



# **Powell**

## **Communication Department**

*Monthly Report – September 2018*

### **Community Relations**

- 9/11 Ceremony (Sept. 11, 2018)
- Coffee with the Mayor & City Manager (Sept. 14 & 24, 2018)
- Proposed Income Tax Increase Education & Information Table – Oktoberfest (Sept. 22, 2018)
- Active Shooter Seminar (Sept. 24, 2018)
- Citizen Financial Review Task Force Public Forum (Sept. 25, 2018)
- Proposed Income Tax Increase Education & Information Table – Powell Farmers Market (Sept. 29, 2018)
- Proposed Income Tax Increase Education & Information Table – Powell Street Market (Sept. 30, 2018)

### **Popular Social Media Posts (Facebook, Twitter & Instagram)**

Upcoming Downtown Four Corners Enforcement Blitz

*People Reached – 9,150 | 316 Reactions, Comments & Shares*

Crews will begin construction to widen the Grace Drive and Liberty Street intersection for a future traffic light starting this Monday, Sept. 24, weather permitting.

*People Reached – 5,382 | 51 Reactions, Comments & Shares*

The proposed income tax increase will cost families less than a property tax increase would to help fill the \$2 million annual shortfall needed to keep Powell infrastructure safe and sustainable. #LetsTalkPowell

*People Reached – 3,847 | 25 Likes, Comments & Shares*

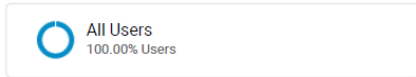
### **Video**

Downtown Four Corners Enforcement Blitz | <https://vimeo.com/291566686>

Public Forum Presentation – Facebook Live Stream

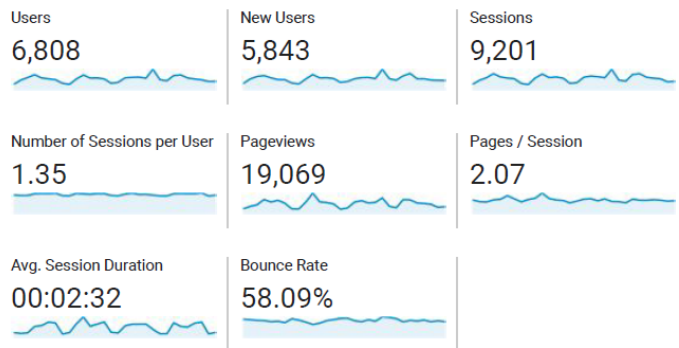
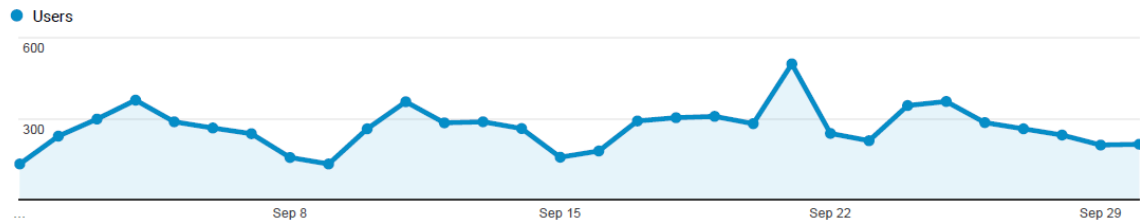
# Website

## Audience Overview

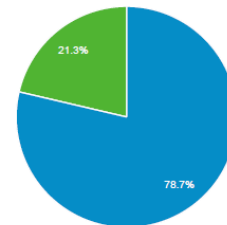


Sep 1, 2018 - Sep 30, 2018

### Overview



■ New Visitor ■ Returning Visitor



\*44 submissions received through online contact us/public records request/public service request forms.

## Online Newsroom

- [Upcoming public forums scheduled to discuss proposed income tax increase - Sept. 21, 2018](#)
- [Grace Drive & Liberty Street intersection roadwork scheduled to begin Sept. 24 - Sept. 20, 2018](#)
- [Powell Police plan to reduce number of illegal left turns at downtown Four Corners intersection - Sept. 14, 2018](#)

## E-Newsletter

- Sept. 21, 2018– 29.6% open rate
  - [Downtown Four Corners Enforcement Blitz](#)
- Sept. 7, 2018– 34.8% open rate
  - [Let's Talk Powell!](#)

## Media Relations

Powell Rotary: Oktoberfest flourishing

*Olentangy Valley News*

<http://www.thisweeknews.com/news/20180926/powell-rotary-oktoberfest-flourishing>

Powell's Four Corners: Left-turners' grace period is at an end

*Olentangy Valley News*

<http://www.thisweeknews.com/news/20180925/powells-four-corners-left-turners-grace-period-is-at-end>

Reactions mostly negative as Powell ponders scooters

*Olentangy Valley News*

<http://www.thisweeknews.com/news/20180925/reactions-mostly-negative-as-powell-ponders-scooters>

District library's levy passage could mean new Powell branch, Delaware upgrades

*Olentangy Valley News*

<http://www.thisweeknews.com/news/20180918/district-librarys-levy-passage-could-mean-new-powell-branch-delaware-upgrades>

Theme of Powell active-shooter seminar: 'Be prepared'

*Olentangy Valley News*

<http://www.thisweeknews.com/news/20180904/theme-of-powell-active-shooter-seminar-be-prepared>

Powell police cracking down on illegal turns at busy intersection

*WBNS-10TV*

<https://www.10tv.com/article/powell-police-cracking-down-illegal-turns-busy-intersection>