

EVENTS, PROJECTS & MORE				
Event	Date	Attendance	Event Type	Details/Description
Easter Egg Hunt	4/20/2019	500+	Annual Easter egg hunt at Meador Park	City of Seabrook hosted another successful Easter egg hunt.
Project	Update			
Sponsor Search for CS2019	Sponsors are being sought after for the 2019 Celebration Seabrook festival.			
SVFD Website Design	The website is now live at www.seabrooktx.gov/fire - pending domain switch from Joel Gale to utilize www.seabrookfd.com			
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.			
SeabrookREADY Newsletter	Amanda is working with Jeff and LeaAnn to complete the updated SeabrookREADY newsletter to be sent out in May.			
Pelicans	6 pelicans are in production for the Pelican Path			
Easter Weekend Traffic	LeaAnn worked with Kemah and both police departments to create signage and a communications plan to inform residents and visitors of traffic issues.			
B-Annual Newsletter	LeaAnn is working on content building for the quarterly newsletter to be mailed out in May.			
<i>Communication projects are ongoing. Projects listed here are active during the month reported</i>				
Press/Email Releases	Date	Type	URL	Details/Description
City Council Recap	4/3/19	Council	https://mailchi.mp/seabrooktx/councilrecap_040219	Recap of 4/2/19 Council Meeting
SPD Promotion	4/4/19	Press Release	https://mailchi.mp/seabrooktx/spd_040419_promotion	Notice of promotion of Sgt. Smith and new recruits.
Recycling Bins	4/5/19	Press Release	https://mailchi.mp/seabrooktx/spd_040519_recyclingbins	Notice of Boy Scouts completed recycling bin project.
SH146 Expansion News	4/5/19	SH 146	https://mailchi.mp/seabrooktx/sh-146-news-040519	4/5/19 Traffic Update
SH146 Expansion News	4/9/19	SH 146	https://mailchi.mp/seabrooktx/sh-146-news-040919	4/9/19 Traffic Update
Telecommunicators Week	4/15/19	Press Release	https://mailchi.mp/seabrooktx/041519-npstw	Notice of 2019 National Public Safety Telecommunicators Week
SH146 Expansion News	4/17/19	SH 146	https://mailchi.mp/seabrooktx/sh-146-news-041719	4/17/19 Traffic Update
SH146 Accident	4/27/19	Press Release	https://bit.ly/2WMxhkn	Notice of fatal vehicle accident information on SH146
Carothers Rentals	Date	Type	Fees	Details
Wedding	4/13/19	FD	\$1,480	
Wedding	4/27/19	FD	\$1,480	Deposit and custodial fees waived for Seabrook employee.

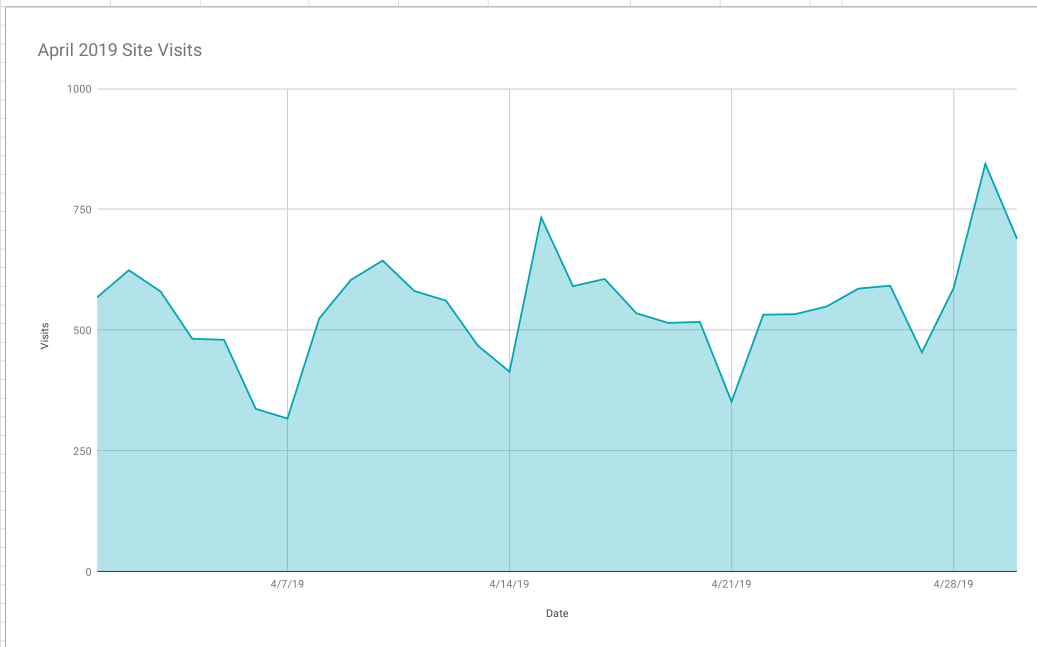
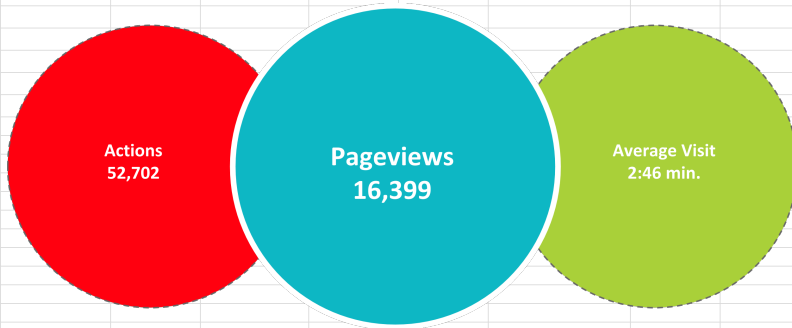
April 2019 Metrics - City Communications

SEABROOKTX.GOV WEBSITE ANALYTICS

WEBSITE TRAFFIC						
Date	Visits	Returning Visits	Downloads	Searches	Average Visit Duration	Actions
4/1/19	568	164	458	48	0:02:04	1662
4/2/19	624	157	1109	37	0:05:17	2264
4/3/19	580	169	1019	18	0:02:57	2096
4/4/19	482	130	177	32	0:02:15	1252
4/5/19	480	125	699	29	0:01:38	1620
4/6/19	337	90	307	6	0:01:37	1011
4/7/19	317	85	861	16	0:03:06	1538
4/8/19	524	140	499	38	0:02:29	1626
4/9/19	604	155	239	35	0:02:46	1604
4/10/19	644	157	1657	58	0:05:06	2940
4/11/19	581	149	224	29	0:02:23	1410
4/12/19	561	169	628	29	0:02:10	1694
4/13/19	468	92	1254	8	0:04:40	1979
4/14/19	414	100	646	14	0:01:50	1482
4/15/19	733	258	244	61	0:01:51	1778
4/16/19	591	181	584	22	0:02:42	1735
4/17/19	606	152	1333	38	0:05:41	2410
4/18/19	535	139	471	34	0:02:39	1693
4/19/19	515	142	124	33	0:01:27	1175
4/20/19	517	143	630	17	0:01:59	1604
4/21/19	352	82	369	16	0:01:48	1073
4/22/19	532	155	185	41	0:01:54	1314
4/23/19	533	121	1669	42	0:06:01	2847
4/24/19	549	133	847	32	0:02:15	1905
4/25/19	586	145	245	38	0:01:52	1357
4/26/19	592	139	1605	21	0:03:00	2710
4/27/19	454	93	159	27	0:02:12	1122
4/28/19	587	111	664	16	0:01:37	1696
4/29/19	844	211	268	54	0:03:15	2169
4/30/19	689	167	512	42	0:02:43	1936
TOTAL/AVERAGE	16399	4254	19686	931	0:02:46	52702

TOP 25 PAGES				
	Page	Pageviews	Unique Page Views	Average Time on Page
1	Homepage	15,655	8,042	0:01:01
2	Police Department	678	523	0:00:49
3	Easter Egg Hunt	597	512	0:00:34
4	Animal Control	508	393	0:00:41
5	Available Pets	393	366	0:00:50
6	Area Attractions	370	337	0:01:06
7	Pet Adoption	398	314	0:00:44
8	Records	328	282	0:01:25
9	Carothers Coastal Gardens	369	280	0:01:04
10	Customer Service and Utility Billing	305	276	0:00:35
11	Permits	384	276	0:01:08
12	Trail System	316	269	0:01:31
13	Residential Garbage Service	309	267	0:01:23
14	Water	234	219	0:00:37
15	Parks and Recreation	230	202	0:00:49
16	Swimming Pool	243	195	0:02:16
17	Government	216	180	0:00:36
18	Community	212	178	0:00:45
19	Human Resources	234	177	0:00:29
20	Visitors	206	168	0:01:00
21	Departments	199	167	0:00:43
22	Annual Events	171	162	0:00:45
23	Municipal Court of Record	199	160	0:00:47
24	Flood Maps	196	139	0:02:01
25	Public Works	163	131	0:00:51

TOP 10 SEARCHED TERMS & FREQUENCY		
	Term	Searches
1	Auction	10
2	Jobs	10
3	Animal Control	7
4	Available Pets	7
5	GIS	7
6	Job Opportunities	6
7	Pool	6
8	Zoning Map	6
9	Budget	5
10	Easter	5

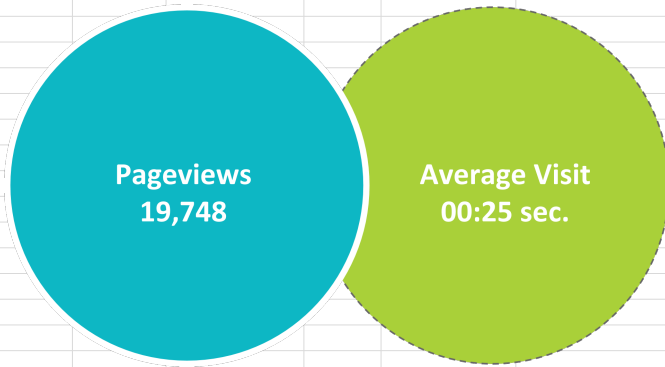


April 2019 Metrics - City Communications

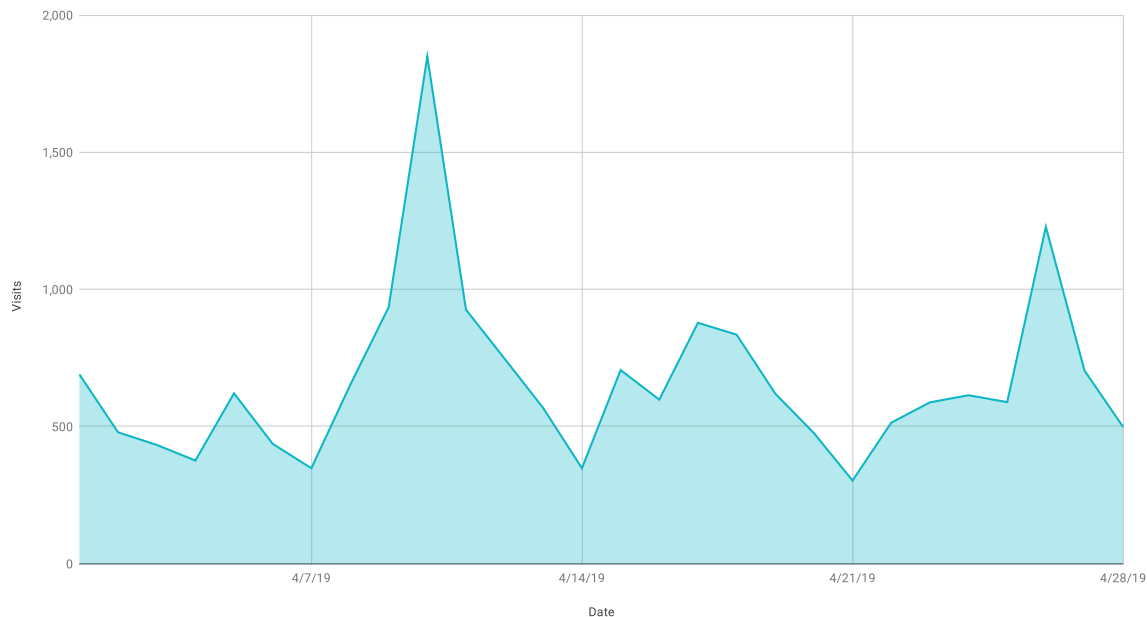
SH146.COM WEBSITE ANALYTICS

WEBSITE TRAFFIC			
Date	Visits	Returning Visits	Average Visit Duration
4/1/19	690	47	0:00:31
4/2/19	479	32	0:00:20
4/3/19	433	35	0:00:20
4/4/19	376	33	0:00:46
4/5/19	621	35	0:00:27
4/6/19	437	21	0:00:23
4/7/19	348	18	0:00:24
4/8/19	650	49	0:00:27
4/9/19	935	65	0:00:20
4/10/19	1,849	106	0:00:23
4/11/19	926	52	0:00:27
4/12/19	747	35	0:00:21
4/13/19	567	27	0:00:19
4/14/19	348	19	0:00:38
4/15/19	706	43	0:00:21
4/16/19	598	35	0:00:25
4/17/19	878	58	0:00:29
4/18/19	835	51	0:00:24
4/19/19	620	43	0:00:32
4/20/19	476	29	0:00:23
4/21/19	303	19	0:00:25
4/22/19	514	31	0:00:22
4/23/19	588	46	0:00:23
4/24/19	614	43	0:00:30
4/25/19	589	41	0:00:39
4/26/19	1,228	65	0:00:19
4/27/19	704	47	0:00:20
4/28/19	498	32	0:00:25
4/29/19	620	45	0:00:21
4/30/19	571	34	0:00:25
TOTAL/AVERAGE	19,748	1236	0:00:26

TOP 10 PAGES/POSTS				
	Page	Pageviews	Unique Page Views	Average Time on Page
1	Home Page	8,934	3,212	0:00:27
2	Project Updates	1980	774	0:00:20
3	Channel Closure	977	432	0:00:35
4	McDonald's Coming	704	309	0:00:16
5	About	569	228	0:00:34
6	Southbound Lane Cl	533	247	0:00:34
7	Waffle House Demo	424	185	0:00:09
8	April Lane Closures	406	189	0:00:25
9	Page Not Found	382	128	0:00:18
10	Sign-Up	315	137	0:00:26



March 2019 Site Visits



April 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
EDC Developers Video	4/1/19	4:53 PM	54,077	8,081
Sign up for council updates	4/3/19	1:25 PM	1,305	59
SPD Promotion - Press Release	4/4/19	3:46 PM	2,049	271
Boy Scout recycling bin project - Press Release	4/5/19	8:12 AM	1,953	210
SH146 street closure notice	4/5/19	11:26 AM	3,279	379
Spring Cleaning shelter event CANCELATION	4/5/19	1:55 PM	1,131	36
SH146 North inbound lane closure	4/9/19	7:26 PM	17,894	3,400
SH146 upcoming lane closures	4/9/19	7:27 PM	19,981	3,489
Spring Cleaning shelter event CANCELATION	4/12/19	2:49 PM	1,026	20
NPSTW - Mike Miner (shared from PD)	4/15/19	8:20 AM	1,436	67
NPSTW (shared from PD)	4/16/19	8:24 AM	1,096	27
NPSTW - Liz Rushing (shared from PD)	4/17/19	8:52 AM	1,229	53
SH146 Traffic Advisory video	4/18/19	7:48 AM	11,302	476
City Offices Closed for Good Friday	4/18/19	10:59 AM	1,212	34
Easter Egg Hunt after-event post	4/22/19	7:43 AM	1,619	333
Auction announcement	4/22/19	3:02 PM	5,339	1,430
National Drug Take Back Day (shared from Harris County)	4/24/19	3:33 PM	956	38
Emergency preparation supplies sales tax holiday notice	4/25/19	1:05 PM	2,908	188
SH146 ROAD CLOSED notice	4/26/19	6:13 PM	25,198	3,189
SH146 ROAD NOW OPEN notice	4/26/19	11:08 PM	2,726	216
Press Release - SH146 fatal vehicle accident (shared from PD)	4/27/19	4:01 PM	3,187	1,303
Life flight training (shared from SVFD)	4/30/19	7:23 AM	1,688	290
TOTAL POSTS = 22			162,591	23,589

CITY LIKES

Month	Likes
April 2019	13,156
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

SEABROOK POLICE DEPARTMENT - TEXAS

Post	Date	Time	Impressions	Engaged Users
SPD Promotions (press release)	4/4/19	1:57 PM	4,607	1,285
NPSTW - Mike Miker	4/15/19	8:19 AM	2,431	233
NPSTW	4/16/19	8:20 AM	1,974	116
NPSTW - Liz Rushing	4/17/19	8:50 AM	2,678	267
SH146 Traffic Notice for Easter weekend video	4/18/19	8:08 AM	1,424	32
NPSTW - Will Walker	4/18/19	8:30 AM	3,289	1091
NPSTW	4/19/19	8:00 AM	1,129	31
SH146 ROAD CLOSED	4/26/19	6:16 PM	5,329	752
SH146 ROAD NOW OPEN	4/26/19	11:08 PM	2,310	349
Press Release - SH146 fatal vehicle accident	4/27/19	4:00 PM	10,131	5160
TOTAL POSTS = 10			35,302	9,316

PD LIKES

Month	Likes
April 2019	3,695
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

SEABROOK ANIMAL SHELTER - TEXAS

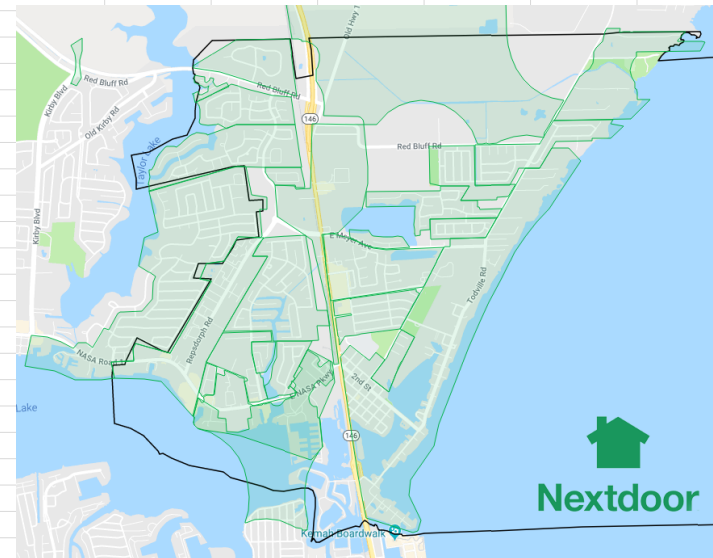
Post	Date	Time	Impressions	Engaged Users
Spring Cleaning event CANCELED	4/5/19	1:55 PM	1,953	95
Jackson	4/9/19	2:44 PM	1,095	270
Sam	4/10/19	8:29 AM	823	124
Puppies available	4/11/19	9:00 AM	4,075	1180
Spring Cleaning event CANCELED	4/12/19	2:47 PM	1,331	37
LaVace Stewart Elementary visit from AC	4/22/19	8:29 AM	682	166
TOTAL POSTS = 6			9,959	1,872

ANIMAL SHELTER LIKES

Month	Likes
April 2019	749
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

NEXTDOOR ANALYTICS				
Most impressions and highest engagement post				
Agency Post	Date	Impressions	Thank You	Replies
SPD Promotion press release	4/4/19	567	4	4
Boy Scouts recycling bin project press release	4/5/19	701	18	6
SH146 - Street closure reminder	4/5/19	845	2	0
SH146 upcoming lane closures	4/10/19	1,046	5	1
SH146 North inbound channel closure	4/10/19	463	0	2
Easter egg hunt event	4/16/19	215	1	0
Easter egg hunt event post	4/16/19	568	0	0
SH146 Easter weekend traffic advisory	4/18/19	694	1	0
City offices closed for Good Friday	4/18/19	461	1	0
Auction announcement	4/22/19	905	3	3
Emergency preparation supplies sales tax holiday	4/25/19	681	1	0
URGENT ALERT: SH146 ROAD CLOSED	4/26/19	671	10	0
SH146 ROAD NOW OPEN	4/27/19	548	3	0
SH146 fatal vehicle accident press release	4/27/19	1,924	23	0
Life flight training for SVFD	4/29/19	473	5	0
TOTAL POSTS = 12		7,817	46	16

Neighborhood	Total Members	Total Households	Claimed Households %
Lake Cove	816	545	84%
Repsdorph - Pebblebrook	399	1,431	19%
Seabrook Island	368	397	57%
Seascape I and II	329	274	77%
Lakepointe Forest	316	269	71%
Harbour Cove Estates	280	375	51%
Mystic Village	251	614	79%
Old Seabrook	283	188	31%
Seabrook's Stoop	214	314	46%
Baybrook	177	167	67%
Searidge	144	131	75%
Lakeside Shores	119	228	31%
Villas by The Bay	133	456	19%
Lakeside Landing	97	121	52%
Wildwood	91	84	71%
Towers of Seabrook	87	116	45%
Oak Forest	54	61	61%
Upper Todville	56	59	60%
El Lago	52	78	41%
Seabrook - Lake Mija	48	53	58%
Baybrook 1	46	55	56%
Edgelake	41	41	51%
Red Oaks Acre Estates	37	69	38%
Shady Lake Dr/Boardwalk	11	52	19%
N Clear Lake	7		700%
TOTAL NEIGHBORHOODS = 24	4456	6178	42%



TWITTER ANALYTICS			
<i>Most impressions and highest engagement post</i>			
Agency Post	Date	Impressions	Engagement
City Council recap	4/3/19	1,440	12
SPD Promotion	4/4/19	1,705	31
Boy Scout Recycling Bin project	4/5/19	1,714	9
SH146 - Street closure reminder	4/5/19	1,381	20
SH146 Lane Closures	4/9/19	1,287	10
SH146 Lane Closures	4/9/19	1,369	23
SH146 Lane Closures	4/9/19	4012	161
NPSTW - Mike Miner	4/15/19	1,258	9
NPSTW	4/16/19	1,811	13
NPSTW	4/17/19	1,107	17
SH146 Easter weekend traffic advisory	4/18/19	3,929	4
City offices closed for Good Friday	4/18/19	1,016	4
Online auction notice	4/22/19	936	51
SH146 ROAD CLOSED	4/26/19	5,342	82
SH146 Traffice Update	4/26/19	595	21
SH146 ROAD NOW OPEN	4/26/29	1,223	38
SH146 Fatal Vehicle Accident Press Release	4/27/19	1,174	39
TOTAL POSTS = 17		31,299	544

INSTAGRAM ANALYTICS			
<i>Most impressions and highest engagement post</i>			
Agency Post	Date	Likes	Comments
<i>Boy Scouts recycling bin project</i>	<i>4/5/19</i>	<i>71</i>	<i>3</i>
NPSTW - Mike Miner	4/15/19	49	1
NPSTW	4/16/19	30	1
NPSTW - Liz Rushing	4/17/19	28	2
TOTAL POSTS = 4		178	7