



Communications Department
Monthly Report – May 2020

Community Relations

- Community Porch Parade (May 1-3)
- Virtual Coffee with the City Manager (May 8)

Social Media Engagement

- The parade of police cruisers, fire trucks and ambulances as well as the library bookmobile and school bus traveled throughout neighborhoods in the City of Powell and Liberty Township. To show support for those on the front lines of #COVID19, residents were asked to wave their American flags and decorate their sidewalks and driveways with chalk all while using appropriate social distancing.
 - *People Reached – 12K | 420 Likes, Comments & Shares*
- City Manager Steve Lutz retires today after serving as Powell's City Manager since 1996.

"I am grateful for all of the wonderful work opportunities I have been part of over the past 23 years," said Lutz. "I've had the distinct pleasure to work with dedicated elected and appointed officials and professional staff throughout my entire Powell career. It will be those relationships and my interactions with the community that I will miss most. After having worked continuously in the city management profession for the past 35 years, I look forward to being able to spend more time on other endeavors and interests."

The City thanks Steve for his dedication to the Powell community over the past two decades and wishes him all the best on his future endeavors. While we can't celebrate with Steve in person right now due to the [#COVID19](#) pandemic, we encourage residents to share well wishes below. [#PowellOhioProud](#) [#ThankYou](#)

- *People Reached – 6.7K | 268 Likes, Comments & Shares1*
- It was an honor to participate in the #LightOhioBlue cruiser caravan this evening. We honored our health care heroes at The Ohio State University Wexner Medical Center, Nationwide Children's Hospital, Mount Carmel Health and OhioHealth. [#InThisTogetherOhio](#)
 - *People Reached – 3.9K | 174 Likes, Comments & Shares*
- Virtual Coffee with the City Manager
 - *People Reached – 3.3K | 69 Likes, Comments & Shares*

Video

- Community Porch Parade | <https://vimeo.com/418724322>

Online Newsroom

- Field of Flags planned for Memorial Day (May 15)
- Liberty Township Fire Department improves ISO score (May 15)
- Street Maintenance Program Receives Green Light (May 21)
- Powell Festival Gathering Postponed, DORA and Virtual 5K Planned (May 21)
- Paving Work Planned for SR 750 (May 22)
- Parks & Recreation Department shares weekly stay-at-home activities (May 25)
- City outlines Initial Reopening Plan (May 29)

E-Newsletter

Community Porch Parade – May 1-3 (May 1)

- Open Rate – 40.3%

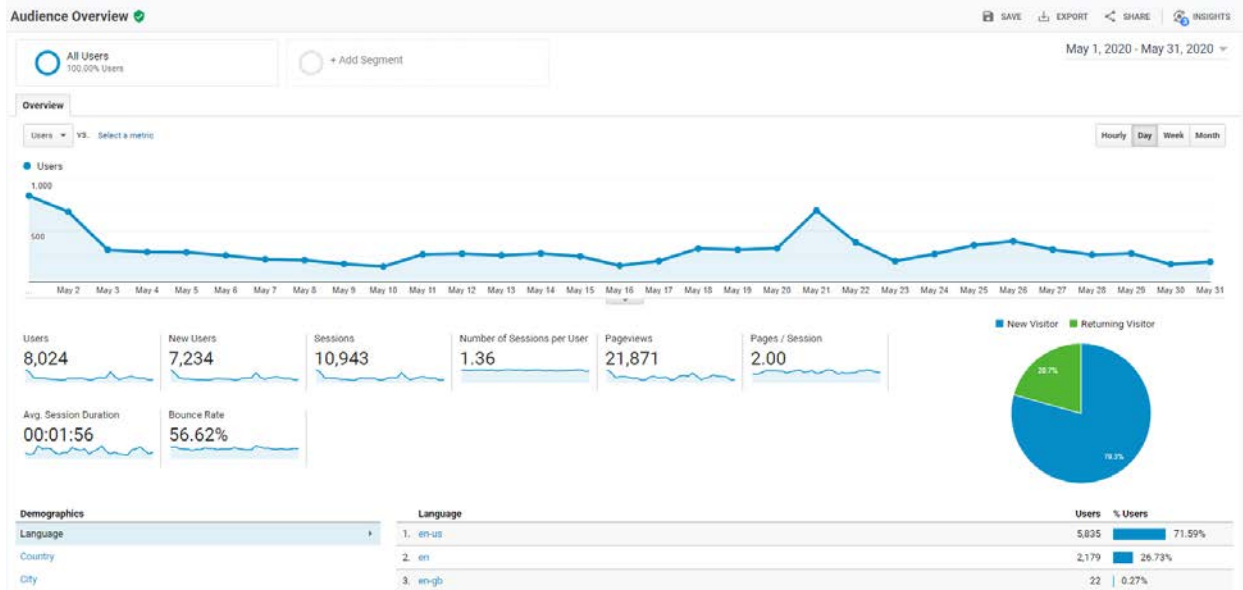
Weekly News from the City of Powell, Ohio (May 15)

- Field of Flags planned for Memorial Day | Paving work planned for SR 750 | COVID-19 Update | Upcoming Public Meetings & Events
- Open rate – 39.4%

Weekly News from the City of Powell, Ohio (May 22)

- Festival postponed to the fall | DORA, virtual 5K planned for June | Field of Flags planned for Memorial Day | Street Maintenance Program | Upcoming Public Meetings & Events
- Open rate – 33.9%

Website



		21,871 % of Total: 100.00% (21,871)	17,062 % of Total: 100.00% (17,062)	00:01:56 Avg for View: 00:01:56 (0.00%)	10,931 % of Total: 100.00% (10,931)	56.62% Avg for View: 56.62% (0.00%)	49.98% Avg for View: 49.98% (0.00%)
<input type="checkbox"/>	1. /	3,824 (17.48%)	2,794 (16.38%)	00:02:36	2,594 (23.73%)	35.16%	36.53%
<input type="checkbox"/>	2. /city-township-holding-porch-parade-featuring-first-responders/	1,544 (7.06%)	1,265 (7.41%)	00:03:42	1,021 (9.34%)	80.22%	77.98%
<input type="checkbox"/>	3. /news/covid-19/	1,217 (5.56%)	1,003 (5.88%)	00:01:49	214 (1.96%)	67.76%	58.67%
<input type="checkbox"/>	4. /residents/parks-recreation/	1,090 (4.98%)	819 (4.80%)	00:01:34	546 (4.99%)	39.74%	48.07%
<input type="checkbox"/>	5. /government/building-department/	882 (4.03%)	567 (3.32%)	00:01:12	325 (2.97%)	31.08%	27.78%
<input type="checkbox"/>	6. /police-agency/	666 (3.05%)	441 (2.58%)	00:01:16	314 (2.87%)	45.86%	40.99%
<input type="checkbox"/>	7. /government/agendas-minutes/	580 (2.65%)	239 (1.40%)	00:01:35	87 (0.80%)	57.30%	32.24%
<input type="checkbox"/>	8. /powell-festival-gathering-postponed-dora-and-virtual-5k-planned/	528 (2.41%)	506 (2.97%)	00:02:52	473 (4.33%)	93.25%	91.29%
<input type="checkbox"/>	9. /government/building-department/city-of-powell-residential-building/	474 (2.17%)	291 (1.71%)	00:02:52	89 (0.81%)	44.94%	38.19%
<input type="checkbox"/>	10. /residents/parks-recreation/parks-recreation-guide/	438 (2.00%)	281 (1.65%)	00:00:34	185 (1.69%)	39.46%	34.93%

Media Relations

[Health guidelines in place for Powell Chamber Farmers Market](#)

Olentangy Valley News

[Powell Ok's funding for Sawmill Parkway resurfacing](#)

Olentangy Valley News

[Heroes on parade](#)

Olentangy Valley News

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

Olentangy Valley News

[Cell tower proposed for park on Powell's radar](#)

Olentangy Valley News

[Powell Festival tabled – but DORA could offset loss](#)

Olentangy Valley News

[Orange, Liberty townships pitch in to county loan program for small businesses](#)

Olentangy Valley News

[Powell repaving projects back on track for 2020](#)

Olentangy Valley News

[Powell City Council approves \\$745,000 in road repairs](#)

The Delaware Gazette

[The Retreat guidelines approved](#)

The Delaware Gazette

[Sawmill Parkway to be resurfaced](#)

The Delaware Gazette