

May 2019 Metrics - City Communications

EVENTS, PROJECTS & MORE				
Event	Date	Attendance	Event Type	Details/Description
3rd Grade Field Trip	5/16/2019	120+	Bay Elementary 3rd grade field trip to City Hall	JoAnn organized another very successful third grade field trip for the students at Bay Elementary. Students learned about various departments within the city and all had a great time.
Birding Seminar	5/16/2019	16	Birding seminar. Topic: Gulf Crossing	Open Space and Trails in conjunction with the Houston Audubon presented an educational birding seminar for interested residents and are visitors.
Hurricane Town Hall	5/22/2019	25	Hurricane preparedness workshop	Jeff hosted his last Hurricane Town Hall meeting to help get our residents ready for a natural disaster before disaster strikes. Dan Reilly with the NWS made a special appearance as well to inform attendees about our upcoming hurricane season.
Memorial Day Event	5/27/2019	75+	Wreath laying ceremony	City staff with assistance from the Bay Area Veterans Memorial Committee hosted a beautiful wreath laying ceremony at the memorial. Guest speaker, Lynn Miller, spoke about her time in the military, bricks were sold and all enjoyed the service.

Project	Update
Sponsor Search for CS2019	Sponsors are being sought after for the 2019 Celebration Seabrook festival.
SVFD Website Design	The website is LIVE and links directly to seabrookfd.com; Amanda remains in contact with Andy C. and Jojo for updated information.
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	The SeabrookREADY newsletter is completed and was mailed to all residents the week of May 27th.
Pelicans	6 pelicans are in production for the Pelican Path
Bi-Annual Newsletter	LeaAnn is working on content building for the quarterly newsletter to be mailed out in June.

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

Press/Email Releases	Date	Type	URL	Details/Description
City Council Recap	5/8/19	Council	https://mailchi.mp/seabrooktx/councilrecap_050719	Recap of the 5/7/19 Council Meeting
SH146 Expansion News	5/8/19	SH146	https://mailchi.mp/seabrooktx/sh146-050819	Lane closures & traffic shift
Ship Channel Barge Collision	5/10/19	Press Release	https://mailchi.mp/seabrooktx/coastal-barrier-meeting-690387	Notice of barge collision in the Houston Ship Channel
Bayport Air Monitoring	5/11/19	Press Release	https://mailchi.mp/seabrooktx/bayport-incident-air-monitoring-051119	Bayport air monitoring information pertaining to the barge collision
Bayport Saturday Response	5/11/19	Press Release	https://mailchi.mp/seabrooktx/bayport-incident-saturday-recap-051119	Recap of Bayport's response on Saturday 5/11/19
City Council Recap	5/22/19	Council	https://mailchi.mp/seabrooktx/councilrecap_052119	Recap of the 5/21/19 Council Meeting
SH146 Expansion News	5/30/19	SH146	https://mailchi.mp/seabrooktx/sh146-700071	Notification of road closures and detours

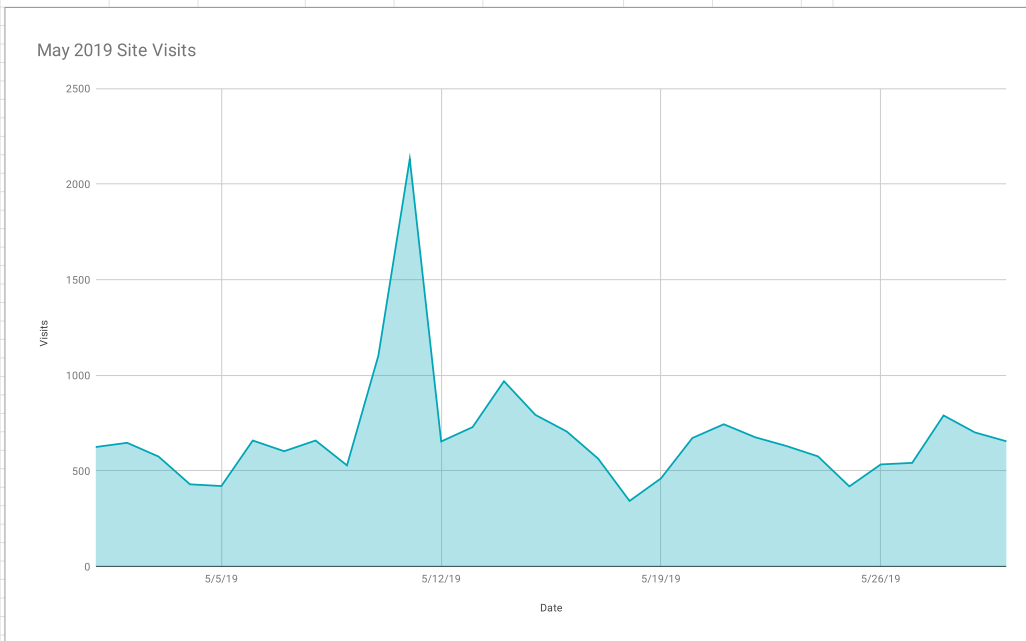
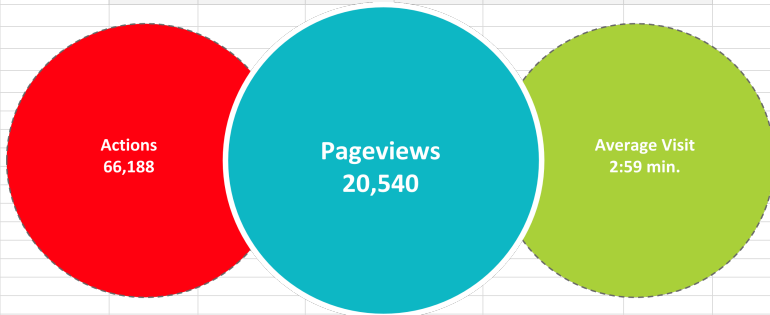
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SEABROOKTX.GOV WEBSITE ANALYTICS

WEBSITE TRAFFIC						
Date	Visits	Returning Visits	Downloads	Searches	Average Visit Duration	Actions
5/1/19	625	152	1010	49	0:03:30	2355
5/2/19	647	180	1438	49	0:05:42	2815
5/3/19	575	161	522	31	0:02:02	1774
5/4/19	430	116	351	19	0:01:49	1227
5/5/19	421	91	373	28	0:02:02	1307
5/6/19	659	222	897	46	0:03:20	2261
5/7/19	603	183	567	26	0:03:42	1859
5/8/19	659	141	1754	43	0:04:20	3001
5/9/19	529	149	843	51	0:03:37	2098
5/10/19	1103	304	499	55	0:02:10	2838
5/11/19	2131	538	1873	25	0:02:20	5338
5/12/19	654	233	161	20	0:01:20	1209
5/13/19	729	242	815	39	0:02:37	2478
5/14/19	969	249	604	59	0:02:38	2600
5/15/19	793	290	487	41	0:01:57	2163
5/16/19	706	190	2092	33	0:06:02	3552
5/17/19	564	152	512	18	0:02:33	1696
5/18/19	343	96	383	11	0:02:41	1012
5/19/19	461	124	740	13	0:01:41	1658
5/20/19	672	190	240	46	0:02:32	1711
5/21/19	744	195	1361	64	0:03:18	2834
5/22/19	676	193	583	34	0:02:24	2001
5/23/19	630	141	1469	25	0:06:02	2792
5/24/19	576	166	545	57	0:03:06	1852
5/25/19	419	88	657	23	0:02:10	1600
5/26/19	534	108	1442	43	0:02:47	2550
5/27/19	542	116	422	30	0:02:55	1486
5/28/19	790	217	531	19	0:02:08	2085
5/29/19	701	157	287	39	0:03:08	1750
5/30/19	655	151	928	52	0:02:46	2286
5/31/19	644	149	1247	26	0:02:51	2645
TOTAL/AVERAGE	20540	5535	24386	1088	0:02:59	66188

TOP 25 PAGES				
	Page	Pageviews	Unique Page Views	Average Time on Page
1	Homepage	22,038	11,683	0:01:01
2	Police Department	957	737	0:01:02
3	Swimming Pool	786	675	0:01:04
4	Seabrook Alerts	628	532	0:00:57
5	Area Attractions	552	486	0:00:51
6	Records	596	476	0:01:20
7	Residential Garbage Service	464	400	0:01:36
8	Animal Control	444	354	0:01:33
9	Permits	418	321	0:00:37
10	Customer Service & Utility Billing	362	320	0:01:37
11	Flood Maps	385	298	0:00:39
12	Carothers Coastal Gardens	377	284	0:01:28
13	Water	295	265	0:01:18
14	Departments	313	259	0:00:51
15	Emergency Management	302	258	0:00:34
16	Pet Adoption	306	244	0:00:50
17	Annual Events	253	222	0:00:55
18	Parks & Recreation	245	215	0:01:28
19	Community	244	212	0:00:52
20	Government	249	211	0:01:11
21	Municipal Court of Record	244	205	0:00:51
22	Human Resources	236	186	0:01:02
23	Seabrook Volunteer Fire Department	234	181	0:00:54
24	Trail System	214	167	0:00:31
25	Visitors	201	167	0:01:20

TOP 10 SEARCHED TERMS & FREQUENCY		
	Term	Searches
1	Pool	12
2	GIS	11
3	Pay Utility Bill	10
4	Permits	10
5	Available Pets	8
6	Pay Water Bill	8
7	Residential Garbage	8
8	water	8
9	Trash and Recycling	7
10	Fishing	6

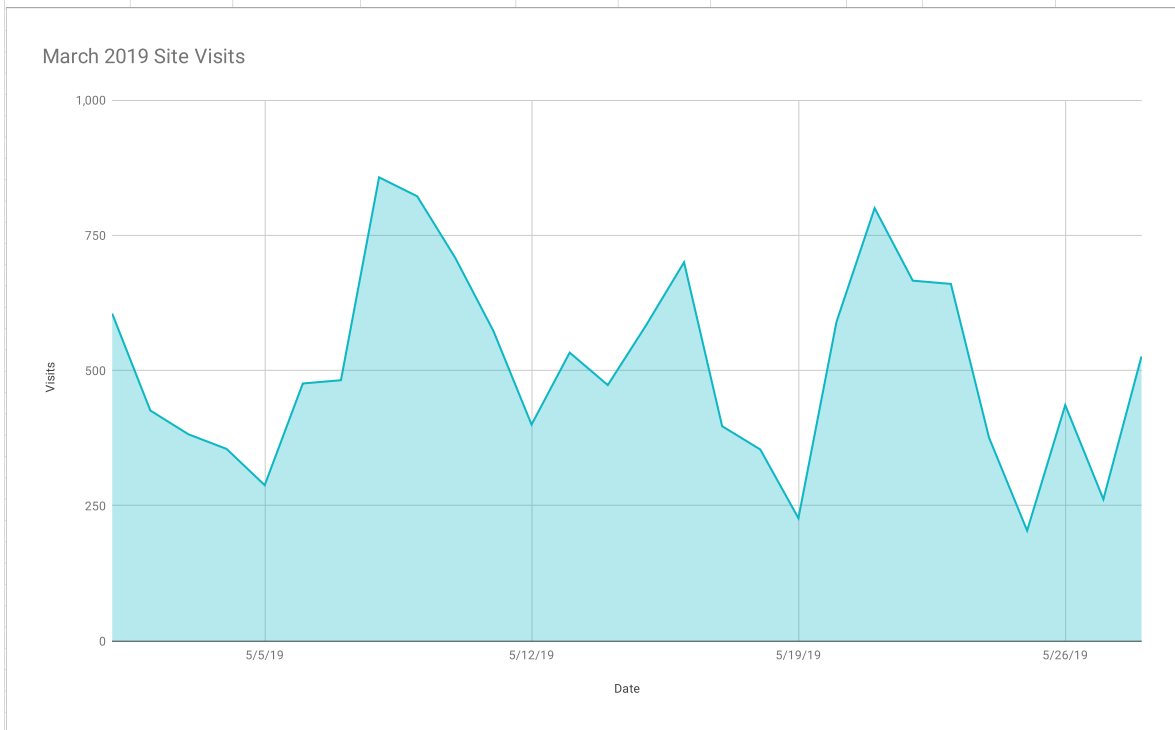
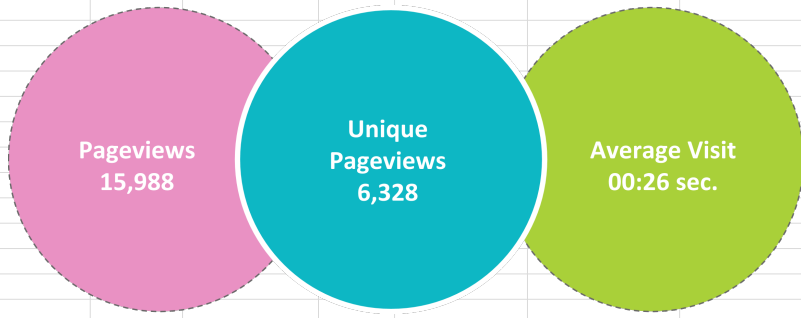


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SH146.COM WEBSITE ANALYTICS

WEBSITE TRAFFIC			
Date	Pageviews	Unique Pageviews	Average Visit Duration
5/1/19	605	232	0:00:21
5/2/19	426	167	0:00:33
5/3/19	382	156	0:00:16
5/4/19	355	148	0:00:18
5/5/19	288	118	0:00:25
5/6/19	476	195	0:00:19
5/7/19	482	199	0:00:29
5/8/19	857	358	0:00:28
5/9/19	822	347	0:00:33
5/10/19	708	276	0:00:26
5/11/19	573	226	0:00:22
5/12/19	400	152	0:00:27
5/13/19	533	210	0:00:23
5/14/19	473	193	0:00:33
5/15/19	583	233	0:00:22
5/16/19	700	280	0:00:26
5/17/19	397	167	0:00:23
5/18/19	354	140	0:00:19
5/19/19	227	87	0:00:16
5/20/19	590	230	0:00:29
5/21/19	800	297	0:00:22
5/22/19	666	259	0:00:30
5/23/19	660	263	0:00:28
5/24/19	376	141	0:00:31
5/25/19	204	86	0:00:33
5/26/19	436	160	0:00:33
5/27/19	262	103	0:00:24
5/28/19	526	196	0:00:22
5/29/19	629	246	0:00:31
5/30/19	1,198	463	0:00:24
5/31/19	776	301	0:00:35
TOTAL/AVERAGE	15,988	6328	0:00:26

TOP 10 PAGES/POSTS				
	Page	Pageviews	Unique Page Views	Average Time on Page
1	Home Page	7,914	2,832	0:00:32
2	Project Updates	1663	640	0:00:20
3	Lane Closures	820	380	0:00:35
4	Outriggers Demo	563	256	0:00:16
5	Center Turn Lane Re	484	224	0:00:21
6	About	452	191	0:00:36
7	Auto Zone	359	171	0:00:09
8	Construction	331	138	0:00:10
9	Sign-Up	315	126	0:00:11
10	Mapping	278	123	0:00:35



May 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
SH146 Lane Closure Notice	5/8/19	6:25 PM	5,654	707
Inclement Weather Update	5/10/19	7:32 AM	2,178	227
Waste Management running normal routes / may be late	5/10/19	8:10 AM	1,311	12
We are receiving reports of a petroleum smell...	5/10/19	4:46 PM	7,754	1,642
Barge Collision Update: Strong smell	5/10/19	6:18 PM	9,272	2,448
Barge Collision Update: We're in contact with USCG	5/10/19	9:14 PM	9,410	1,895
Barge Collision Update: Air Monitoring	5/11/19	8:39 AM	13,087	3,010
Barge Collision Update: Bayport-response.com	5/11/19	11:08 AM	1,723	112
Barge Collision Update: Air Monitoring Report	5/11/19	1:13 PM	2,836	440
Barge Collision Update: Ship Channel Partially Reopens	5/11/19	7:54 PM	2,888	317
Barge Collision Update: Unified Command Issues Health Guidan	5/12/19	11:01 AM	2,170	212
Barge Collision Update: Clear Creek Channel Closed	5/12/19	2:37 PM	2,074	150
Barge Collision Update: Media Briefing (Video)	5/12/19	3:31 PM	1,282	195
National Police Week: J. Hill	5/13/19	12:10 PM	1,818	206
Barge Collision Update: Salvage and Cleanup Continues	5/13/19	4:55 PM	1,828	160
Barge Collision Update: Clear Creek Channcel Reopened	5/13/19	5:19 PM	2,110	182
National Police Week: A. Hernandez	5/14/19	12:18 PM	1,440	120
Barge Collision Update: Salvage and Move	5/14/19	5:12 PM	6,808	1,025
Barge Collision Update: Barge Removal	5/15/19	9:01 AM	1,789	161
National Police Week: D. Imbrie	5/15/19	9:53 AM	1,400	93
Barge Collision Update: Barges Removed Successfully	5/15/19	2:26 PM	2,418	250
SH146 Traffic Shift - No Center Turn Lane	5/16/19	8:23 AM	5,735	1,196
National Police Week: W. Haskett	5/16/19	1:47 PM	1,476	150
National Police Week: R. Ojeda	5/17/19	8:22 AM	1,249	84
National Public Works Week: Mowing	5/20/19	7:39 AM	1,643	144
Preinct 2 Community Meeting: Education	5/20/19	7:46 AM	699	27
National Public Works Week: Water Line Tapping	5/21/19	8:35 AM	1,578	114
Mario's Flying Pizza - New Location	5/22/19	9:43 AM	1,478	181
Nationa Public Works Week: Hydrant Flushing	5/22/19	9:44 AM	1,454	86
Hurricane Town Hall Reminder	5/22/19	12:04 PM	503	24
National Public Works Week Proclamation	5/22/19	2:50 PM	940	24
National Public Works Week: Sidewalk Repairs	5/23/19	3:39 PM	1,284	86
National Public Works Week: Ditch Digging	5/24/19	9:15 AM	1,048	54
Memorial Day Event - Taps Video	5/27/19	1:55 PM	2,036	214
Mario's Grand Opening - Live Video	5/29/19	6:02 PM	1,597	206
SH146 Road Closure: 5th Street and N. Meyer	5/30/19	9:33 AM	2,855	287
JetSurf Ribbon Cutting	5/30/19	6:00 PM	1,623	215
TOTAL POSTS = 37			108,448	16,656

CITY LIKES

Month	Likes
May 2019	13,313
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

SEABROOK POLICE DEPARTMENT - TEXAS

Post	Date	Time	Impressions	Engaged Users
Barge Collision Update: Strong Smell	5/10/19	8:00 PM	914	178
Barge Collision Update: We're in contact with USCG	5/10/19	9:34 PM	1,177	322
Barge Collision Update: Air Monitoring	5/11/19	9:09 AM	1,247	220
Barge Collision Update: Bayport-Response.com	5/11/19	8:02 PM	866	100
Barge Collision Update: Clear Creek Channel Closed	5/12/19	2:48 PM	776	57
National Police Week: J. Hill	5/13/19	12:10 PM	3,996	905
National Police Week: A. Hernandez	5/14/19	12:13 PM	2,538	392
Barge Collision Update: Salvage and more	5/14/19	5:22 PM	1,173	196
National Police Week: D. Imbrie	5/15/19	9:32 AM	3,216	489
National Peace Officers Memorial Day	5/15/19	9:47 AM	1,626	149
Barge Collision Update: Barges Removed Successfully	5/15/19	2:31 PM	870	114
SH146 Road Closure: Traffic Shift	5/16/19	9:34 AM	1,061	209
National Police Week: W. Haskett	5/16/19	1:34 PM	3,376	454
National Police Week: R. Ojeda	5/17/19	8:13 AM	2,904	393
TOTAL POSTS = 14			25,740	4,178

PD LIKES

Month	Likes
May 2019	3725
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

SEABROOK ANIMAL SHELTER - TEXAS

Post	Date	Time	Impressions	Engaged Users
Stewart	5/6/19	12:14 PM	1,200	185
Petunia	5/17/19	3:41 PM	500	41
Ariel	5/20/19	7:54 AM	1,053	177
Hershey	5/21/19	11:39 AM	786	102
TOTAL POSTS = 4			3,539	505

ANIMAL SHELTER LIKES

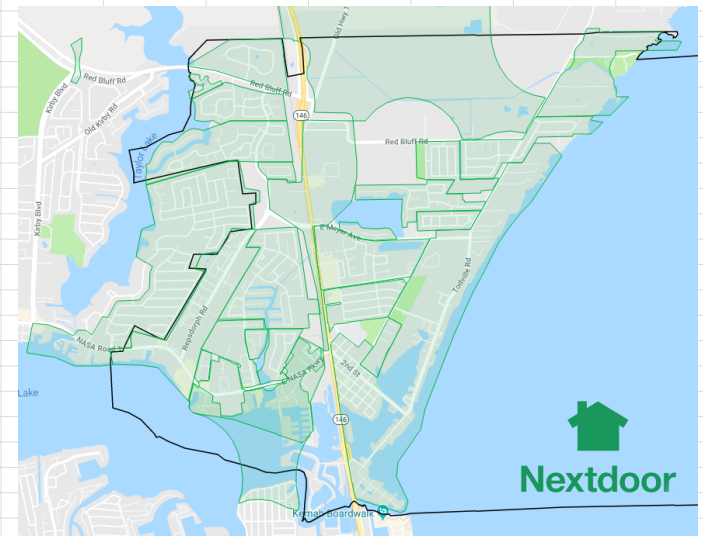
Month	Likes
May 2019	765
April 2019	749
March 2019	715
February 2019	693
January 2019	677
December 2018	664
November 2018	649
October 2018	621
September 2018	604
August 2018	594
July 2018	568
June 2018	541
May 2018	519

TWITTER ANALYTICS			
<i>Most impressions and highest engagement post</i>			
Agency Post	Date	Impressions	Engagement
Are you SeabrookREADY?	5/1/19	2,198	21
City Council Recap - 5/7/19	5/8/19	712	20
The majority of city streets are passable	5/10/19	731	24
Waste Management running normal routes	5/10/19	891	9
Missed trash pick-ups	5/10/19	594	1
<i>We are receiving reports of a petroleum smell</i>	<i>5/10/19</i>	<i>4,979</i>	<i>162</i>
Barge Collision: Smell	5/10/19	3343	125
The USCG is responding	5/11/19	1,191	133
Residents may report strong odors to 281-757-3017	5/11/19	878	109
Galveston health has established a hotline for health-related questions	5/11/19	709	14
Air monitoring report has been released	5/11/19	761	49
We have posted updates to our website	5/12/19	895	22
Latest update from unified command	5/12/19	482	19
Reminder to boaters: Clear Creek Channel closed	5/12/19	2,620	22
Bayport Channel collision response	5/12/19	1,436	5
National Police Week	5/13/19	1,197	19
Latest information on Bayport Channel collision	5/13/19	1,078	26
Clear Creek Channel is open	5/13/19	1,099	6
National Police Week	5/14/19	1,151	21
Unified Command prepared to salvage and move	5/14/19	1,075	13
Barge removal underway	5/15/19	1,424	46
National Police Week	5/15/19	1,014	13
National Peace Officers Memorial Day	5/15/19	1,053	7
Unified command successfully removes barges	5/15/19	2,095	41
SH146: Traffic Shift	5/16/19	905	28
National Police Week	5/16/19	915	20
National Police Week	5/17/19	884	16
National Public Works Week	5/20/19	901	11
Precint 2 Community Meeting Notice	5/20/19	783	13
National Public Works Week	5/21/19	882	19
National Public Works Week	5/22/19	766	7
City Council Recap - 5/21/19	5/22/19	639	13
Memorial Day Event Reminder	5/24/19	643	4
SH146 lane closures	5/30/19	347	8
TOTAL POSTS = 34		41,271	1,066

May 2019 Metrics - City Communications

NEXTDOOR ANALYTICS					
Most impressions and highest engagement post					
Agency Post	Date	Impressions	Thank You	Replies	
Memorial Day Event Created	5/1/19	288	2	0	0
Inclement Weather Update	5/10/19	460	3	0	0
Trash Pick Up - Normal Routes	5/10/19	298	2	3	0
Petroleum Smell	5/10/19	479	8	0	0
Ship Channel Barge Collision Update	5/10/19	374	4	0	0
Houston Ship Channel Barge Collision Update	5/11/19	367	3	0	0
Bayport Barge Collision Air Monitoring	5/11/19	726	3	0	0
Update Air Monitoring Report	5/11/19	546	3	0	0
Bayport Channel Collision Response	5/12/19	743	2	0	0
Incident Update-Unified Command Issues Health Guidance	5/12/19	1,196	6	0	0
Clear Creek Channel Closed	5/12/19	668	0	0	0
Unified Command continues response to collision on Houston Ship Channel near Bayport, Texas	5/13/19	678	3	0	0
Bayport Channel Collision: Salvage and Barge Move	5/14/19	720	0	0	0
Unified Command Begins Removal of Barges from Houston Ship Channel	5/15/19	413	1	0	0
SH146 Center Turn Lane Removed	5/16/19	406	0	0	0
Precinct 2 Community Meeting: Education	5/20/19	381	0	0	0
Hurricane Town Hall	5/22/19	481	2	5	0
Memorial Day Service	5/24/19	712	9	0	0
TOTAL POSTS = 18		9,936	51	8	0

Neighborhood	Total Members	Total Households	Claimed Households %
Lake Cove	826	550	84%
Repsdorph - Pebblebrook	424	1,437	20%
Seabrook Island	377	397	60%
Seascape I and II	337	273	78%
Lakepointe Forest	320	269	71%
Harbour Cove Estates	296	640	32%
Mystic Village	292	382	51%
Old Seabrook	254	191	79%
Seabrook's Stoop	220	317	47%
Baybrook	175	167	67%
Searidge	146	131	74%
Lakeside Shores	137	498	19%
Villas by The Bay	127	229	33%
Lakeside Landing	99	121	52%
Wildwood	90	84	70%
Towers of Seabrook	90	125	46%
Oak Forest	56	61	62%
Upper Todville	55	60	60%
El Lago	52	79	40%
Seabrook - Lake Mija	49	53	60%
Baybrook 1	47	55	58%
Edgelake	42	43	51%
Red Oaks Acre Estates	39	69	39%
Shady Lake Dr/Boardwalk	11	52	19%
TOTAL NEIGHBORHOODS = 24	4561	6283	53%



INSTAGRAM ANALYTICS			
<i>Most impressions and highest engagement post</i>			
Agency Post	Date	Likes	Comments
National Police Week: J. Hill	5/13/19	35	3
National Police Week: A. Hernandez	5/14/19	54	3
National Police Week: D. Imbrie	5/15/19	31	2
National Peace Officers Memorial Day	5/15/19	18	0
National Police Week: W. Hasket	5/16/19	27	0
National Police Week: R. Ojeda	5/17/19	28	1
National Public Works Week: Mowing	5/20/19	23	1
National Public Works Week: Water Line Tap	5/21/19	23	0
National Public Works Week: Hydrant Flushing	5/22/19	23	1
National Public Works Week Proclamation	5/22/19	36	3
<i>Memorial Day - Playing of Taps</i>	<i>5/27/19</i>	<i>224</i>	<i>1</i>
TOTAL POSTS = 11		522	15