



**Communications Department**  
*Monthly Report – March 2020*

**Community Relations**

- Community Conversation Regarding COVID-19 Response Efforts (March 25)

**Top Social Media Posts**

- The Powell Police Department is now offering well-being house checks. If you or your loved one are a resident and a senior citizen, live alone, or have a medical condition which prevents you from leaving your home, contact the Powell Police Department and request a Well-Being House Check.
  - *People Reached – 8.2K | 458 Likes, Comments & Shares*
- The City is continuing to closely monitor the Coronavirus disease (COVID-19), recently declared a global pandemic by the World Health Organization. Our City Council and staff are working on contingency plans that promote the health and safety of our community and our staff while maintaining necessary services for our residents and businesses. As a result of COVID-19, the City plans to make changes to its operations. All of the changes listed on the following web page will go into effect beginning Monday, March 16. <https://cityofpowell.us/news/covid-19/>
  - *People Reached – 3.1K | 48 Likes, Comments & Shares*
- Imagine a pet adoption event in Village Green Park or perhaps attending an ice cream competition called "What's the Best Scoop?" between our local Powell ice cream shops. These were just a couple of the creative and fun ideas pitched to Powell City Council last night by sixth grade students from Liberty Middle School.
  - *People Reached – 4.8K | 134 Likes, Comments & Shares*

**Online Newsroom**

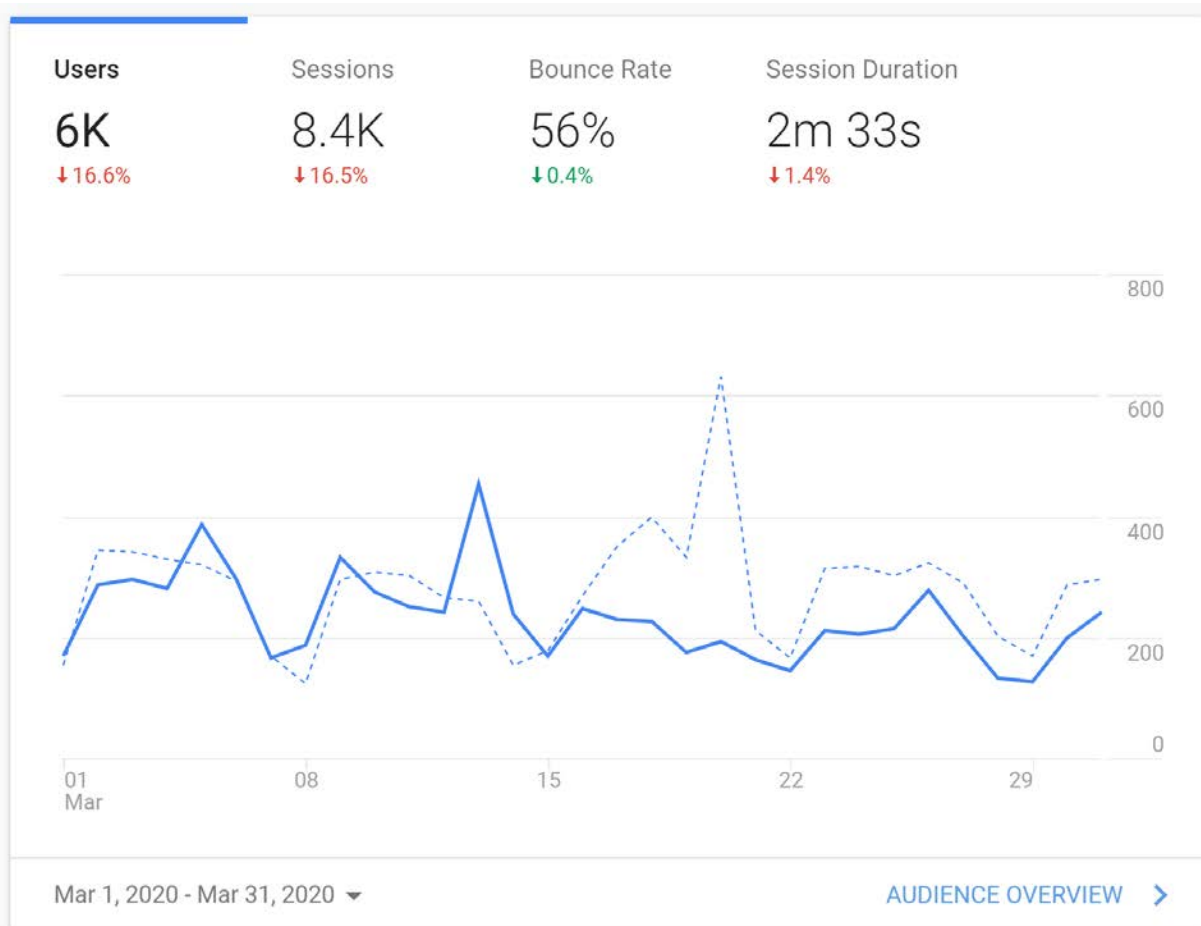
- Police Department now offering well-being house check service (March 25)
- Rumpke trash and recycling collection still on as scheduled (March 24)
- COVID-19 Updates (March 12/Ongoing)
- Powell Easter Egg Hunt Canceled (March 12)
- Parks & Recreation – Summer 2020 Guide now available online (March 5)

**E-Newsletter**

- [Parks & Recreation Summer Guide Now Available Online \(March 6\)](#)
  - Summer guide now available online | Powell Easter Egg Hunt set for April 4 | Delaware County gearing up for 2020 Census
  - 30% open rate
- [Weekly News from the City of Powell, Ohio \(March 13\)](#)
  - How the City is addressing COVID-19 | Online responses accepted for the 2020 Census
  - 41% open rate

- [Weekly News from the City of Powell, Ohio \(March 20\)](#)
  - COVID-19 Update
  - 42% open rate
- [COVID-19 Update | Well-Being House Checks \(March 27\)](#)
  - Well-being house checks now available | Parks & Recreation Update | Stay-at-Home Order Issued for Ohioans | Trash/Recycling Collection | City Operational Updates | Resources from the Delaware General Health District
  - 47.1% open rate

## Website



Plot Rows		Secondary dimension	Sort Type: Default		
<input type="checkbox"/>	Page ?		Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
			17,663 % of Total: 100.00% (17,663)	13,083 % of Total: 100.00% (13,083)	00:02:18 Avg for View: 00:02:18 (0.00%)
<input type="checkbox"/>	1. /		3,867 (21.89%)	2,534 (19.37%)	00:03:57
<input type="checkbox"/>	2. /news/covid-19/		993 (5.62%)	868 (6.63%)	00:02:29
<input type="checkbox"/>	3. /government/building-department/		686 (3.88%)	472 (3.61%)	00:01:04
<input type="checkbox"/>	4. /residents/parks-recreation/		647 (3.66%)	472 (3.61%)	00:01:39
<input type="checkbox"/>	5. /residents/parks-recreation/parks-recreation-guide/		593 (3.36%)	364 (2.78%)	00:01:11
<input type="checkbox"/>	6. /police-agency/		512 (2.90%)	335 (2.56%)	00:01:05
<input type="checkbox"/>	7. /government/agendas-minutes/		477 (2.70%)	172 (1.31%)	00:01:30
<input type="checkbox"/>	8. /government/employment-opportunities/		364 (2.06%)	326 (2.49%)	00:01:20
<input type="checkbox"/>	9. /government/		362 (2.05%)	170 (1.30%)	00:00:27
<input type="checkbox"/>	10. /residents/taxes/		301 (1.70%)	244 (1.87%)	00:02:31

**Media Relations**

[Powell diners offer support as restaurants recalibrate](#)

*Olentangy Valley News*

[Powell cancels meetings, parks and rec classes, more](#)

*Olentangy Valley News*

[Changes implemented in Powell](#)

*The Delaware Gazette*

[New Powell city manager ready for challenges](#)

*The Delaware Gazette*

WDLR Radio Interviews on the City's COVID-19 Response Efforts (March 26 & 27)