Background

Priority Direction

*Improve* and *modernize* the way we *communicate* with the public

Purpose

To *connect* with the community and *inform* about City events, projects, people, and services
THANK YOU
Growth

• 7,419 Contacts

• 1,363 Subscriptions

Engagement (Avg)

• 47% Opened (vs 22.8%)

• 28% Clicked (vs 9.7%)
Engagement cont...

Authors / Publishers

- 1 to 19

WordPress Platform Analytics

- 23,245 Pageviews
- 18,644 Unique Pageviews
- 2:20 Avg Time on Page

Visitors

- 63% New
- 37% Returning

Global Reach:

- 28 Countries | 670 Cities
Facebook / Social Media

9,885 Reach
(# of unique people who saw the content)

1,323 Engagement
(clicks, likes, shares, comments)
Survey

Or

Text ELSEGUNDO to 22828

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