



**Communications Department**  
*Monthly Report – February 2020*

**Community Relations**

- Olentangy Rotary Club Presentation featuring the Police Department – Feb. 27

**Top Social Media Posts**

- Register for the 2020 Powell Citizens Police Academy! The Police Department is hosting the annual Citizens Police Academy, beginning Wednesday, March 4. The Academy will run from 7-9 p.m. every Wednesday for 10 weeks. Participants will gain insight on crime awareness and prevention while receiving an inside look into the Police Department. More information/to register: <https://cityofpowell.us/police-agency/citizens-police-academy/>
  - *People Reached – 2.4K | 39 Likes, Comments & Shares*
- Opening next week! <https://www.thisweeknews.com/news/20200205/dairy-queen-sets-feb-12-opening-for-powell-restaurant>
  - *People Reached – 3.8K | 526 Likes, Comments & Shares*
- Save the date for the annual Powell Community Easter Egg Hunt presented by the Powell United Methodist Church – 10 a.m. Saturday, April 4 in Village Green Park, 47 Hall Street. Warm or cold, rain or shine, snow or sunshine. Bring your own basket to fill with eggs!
  - *People Reached – 2.1K | 58 Likes, Comments & Shares*

**Online Newsroom**

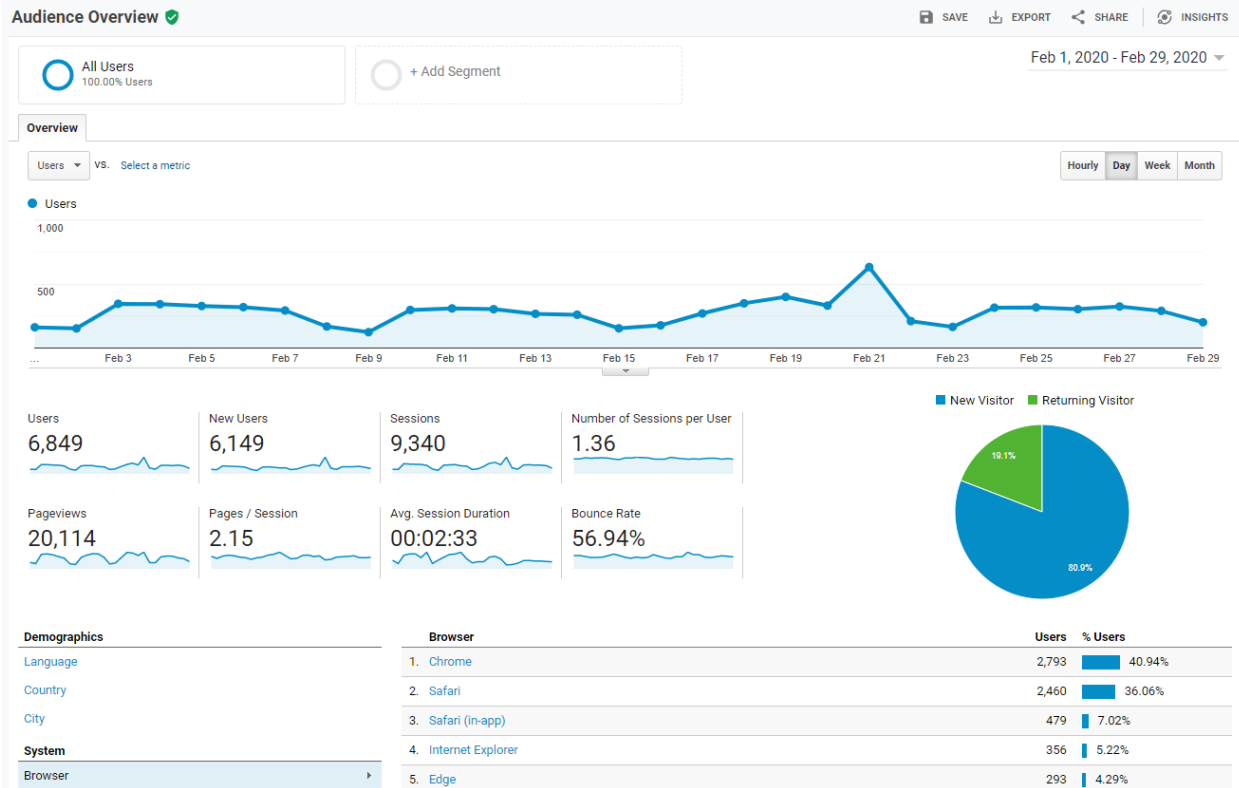
- Parks & Recreation Summer Camps
- Delaware County Gearing Up for 2020 Census
- Andrew White named Powell's new City Manager
- City shows support for Dementia Friendly Powell Initiative

**E-Newsletter**

- [Weekly News from the City of Powell, Ohio \(Feb. 7\)](#)
  - City shows support for Dementia Friendly Powell Initiative | Register for the 2020 Citizens Police Academy | Save the date for these fun, family-friendly events in Powell
  - 27.3% open rate
- [Weekly News from the City of Powell, Ohio \(Feb. 21\)](#)
  - Andrew White named Powell's new City Manager | Delaware County gearing up for 2020 Census | Save the date for these fun, family-friendly events in Powell
  - 31.7% open rate

- [2020 Parks & Recreation Summer Camps \(Feb. 28\)](#)
  - Save the date for 2020 summer camps | Delaware County gearing up for 2020 Census
  - 31.7% open rate

## Website



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	20,114 % of Total: 100.00% (20,114)	15,018 % of Total: 100.00% (15,018)	00:02:12 Avg for View: 00:02:12 (0.00%)	9,332 % of Total: 100.00% (9,332)	56.94% Avg for View: 56.94% (0.00%)	46.40% Avg for View: 46.40% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	4,222 (20.99%)	2,718 (18.10%)	00:03:54	2,538 (27.20%)	39.35%	37.28%	\$0.00 (0.00%)
2. /residents/parks-recreation/parks-recreation-guide/	1,001 (4.98%)	569 (3.79%)	00:00:56	420 (4.50%)	56.19%	42.46%	\$0.00 (0.00%)
3. /government/employment-opportunities/	872 (4.34%)	656 (4.37%)	00:02:28	442 (4.74%)	76.70%	64.68%	\$0.00 (0.00%)
4. /police-agency/	722 (3.59%)	466 (3.10%)	00:01:19	347 (3.72%)	44.67%	40.58%	\$0.00 (0.00%)
5. /government/building-department/	677 (3.37%)	463 (3.08%)	00:01:30	235 (2.52%)	32.77%	28.06%	\$0.00 (0.00%)
6. /residents/parks-recreation/	610 (3.03%)	466 (3.10%)	00:01:15	239 (2.56%)	66.11%	49.84%	\$0.00 (0.00%)
7. /andrew-white-named-powells-new-city-manager/	554 (2.75%)	515 (3.43%)	00:01:52	458 (4.91%)	92.14%	84.66%	\$0.00 (0.00%)
8. /government/agendas-minutes/	551 (2.74%)	267 (1.78%)	00:01:49	84 (0.90%)	55.95%	34.85%	\$0.00 (0.00%)
9. /events/	384 (1.91%)	299 (1.99%)	00:00:51	102 (1.09%)	65.69%	39.32%	\$0.00 (0.00%)
10. /residents/taxes/	308 (1.53%)	248 (1.65%)	00:02:22	186 (1.99%)	54.84%	64.94%	\$0.00 (0.00%)

## Video

Parks & Recreation Summer Camp Promotional - <https://vimeo.com/390799820>

## Media Relations

[Creating dementia-friendly community](#)

*The Delaware Gazette*

[Dairy Queen sets Feb. 12 opening for Powell restaurant](#)

*Olentangy Valley News*

[Insight is main fruit of Powell's Citizen Police Academy](#)

*Olentangy Valley News*

[Liberty Township: Speed limit dropping on stretch of Steitz Road](#)

*Olentangy Valley News*

[Powell clock repairman's a legend on his own time](#)

*Olentangy Valley News*

[Updated: Andrew White's experience, expertise stand out to Powell City Council](#)

*Olentangy Valley News*

[Six-vehicle crash on Sawmill Parkway in Powell leaves two cars stacked](#)

*Olentangy Valley News*

[Powell Festival lands 'Voice' contestant Alex Guthrie](#)

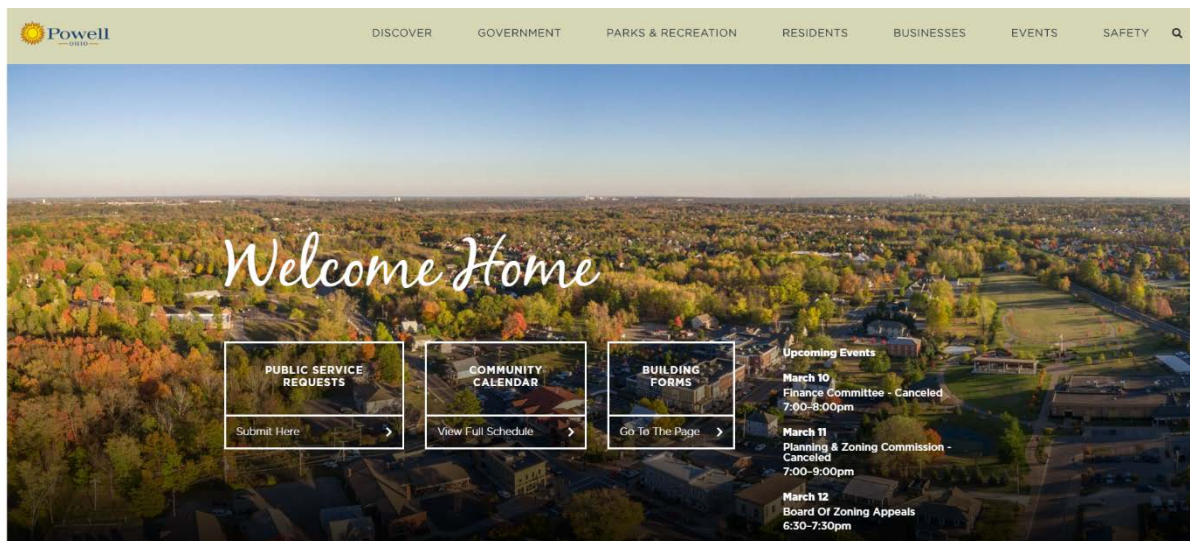
*Olentangy Valley News*

## Brand Implementation Update

### Website

The City launched a redesign of the main website – [www.cityofpowell.us](http://www.cityofpowell.us) – in early February. This redesign updates the appearance of the site to align with the City's new graphic standards.

The Powell Brand Team, comprised of a cross-section of staff, provided feedback on the website design and functionality during the development phase.



*Image: A snapshot of the home screen.*

