Description
Seabrook Lucky Trails	3/15-17/2019	2000+	Annual marathon event	Running Alliance Sport hosted another successful event in Seabrook! They renamed the event from "Lucky Trails Marathon" to "Seabrook Lucky Trails" and hosted runners from all over the globe on our trail system.
Ribbon Cutting - Good Sense Provisions	3/28/19	15	Ribbon Cutting	Good Sense Provisions hosted a ribbon cutting ceremony to celebration their new business in Seabrook.
Trash Bash	3/30/19	306	Trash clean-up	The annual Trash Bash is hosted in part by Rivers, Bays and Bayous and invited all who are interested to help clean up the litter in and around our waterways.
Project	Update			
Sponsor Search for CS2019	Sponsors are being sought after for the 2019 Celebration Seabrook festival.			
SVFD Website Design	The website launched in a soft-live state on Tuesday, March 26th.			
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.			
Celebration Seabrook	Research is underway for KidsZone activities, artists, merchants, sponsors, and entertainment.			
Communication projects are ongoing. Projects listed here are active during the month reported				
Press/Email Releases	Date	Type	URL	Details/Description
City Council Recap	3/6/19	Council	https://mailchi.mp/seabrooktx/councilrecap_030519	Recap of 3/5/19 Council Meeting
SH146 Expansion News	3/19/19	SH 146	https://mailchi.mp/seabrooktx/sh-146-news021219	Outside Lane Closures on Bridge
City Council Recap	3/20/19	Council	https://mailchi.mp/seabrooktx/councilrecap_031919	Recap of the 3/19/19 Council Meeting
SH146 Expansion News	3/25/19	SH 146	https://mailchi.mp/seabrooktx/sh-146-news032519	03/25/19 Traffic Update
SH146 Expansion News	3/27/19	SH 146	https://mailchi.mp/seabrooktx/sh-146-news-032719	03/27/19 Traffic Update
Red Bluff Expansion Update	3/29/19	Projects	https://mailchi.mp/seabrooktx/032919-redbluff-update	Red Bluff Expansion information
SH146 Expansion News	3/29/19	SH 146	https://mailchi.mp/seabrooktx/sh-146-news-666915	3/29/19 Traffic Update
Carothers Rentals	Date	Type	Fees	Details
<i>No reservations this month</i>				

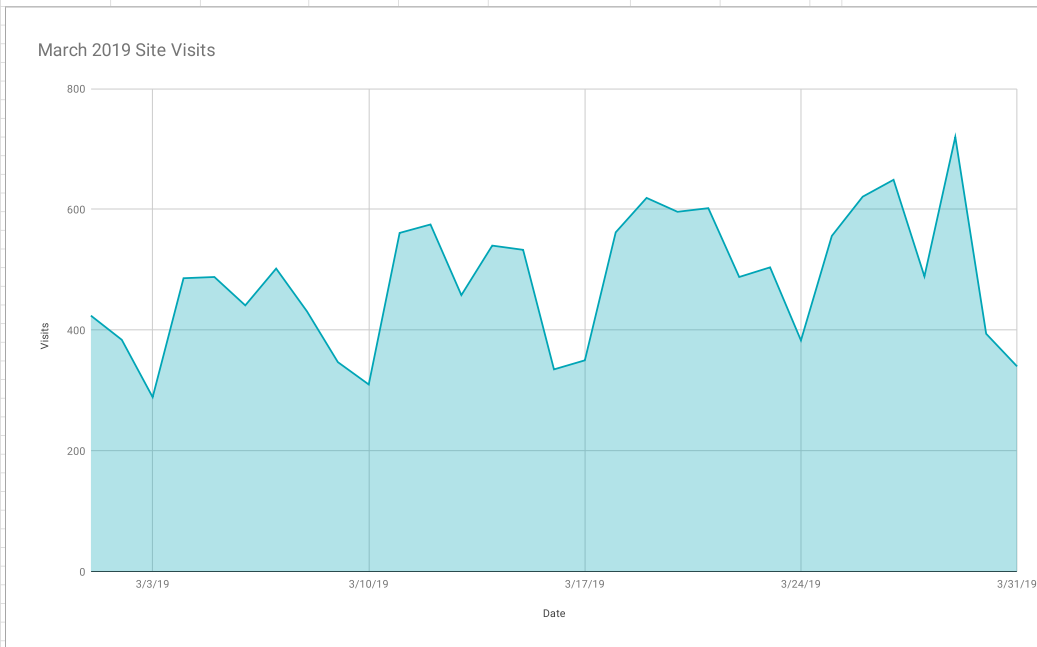
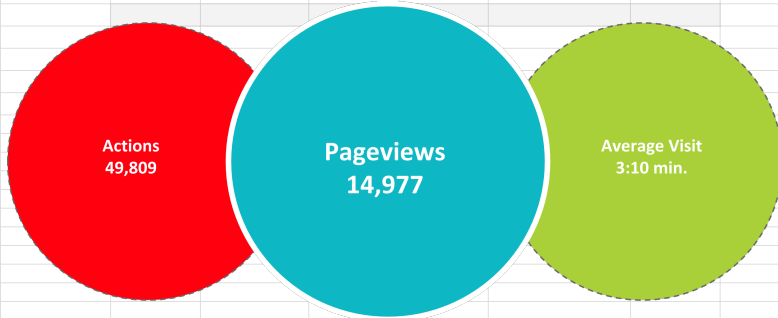
March 2019 Metrics - City Communications

SEABROOKTX.GOV WEBSITE ANALYTICS

WEBSITE TRAFFIC						
Date	Visits	Returning Visits	Downloads	Searches	Average Visit Duration	Actions
3/1/19	424	112	798	36	0:02:24	1600
3/2/19	384	79	1006	16	0:06:17	1519
3/3/19	289	64	337	23	0:02:08	863
3/4/19	486	141	1094	36	0:03:39	2151
3/5/19	488	136	904	35	0:03:57	1801
3/6/19	441	109	470	29	0:02:29	1373
3/7/19	502	135	558	27	0:02:32	1485
3/8/19	431	121	711	41	0:02:21	1717
3/9/19	347	57	1067	6	0:06:52	1528
3/10/19	310	71	166	7	0:01:16	653
3/11/19	561	128	649	49	0:02:19	1706
3/12/19	575	133	1188	31	0:05:49	2204
3/13/19	458	124	181	31	0:02:31	1201
3/14/19	540	133	735	23	0:01:55	1715
3/15/19	533	142	466	15	0:02:57	1499
3/16/19	335	94	78	11	0:02:30	896
3/17/19	350	86	596	17	0:02:18	1326
3/18/19	562	142	509	33	0:04:14	1821
3/19/19	619	146	1411	27	0:06:29	2556
3/20/19	596	143	298	27	0:02:11	1483
3/21/19	602	155	510	62	0:02:12	1786
3/22/19	488	135	1063	32	0:03:15	2157
3/23/19	504	110	867	23	0:05:52	1754
3/24/19	383	101	346	21	0:02:17	1214
3/25/19	556	175	228	29	0:02:51	1526
3/26/19	621	168	1238	41	0:03:20	2656
3/27/19	649	143	552	33	0:02:01	1755
3/28/19	489	130	697	26	0:02:51	1871
3/29/19	720	149	735	13	0:01:38	1746
3/30/19	394	98	731	10	0:03:02	1464
3/31/19	340	86	159	14	0:01:35	783
TOTAL/AVERAGE	14977	3746	20348	824	0:03:10	49809

TOP 25 PAGES				
	Page	Pageviews	Unique Page Views	Average Time on Page
1	Homepage	12,794	7105	0:01:08
2	Police Department	761	566	0:00:57
3	Area Attractions	404	347	0:01:24
4	Customer Service & Utility Billing	391	344	0:01:15
5	Carothers Coastal Gardens	366	269	0:00:58
6	Records	313	259	0:01:34
7	Residential Garbage Service	290	253	0:01:56
8	Permits	338	252	0:01:27
9	Water	281	237	0:00:49
10	Community	284	233	0:01:06
11	Animal Control	293	231	0:00:36
12	Trail System	268	227	0:01:25
13	Parks & Recreation	236	217	0:00:48
14	Visitors	257	198	0:00:46
15	Government	254	197	0:00:48
16	Departments	210	183	0:00:26
17	Human Resources	246	179	0:00:39
18	Annual Events	192	169	0:01:33
19	Pet Adoption	210	168	0:01:00
20	Public Works	189	157	0:00:49
21	Flood Maps	198	148	0:02:00
22	Seabrook Volunteer Fire Department	225	146	0:01:48
23	Dining	166	145	0:01:33
24	Available Pets	152	135	0:00:38
25	History of Seabrook	143	131	0:01:09

TOP 10 SEARCHED TERMS & FREQUENCY		
	Term	Searches
1	Permits	6
2	Water Bill	6
3	146	5
4	Animal Control	5
5	Inmate	5
6	Pay Utility Bill	5
7	Public Works	5
8	Water	5
9	Bids	4
10	City Attorney	4

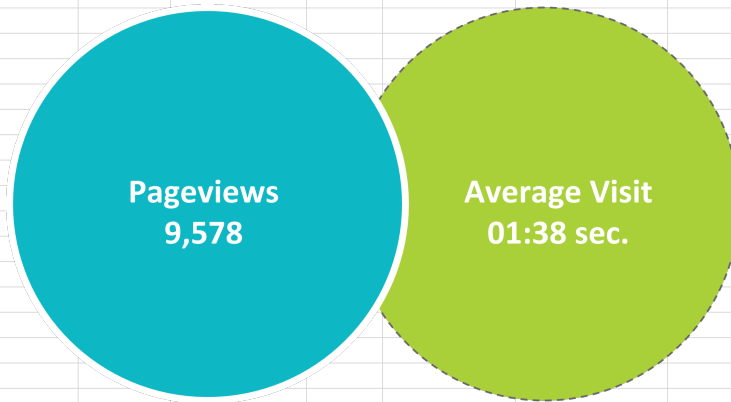


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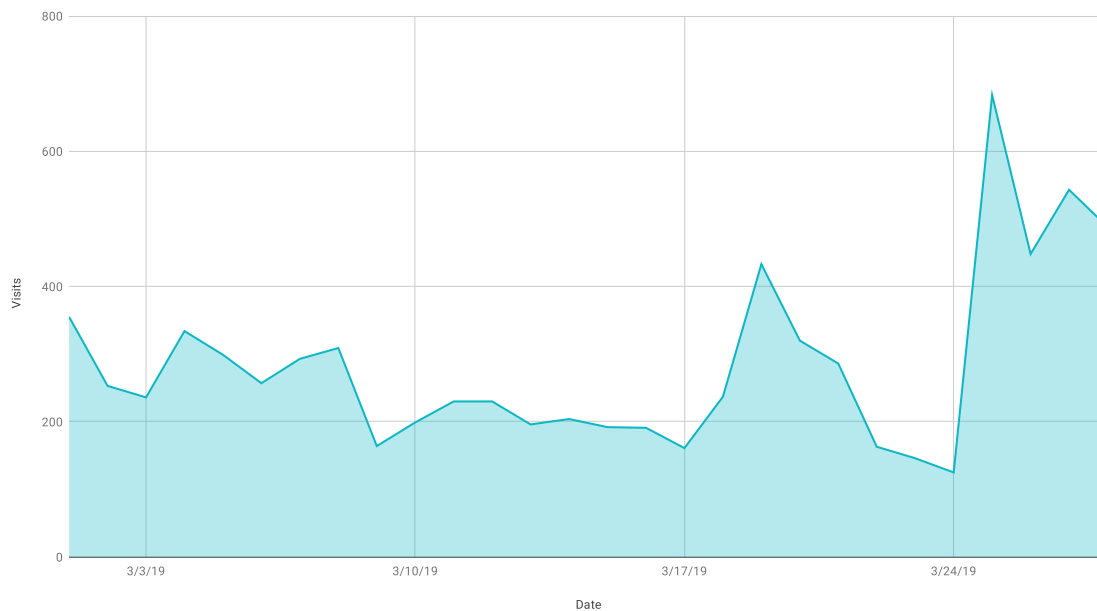
SH146.COM WEBSITE ANALYTICS

WEBSITE TRAFFIC			
Date	Visits	Returning Visits	Average Visit Duration
3/1/19	355	72	0:01:42
3/2/19	253	44	0:02:21
3/3/19	236	32	0:02:36
3/4/19	334	65	0:01:47
3/5/19	299	49	0:01:19
3/6/19	257	46	0:01:27
3/7/19	293	52	0:02:11
3/8/19	309	40	0:01:38
3/9/19	164	39	0:02:49
3/10/19	199	29	0:01:45
3/11/19	230	39	0:01:49
3/12/19	230	45	0:02:01
3/13/19	196	35	0:01:27
3/14/19	204	39	0:02:02
3/15/19	192	33	0:02:03
3/16/19	191	38	0:01:54
3/17/19	161	32	0:01:56
3/18/19	237	47	0:01:32
3/19/19	433	68	0:01:58
3/20/19	320	62	0:01:28
3/21/19	286	46	0:02:15
3/22/19	163	32	0:02:02
3/23/19	146	25	0:00:54
3/24/19	125	24	0:01:02
3/25/19	683	112	0:01:17
3/26/19	448	66	0:01:41
3/27/19	543	61	0:01:15
3/28/19	488	50	0:00:50
3/29/19	589	37	0:00:26
3/30/19	584	43	0:00:25
3/31/19	430	30	0:00:37
TOTAL/AVERAGE	9,578	1432	0:01:38

TOP 10 PAGES/POSTS				
	Page	Pageviews	Unique Page Views	Average Time on Page
1	Home Page	4,895	3,568	0:01:44
2	Project Updates	1368	1082	0:01:09
3	Sign Up	584	447	0:01:03
4	Mapping	320	253	0:01:48
5	About	281	211	0:01:38
6	Construction	273	220	0:00:35
7	Closed under Bridge	222	98	0:00:28
8	Project Updates	192	156	0:01:19
9	Sign Up	156	131	0:00:33
10	Demolitions	153	132	0:00:37



March 2019 Site Visits



March 2019 Metrics - City Communications

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

Post	Date	Time	Impressions	Engaged Users
NOW HIRING: Light Equipment Operator	3/4/19	3:16 PM	2,831	213
Pelican Rescue from Storm Drain	3/7/19	12:20 PM	8,671	3,193
SH146 Lane Shift Information	3/8/19	5:07 PM	12,107	3,484
Temporary Road Closures (Red Bluff, Large Vessel Transport)	3/11/19	4:30 PM	16,676	2,648
SH146 Outside Lane Closure Notice	3/19/19	2:49 PM	4,902	720
SH225 Closure and Reopening	3/21/19	6:02 AM	2,011	241
Harris County EM is Monitoring Air Quality...	3/21/19	10:50 AM	2,591	448
Good Sense Provisions Ribbon Cutting Event	3/22/19	11:36 AM	396	28
Pine Gully Park Closure & Reopening	3/22/19	11:11 AM	35,404	7,293
Pine Gully Park PIER Closure	3/25/19	9:45 AM	3,739	342
I Love CCISD Fashion Show Event Share	3/25/19	3:58 PM	834	36
SH146 Traffic Update	3/15/19	4:30 PM	3,159	332
SH146 Lane Closure Notice	3/27/19	8:15 AM	7,808	1,169
Trash Bash Event Reminder	3/27/19	1:01 PM	727	43
Red Bluff Expansion Notice	3/29/19	9:01 AM	3,989	1,022
SH146 Traffic Update	3/29/19	5:00 PM	15,880	3,854
TOTAL POSTS = 10			89,328	18,610

CITY LIKES

Month	Likes
March 2019	12,946
February 2019	12,738
January 2019	12,626
December 2018	12,588
November 2018	12,541
October 2018	12,491
September 2018	12,438
August 2018	12,373
July 2018	12,249
June 2018	12,121
May 2018	12,060
April 2018	11,958
March 2018	11,947

SEABROOK POLICE DEPARTMENT - TEXAS

Post	Date	Time	Impressions	Engaged Users
SPD Officers Participated in the Jailbreak Run in Baytown, TX	3/4/19	3:27 PM	1,621	382
Drink, Drive, Go to Jail	3/6/19	10:03 AM	1,892	243
TOTAL POSTS = 2			3,513	625

PD LIKES

Month	Likes
March 2019	3,569
February 2019	3,545
January 2019	3,516
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

SEABROOK ANIMAL SHELTER - TEXAS

Post	Date	Time	Impressions	Engaged Users
Pelican Rescue from Storm Drain	3/7/19	12:26 PM	230	144
National Puppy Day	3/23/19	8:00 AM	1,337	463
TOTAL POSTS = 1			230	144

ANIMAL SHELTER LIKES

Month	Likes
March 2019	715
February 2019	693
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
City Council Recap 3/5/19	3/6/19	1,225	8
Pelican Rescue from Storm Drain	3/7/19	1,766	82
SH146 - Outside Lane Closure Notice	3/19/19	830	25
City Council Recap 3/19/19	3/20/19	737	6
SH225 Closure (ITC)	3/21/19	1,940	22
Park Closures due to ITC	3/23/19	909	30
<i>Park Closures UPDATE</i>	<i>3/25/19</i>	<i>3,416</i>	<i>43</i>
SH146 Traffic Update	3/25/19	389	20
SH146 Traffic Update	3/25/19	451	4
SH146 Traffic Update	3/27/19	348	24
Spring Cleaning Adoption Event Post	3/27/19	446	8
SH146 Traffic Update	3/29/19	262	48
TOTAL POSTS = 12		12,719	320

INSTAGRAM ANALYTICS			
<i>Most impressions and highest engagement post</i>			
Agency Post	Date	Likes	Comments
<i>Pelican Rescue from Storm Drain</i>	<i>3/7/19</i>	<i>103</i>	<i>7</i>
Good Sense Provisions Ribbon Cutting	3/22/19	22	1
Spring Cleaning Adoption Event Post	3/27/19	15	0
TOTAL POSTS = 3		140	8