



Communication Department
Monthly Report – July 2019

Community Relations

- Lolli-Pops! Concert (July 8)
- Tutor Time of Powell Tour (July 12)
- Coffee with the Mayor & City Manager (July 12 & 26)

Top Social Media Posts

- Search for Missing Juvenile
 - *People Reached – 76,047 | 2,394 Likes, Comments & Shares*
- Happy Birthday to K9 Axel!
 - *People Reached – 4,541 | 352 Likes, Comments & Shares*
- Read the City's Popular Annual Financial Report: <https://cityofpowell.us/wp-content/uploads/2019/06/2018-PAFR.pdf>

This report provides information to our community about where the City revenues come from and where those dollars are spent. Additionally, we have highlighted some of the economic development activity that we saw last year and what is ahead for the remainder of 2019.

- *People Reached – 1,650 | 5 Likes, Comments & Shares*

Online Newsroom

[Parks & Recreation fall class registration begins Aug. 7 \(July 31\)](#)

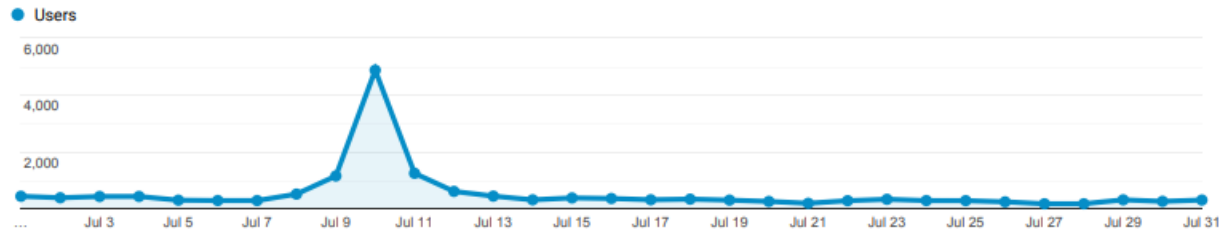
Website

Audience Overview

All Users
100.00% Users

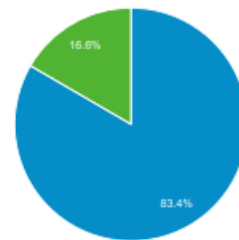
Jul 1, 2019 - Jul 31, 2019

Overview



Users 15,281	New Users 13,992	Sessions 18,750
Number of Sessions per User 1.23	Pageviews 31,196	Pages / Session 1.66
Avg. Session Duration 00:01:15	Bounce Rate 71.54%	

■ New Visitor ■ Returning Visitor



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	31,196 % of Total: 100.00% (31,196)	25,179 % of Total: 100.00% (25,179)	00:01:52 Avg for View: 00:01:52 (0.00%)	18,729 % of Total: 100.00% (18,729)	71.54% Avg for View: 71.54% (0.00%)	60.04% Avg for View: 60.04% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /powell-police-issue-missing-juvenile-alert/	6,982 (22.38%)	6,532 (25.94%)	00:02:44	6,446 (34.42%)	93.59%	92.41%	\$0.00 (0.00%)
2. /	4,706 (15.09%)	3,385 (13.44%)	00:02:54	2,979 (15.91%)	41.79%	43.54%	\$0.00 (0.00%)
3. /residents/parks-recreation/	2,467 (7.91%)	1,924 (7.64%)	00:01:54	1,710 (9.13%)	59.73%	63.92%	\$0.00 (0.00%)
4. /events/	1,372 (4.40%)	986 (3.92%)	00:00:36	502 (2.68%)	47.21%	35.50%	\$0.00 (0.00%)
5. /residents/parks-recreation/parks-recreation-guide/	1,254 (4.02%)	615 (2.44%)	00:00:41	317 (1.69%)	57.73%	33.73%	\$0.00 (0.00%)
6. /government/building-department/	693 (2.22%)	489 (1.94%)	00:00:56	254 (1.36%)	37.65%	27.85%	\$0.00 (0.00%)
7. /police-agency/	601 (1.93%)	452 (1.80%)	00:01:17	373 (1.99%)	56.15%	51.08%	\$0.00 (0.00%)
8. /government/employment-opportunities/	585 (1.88%)	500 (1.99%)	00:00:58	313 (1.67%)	82.43%	66.50%	\$0.00 (0.00%)
9. /about/lolli-pops-summer-childrens-concert-series/	551 (1.77%)	497 (1.97%)	00:04:55	471 (2.51%)	86.20%	83.12%	\$0.00 (0.00%)
10. /government/agendas-minutes/	542 (1.74%)	203 (0.81%)	00:01:33	69 (0.37%)	65.71%	28.23%	\$0.00 (0.00%)

Rows 1 - 10 of 1471

*88 submissions received through online contact us/public records request/public service request/we want to hear from you forms.

Media Relations

[Powell plans to dig deeper into DORA at Aug. 6 meeting](#)

Olentangy Valley News

[Powell's Stronghold Construction finds space it needs in Delaware](#)

Olentangy Valley News

[Powell nears decision on longer, daily restrictions at Four Corners intersection](#)

Olentangy Valley News

[Powell earmarks \\$5 vehicle-registration tax for roads](#)

Olentangy Valley News

[Updated: Culver's, diners, donors come through for family](#)

Olentangy Valley News

[Powell could approve \\$5 vehicle-registration tax July 16](#)

Olentangy Valley News

[Planned development at Home and Steitz roads entering homestretch](#)

Olentangy Valley News

[Powell leaders ponder \\$5 vehicle fee for infrastructure fixes](#)

Olentangy Valley News