



Communications Department
Monthly Report – August 2020

Community Relations

- Virtual Mystery Night Out (Aug. 4-5)
- Olentangy Rotary Club Presentation featuring City Manager Andrew White (Aug. 13)

Social Media Engagement

- Starting today, the multi-use path along Sawmill Parkway between Seldom Seen Road and Home Road will be closed intermittently for a few weeks to allow the contractor to perform asphalt repairs on the path and to pour new concrete curb ramps at intersections.

The path will have barricades in place when closed. Residents are welcome to detour through neighborhoods or pass around the work on the grass. More information on the Sawmill Parkway Resurfacing Project: <https://cityofpowell.us/government/engineering-department/sawmill-parkway-resurfacing-project/>

- *People Reached – 5.2K | 36 Likes, Comments & Shares*
- We're excited to welcome our newest police officer to the team! Ofc. Kaylyn Heading was sworn in this week by City Manager Andy White and Police Chief Stephen Hrytzik. Welcome to Powell, Ofc. Heading! #PowellOhioProud
 - *People Reached – 6.4K | 730 Likes, Comments & Shares*
- The Designated Outdoor Refreshment Area (DORA) in Powell is moving to a weekly format through the end of September with enhanced public health safety measures. The DORA will be in effect from 4-10 p.m. Fridays and 11 a.m.-10 p.m. Saturdays and Sundays beginning this Friday, Aug. 14 through the end of September.
 - *People Reached – 5.6K | 112 Likes, Comments & Shares*

Online Newsroom

- Powell's DORA program moves to weekly format, safety measures added (Aug. 11)

E-Newsletter

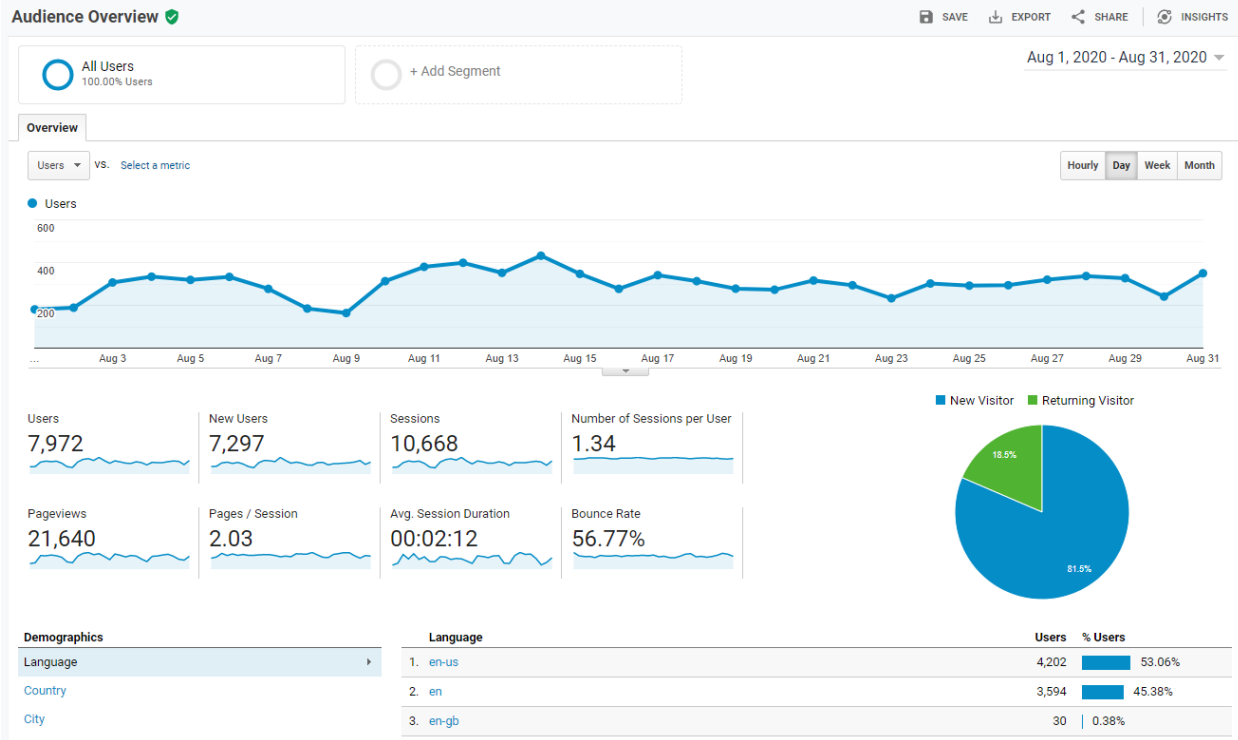
[Weekly News from the City of Powell, Ohio \(Aug. 14\)](#)

- DORA moves to weekly format | Check out the City's shared use paths | Upcoming Public Meetings & Events
- Open Rate – 34.5%

[Weekly News from the City of Powell, Ohio \(Aug. 28\)](#)

- Sawmill Parkway Project Update | DORA moves to weekly format | Check out the City's park map | Upcoming Public Meetings & Events
- Open rate – 33.0%

Website



Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
	21,640 % of Total: 100.00% (21,640)	16,839 % of Total: 100.00% (16,839)	00:02:07 Avg for View: 00:02:07 (0.00%)
<input type="checkbox"/> 1. /	3,973 (18.36%)	2,765 (16.42%)	00:03:21
<input type="checkbox"/> 2. /residents/parks-recreation/	1,221 (5.64%)	928 (5.51%)	00:02:19
<input type="checkbox"/> 3. /government/employment-opportunities/	936 (4.33%)	770 (4.57%)	00:03:27
<input type="checkbox"/> 4. /powells-first-dora-planned-for-june/	845 (3.90%)	766 (4.55%)	00:02:38
<input type="checkbox"/> 5. /powells-dora-program-moves-to-weekly-format-safety-measures-added/	653 (3.02%)	586 (3.48%)	00:03:19
<input type="checkbox"/> 6. /government/building-department/	608 (2.81%)	408 (2.42%)	00:01:02
<input type="checkbox"/> 7. /police-agency/	580 (2.68%)	420 (2.49%)	00:01:33
<input type="checkbox"/> 8. /government/agendas-minutes/	539 (2.49%)	225 (1.34%)	00:02:05
<input type="checkbox"/> 9. /news/covid-19/	500 (2.31%)	410 (2.43%)	00:01:45
<input type="checkbox"/> 10. /events/	473 (2.19%)	366 (2.17%)	00:00:49

Media Relations

[Trail advocates keeping Powell, Liberty Township residents connected](#)
Olentangy Valley News

[Extended DORA set in Powell with safety at forefront](#)
Olentangy Valley News

['Cancer didn't end,' so Powell couple pedal on toward Pelotonia goals](#)
Olentangy Valley News