



Communication Department
Monthly Report – December 2019

Community Relations

- Holidays in Powell (Dec. 7)

Top Social Media Posts

- As 2019 comes to a close, let's take a look back at this year to see all the things we accomplished. (Video)
 - *People Reached – 4.8K*
- Delaware County District Library held three public forums last week to discuss the new Powell branch. Read more in ThisWeek Olentangy Valley News.
 - *People Reached – 4.3K | 93 Likes, Comments & Shares*
- A snowy start to the week.



- *People Reached – 5.8K | 547 Likes, Comments & Shares*

Online Newsroom

- New Rumpke Rates for 2020
- Recycle Right – Holiday String Lights
- Winter/spring class registration begins Jan. 8
- Sallows promoted to serve as Deputy Chief of Police
- Finance Department awarded Certificate of Achievement

E-Newsletter

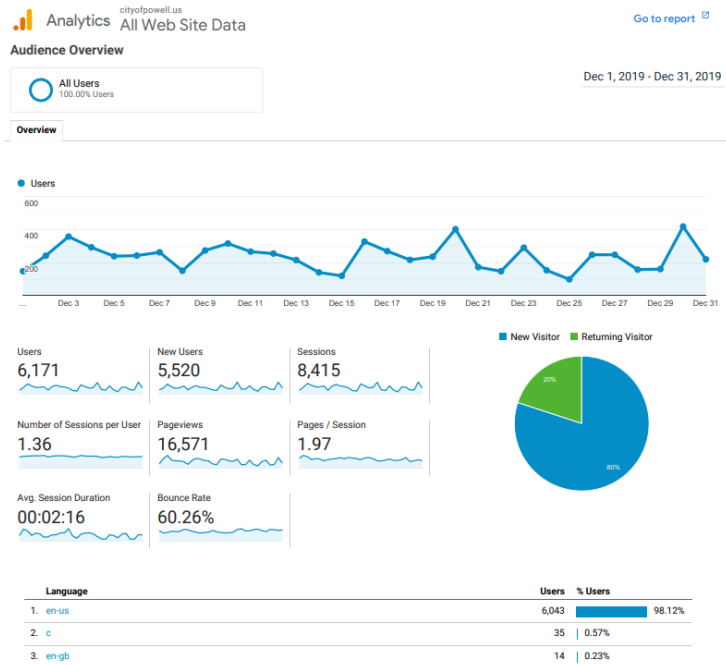
- [News from the City of Powell \(Dec. 17\)](#)
 - New Rumpke Rates for 2020 | Christmas Lights Recycling Program | Snow & Ice Removal
 - 33.1% open rate

- [Parks & Recreation Programs for Winter/Spring 2020 \(Dec. 20\)](#)
 - Class registration begins Jan. 8 | Sallows promoted to Deputy Chief | GFOA Award | Vacation House Watch | Christmas Tree Disposal
 - 27.8% open rate

Video

2019 Year in Review | <https://vimeo.com/382085480>

Website



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	16,571 % of Total: 100.00% (16,571)	12,357 % of Total: 100.00% (12,357)	00:02:20 Avg for View: 00:02:20 (0.00%)	8,395 % of Total: 100.00% (8,395)	60.26% Avg for View: 60.26% (0.00%)	50.66% Avg for View: 50.66% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	3,707 (22.37%)	2,339 (18.93%)	00:03:41	2,215 (26.38%)	40.73%	38.82%	\$0.00 (0.00%)
2. /government/building-department/	775 (4.68%)	542 (4.39%)	00:01:08	300 (3.57%)	37.21%	32.52%	\$0.00 (0.00%)
3. /government/building-department/contractor-registration/	631 (3.81%)	384 (3.11%)	00:05:44	288 (3.43%)	48.26%	52.77%	\$0.00 (0.00%)
4. /police-agency/	551 (3.33%)	404 (3.27%)	00:01:09	343 (4.09%)	52.77%	51.18%	\$0.00 (0.00%)
5. /about/holidays-in-powell/	493 (2.98%)	439 (3.55%)	00:02:47	392 (4.67%)	87.76%	82.35%	\$0.00 (0.00%)
6. /government/agendas-minutes/	449 (2.71%)	157 (1.27%)	00:01:37	58 (0.69%)	50.00%	25.17%	\$0.00 (0.00%)
7. /government/employment-opportunities/	429 (2.59%)	393 (3.18%)	00:01:17	218 (2.60%)	83.49%	73.43%	\$0.00 (0.00%)
8. /events/	382 (2.31%)	273 (2.21%)	00:00:35	77 (0.92%)	66.67%	34.29%	\$0.00 (0.00%)
9. /residents/parks-recreation/parks-recreation-guide/	373 (2.25%)	250 (2.02%)	00:01:26	202 (2.41%)	66.34%	54.96%	\$0.00 (0.00%)
10. /about/post-office-2/	364 (2.20%)	331 (2.68%)	00:02:54	321 (3.82%)	82.35%	86.26%	\$0.00 (0.00%)

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

Media Relations

[Infrastructure work not 'sexy,' but vital in Powell's 2020, leaders say](#)

Olentangy Valley News

[Olentangy Valley News: 5 Top Stories of 2019](#)

Olentangy Valley News

[Sixteen hopefuls vie to take Powell's reins from Steve Lutz](#)

Olentangy Valley News

[Delaware County library selects construction firm for new Powell branch](#)

Olentangy Valley News

[Delaware County library reaps input on new Powell branch at forums](#)

Olentangy Valley News

[Jon Bennehoof hangs on to Powell City Council seat after recount](#)

Olentangy Valley News

[Foundation names new president](#)

The Delaware Gazette

[Sallows promoted to deputy chief of police](#)

The Delaware Gazette

[Office space, day care approved](#)

The Delaware Gazette

[Holidays in Powell offers fun for all](#)

The Delaware Gazette