



Communications Department
Monthly Report – April 2020

Social Media Engagement

- The Liberty Township Fire Department, Powell Police Department, Delaware County Sheriff's Office and Olentangy Local School District are hosting a porch parade from 6-8 p.m. Friday, May 1, noon-2 p.m. Saturday, May 2 and 3-5 p.m. Sunday, May 3. The parade will feature a fire truck, ambulance, school bus and police cruisers.
 - *People Reached – 12.4K | 262 Likes, Comments & Shares*

- To recognize and honor the Class of 2020, the Olentangy School Local District turned on the high school stadium lights for 20 minutes at 8:20 p.m. tonight, 4-20-20. #OlentangyPride #InThisTogetherPowell #PowellOhioProud
 - *People Reached – 8.3K | 435 Likes, Comments & Shares 1*

- Congratulations to Sgt. Ben Boruchowitz on being sworn in as patrol sergeant this morning! Ben was hired by the Powell Police Department as a patrol officer in May of 2004 and has spent the last 16 years in that role.
 - *People Reached – 5.1K | 704 Likes, Comments & Shares*

- The widening and installation of the traffic signals at the Seldom Seen Road and North Liberty Street intersection is underway. This project is being done in collaboration with the Delaware County Engineer's Office.
 - *People Reached – 3.6K | 102 Likes, Comments & Shares*

- Watch how the Powell Police Department and Liberty Township Fire Department are prepared for #COVID19. We will get through this together, Powell. #InThisTogetherOhio #PowellOhioProud
 - *People Reached – 6.8K | 292 Likes, Comments & Shares*

Online Newsroom

- City, Township Holding Community Porch Parade (April 24)
- Virtual Pond Clinic with Delaware Soil & Water (April 24)
- City to Award Bid for Sawmill Parkway Resurfacing Project (April 23)
- Boruchowitz promoted to Police Sergeant (April 13)
- Crews begin work at North Liberty Street & Seldom Seen Road Intersection (April 10)
- Parks & Recreation Update: Summer Registration Postponed (April 6)
- Parks & Recreation Department Shares Weekly Stay-at-Home Activities (Weekly)

Video

COVID-19 Response in Powell | <https://vimeo.com/403823915>

E-Newsletter

[This week's stay-at-home ideas for the family](#) (April 26)

Open rate – 37.5%

[Weekly News from the City of Powell, Ohio](#) (April 24)

- City awards bid for Sawmill Parkway resurfacing project | City, Township holding porch parade next weekend | Attorney General's Office shares important message about screen time | Resources from the Delaware General Health District
- Open rate – 37.5%

[Weekly News from the City of Powell, Ohio](#) (April 17)

- Parks & Recreation shares weekly stay-at-home activities | This week's bright spot: Boruchowitz sworn in as police sergeant | Delaware County seeking feedback from businesses | Resources from the Delaware General Health District
- Open rate – 39.1%

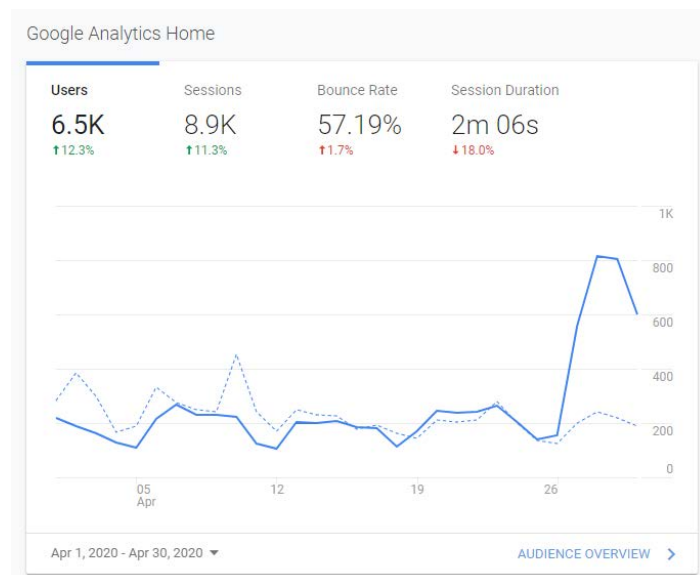
[Weekly News from the City of Powell, Ohio](#) (April 10)











- Crews begin work at North Liberty Street & Seldom Seen Road Intersection | Watch: How your local Police & Fire Departments are COVID-19 Response Ready | Recreation programs, events update | Income tax filing deadline extended to July 15 | COVID-19 Scam Alert | Resources from the Delaware General Health District
- Open rate – 41%

[Weekly News from the City of Powell, Ohio](#) (April 3)

- Bright spot for the week: Andrew White sworn in as new City Manager | Watch: How your local Police & Fire Departments are COVID-19 Response Ready | Recreation programs, events update | Well-being house checks now available | Stay-at-Home Order Amended for Ohioans | Trash/Recycling Collection | Income tax filing deadline extended to July 15 | COVID-19 Scam Alert | Resources from the Delaware General Health District
- Open rate – 39.7%

Website



<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
		17,598 % of Total: 100.00% (17,598)	13,333 % of Total: 100.00% (13,333)	00:02:09 Avg for View: 00:02:09 (0.00%)
<input type="checkbox"/>	1. / 	3,716 (21.12%)	2,478 (18.59%)	00:03:19
<input type="checkbox"/>	2. /city-township-holding-porch-parade-featuring-first-responders/ 	2,377 (13.51%)	1,849 (13.87%)	00:03:02
<input type="checkbox"/>	3. /news/covid-19/ 	858 (4.88%)	696 (5.22%)	00:01:31
<input type="checkbox"/>	4. /government/building-department/ 	659 (3.74%)	423 (3.17%)	00:01:10
<input type="checkbox"/>	5. /police-agency/ 	523 (2.97%)	364 (2.73%)	00:01:12
<input type="checkbox"/>	6. /residents/parks-recreation/ 	478 (2.72%)	383 (2.87%)	00:01:29
<input type="checkbox"/>	7. /government/building-department/city-of-powell-residential-building/ 	373 (2.12%)	223 (1.67%)	00:02:49
<input type="checkbox"/>	8. /government/agendas-minutes/ 	329 (1.87%)	159 (1.19%)	00:01:22
<input type="checkbox"/>	9. /residents/parks-recreation/parks-recreation-guide/ 	257 (1.46%)	169 (1.27%)	00:00:49
<input type="checkbox"/>	10. /government/employment-opportunities/ 	242 (1.38%)	219 (1.64%)	00:01:33

Media Relations

[Ray Ray's to park food truck at Nocterra Brewing Company](#)

Olentangy Valley News

[Heroes on parade](#)

Olentangy Valley News

[Powell OKs funding for Sawmill Parkway resurfacing](#)

Olentangy Valley News

[Sawmill Parkway to be resurfaced](#)

The Delaware Gazette

[Olentangy Schools' three-part ballot issue finds strong voter support](#)

Olentangy Valley News

[Powell, Liberty Township 'parade' for front-liners aims to spur smiles, hope](#)

Olentangy Valley News

[Powell, Liberty Twp. to hold porch parade](#)

Delaware Gazette

[Cash earmarked for Delaware County small businesses, individuals](#)

Olentangy Valley News

[Planning for new Powell library undaunted, so far, by coronavirus](#)
Olentangy Valley News

[Powell crossroads of North Liberty Street and Seldom Seen Road in line for upgrades](#)
Olentangy Valley News

[New Powell City Manager Andrew White keeping 'open mind' amid trying times](#)
Olentangy Valley News

[MORPC Matters: Central Ohio governments work together during coronavirus pandemic](#)
Olentangy Valley News

[White settling in as Powell manager](#)
The Delaware Gazette

[Boruchowitz promoted to sergeant in Powell](#)
The Delaware Gazette

Brand Strategy

City of Powell E-Newsletter Design & Refresh – See the new template [here](#).

[View this email in your browser](#)



Community Porch Parade

The Liberty Township Fire Department, Powell Police Department, Delaware County Sheriff's Office and Olentangy Local School District are hosting a porch parade from 6-8 p.m. Friday, May 1, noon-2 p.m. Saturday, May 2 and 3-5 p.m. Sunday, May 3. The parade will feature a fire truck, ambulance, school bus and police cruisers.

Residents are encouraged to wave American flags inside or outside of their homes, decorate their sidewalks or driveways with chalk and to practice good social distancing.

The parade will take place over the course of three days in Liberty Township and the City of Powell. The trucks and cruisers will drive down primary streets within the subdivisions.

Friday, May 1

Neighborhoods south of Powell Road

Saturday, May 2

Neighborhoods between Powell Road and Home Road

Sunday, May 3

Neighborhoods north of Home Road

[Read More...](#)



May 5, 2020

6:30 p.m. - [Virtual Development Committee - Zoom link](#)

7:30 p.m. - [Powell City Council - Zoom link](#)



May 9, 2020

8:30 a.m. - [Virtual Coffee with the City Manager](#)

Watch and discuss live on the [City's Facebook Page](#)