

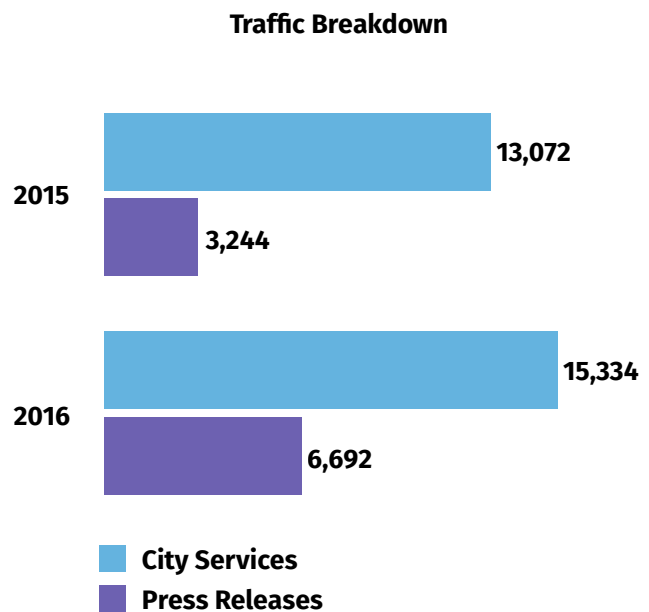
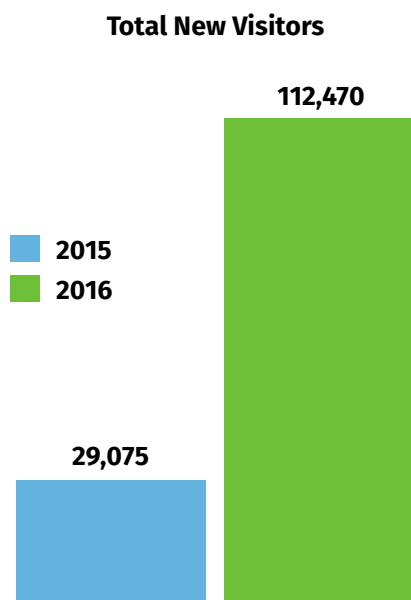


## Communications Assistant Analytical Report

### Organization Outreach Data

#### 1. Website

The City's website is accessed for new and archived information, with a strong focus on City Services and news alerts such as press release. An average of **127,387** people visited the website between Jan. 1 2015 and Dec 31st 2016. "New Visitors" made up a total of **29,075 visits** in 2015, and **112,470** sessions in 2016, showing a **287%** increase in new visitors. We are currently averaging **247** daily active users (**952** weekly, **3948** monthly). Subscriptions to our news updates reached **200** users in 2017. Website traffic showed a dramatic increase in overall "new visitors" in 2016. Additionally, access to City services via the website increased by **17%**.



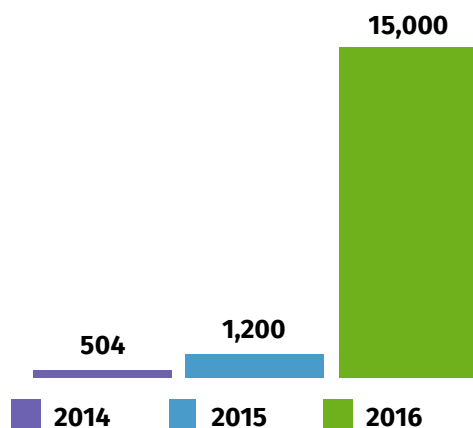
## 2. Facebook

The City's Facebook metrics are calculated through user connection ("likes"), engagement, and reach. The amount of connected users increased **184%** (from **482** to **1373**) between March 2015 and May 2017. Of the 1305 connected users, **1295** of them subscribe to our updates, accounting for a **98%** audience retention rate. Between March 2015 and March 2017 a total of **6757** unique engaged users interacted with one or more of our posts. During this period, the total number of people our posts reached was **84,216**.

An example of how the City's use of Facebook can reach a large quantity of people and encourage participation can be seen in a post regarding Town Meeting Day, which reached **1.7k** people. Another example can be seen in our strategically executed post regarding the BHO lab emergency which shut down the traffic circle. The post reached **20,836** people, received **88** shares and more than **100** comments. Winooski leads the way in connecting users to content when compared to neighboring communities.

It is also worth mentioning that our use of Facebook makes up the second largest quantity of referrals back to the City's website, totaling **18,466** over the website's lifetime (March 2013 - current). We saw a **138%** in referrals for 2015 to 2016.

### Website Referrals from Facebook



### Facebook Comparisons



## QUARTERLY ENGAGEMENT

Q1	Q2	Q3	Q4	2015	
801*	4573	3135	3205	11714	
					108% INCREASE
Q1	Q2	Q3	Q4	2016	
8379	5804	6600	3693*	24476	

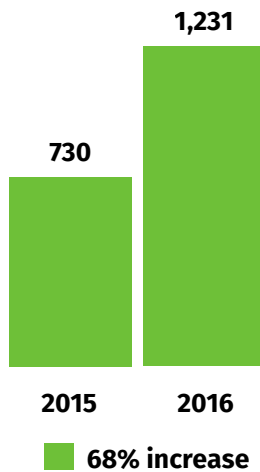
## QUARTERLY REACH

Q1	Q2	Q3	Q4	2015	
24086	40352	30,113	37117	131668	
					106% INCREASE
Q1	Q2	Q3	Q4	2016	
73708	71486	74334	51795*	271323	

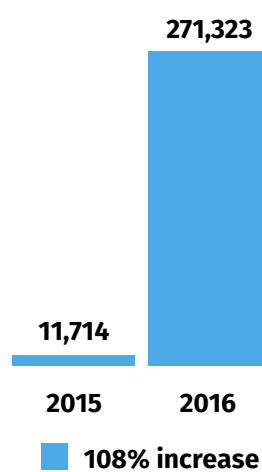
\*Q1 Engagement set indicates a lesser value due to Facebook's limited analytical reach

\*Q4 Engagement & Reach sets indicate sharp decreases in both engagement and reach as a result of VISTA member turnover.

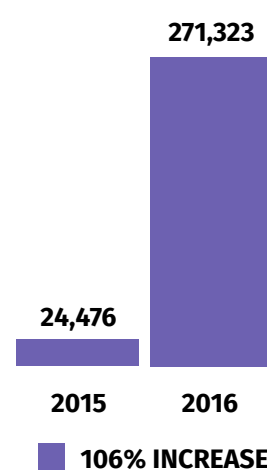
### Connected Users



### Engagement



### Reach



### 3. Twitter

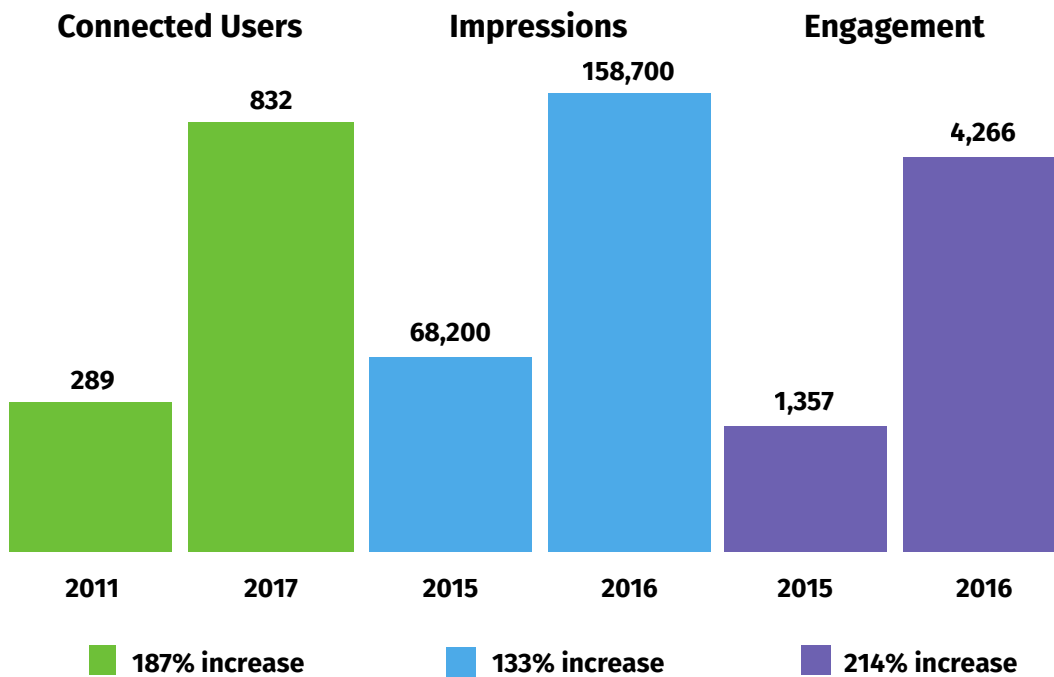
Our Twitter metrics are calculated through user connection, impressions, and engagement. The total amount of connected users increased **187%** (from **289** to **832**) between 2011 and 2017.

#### QUARTERLY IMPRESSIONS

Q1	Q2	Q3	Q4	2015
17,500	16,700	17,700	16,300	68,200
133% INCREASE				
Q1	Q2	Q3	Q4	2016
48,100	55,900	32,900	21,800	158,700

#### QUARTERLY ENGAGEMENT

Q1	Q2	Q3	Q4	2015
353	377	379	248	1357
214% INCREASE				
Q1	Q2	Q3	Q4	2016
1353	1334	1146	433	4266

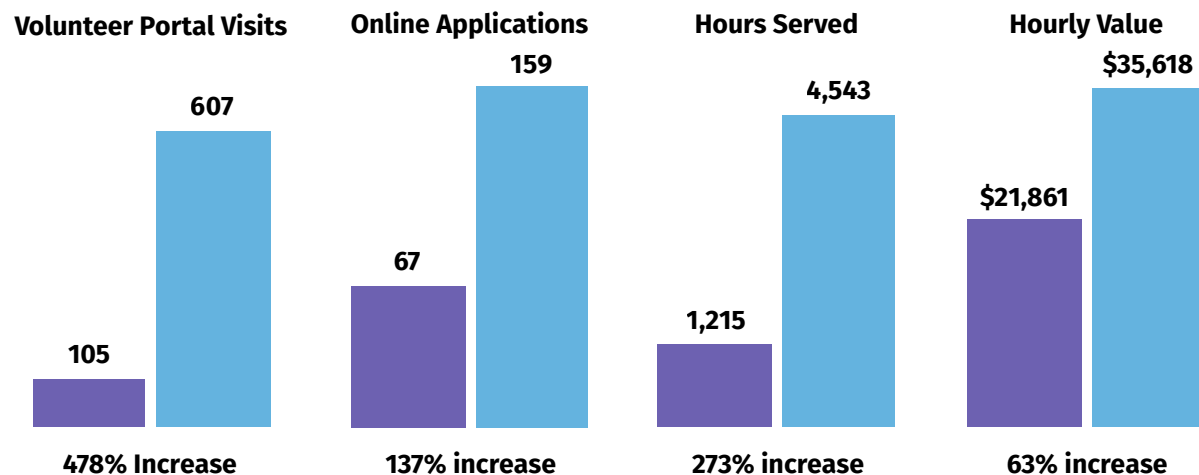


#### 4. Front Porch Forum

Our use of Front Porch Forum is invaluable and continues to increase. The current number of subscribed members for the Winooski Front Porch Forum is **2,346** people. By their estimates, that equates to **3,200** “households” which are responsible for **18,450** postings. Since Nov. 2015, an additional **157** users have subscribed to the Winooski channel. Statewide, there are an estimated **132,000** users. Increased use of this platform and engagement continues to rise.

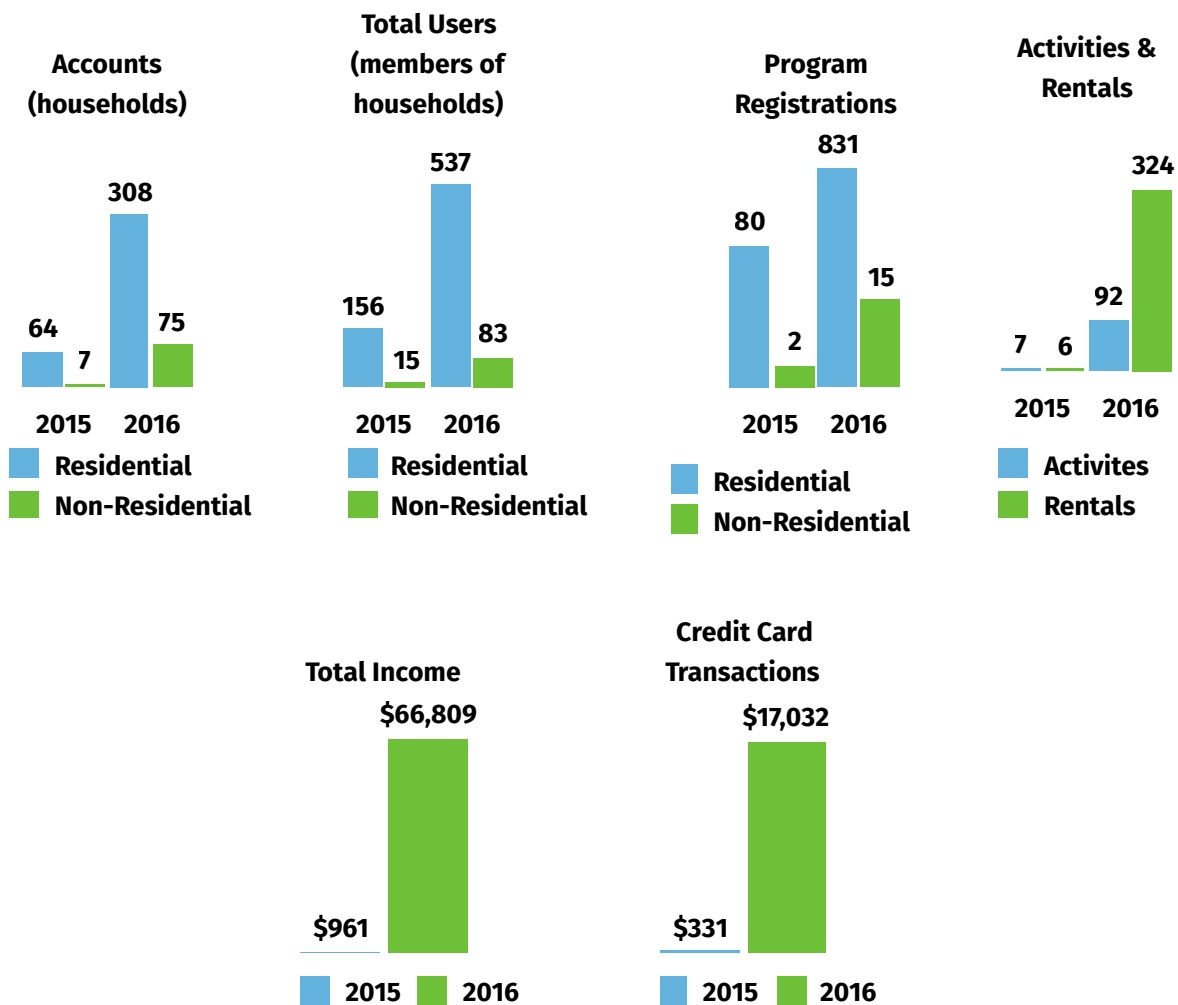
#### 5. Volgistics

The City’s use of volunteer management and data processing software continues to be a success. Our vendor, Volgistics, provides web-based solutions that makes it easy to recruit volunteers, track hours, and generate reports. The dramatic increase in volunteer portal visits on our website directly correlate with online applications - and ultimately, with volunteerism, which equates to a financial savings to the City (currently **\$35,618**).



## 6. MyRec

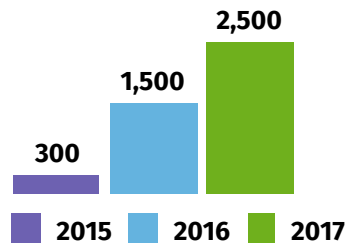
The City's use of online recreational software mirrors the increased digital engagement shown in all of our other formats. Accounts, program registrations, and rentals continue to rise as the community becomes inclined to use online software.



## 7. NIXLE

NIXLE continues to be the City's primary tool for emergency notifications. Implemented as a solution to the "blanket" winter parking ban, users continue register for updates (**733%** since 2015). Two communications based outreach campaigns helped solidify this user base.

**Nixle Subscribers**



## 8. City Clerk's Office and External Departments

The City Clerk's office continues to move towards a direction where window services can be accessed more easily through the City's website (which has seen a **17%** increase in services related traffic from 2015 to 2016). Our marketing and branding efforts will help transform all licenses, permits, and miscellaneous department forms into digital interactive documents - a process which will need sustainable communications support. These include:

- Marriage Licenses
- Dog Registrations
- Building & Zoning Permits
- Certificate of Occupancy Applications
- Event Permit Applications
- Sidewalk Usage Permits
- Restaurant Licences
- Entertainment Permits
- Excess Weight Permits
- ACH / Tax & Utility Bill Payments (accounts increased **32%** from 2015 - 2016)

A communications position also ensures that essential civic engagement services (voter registration, election information, open meeting law & publicly warned meetings) continue to increase.

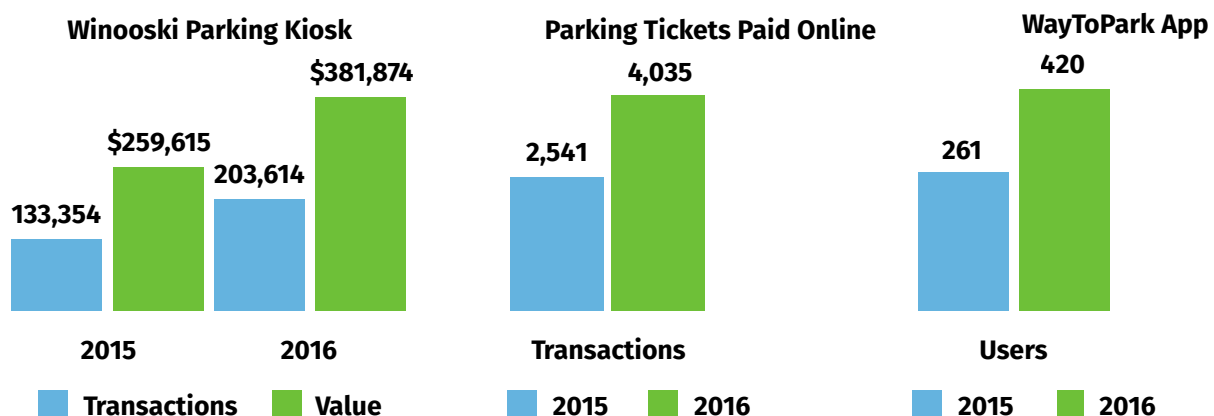
External to the City's main sources of outreach, other departments continue to see increased digital engagement. The Winooski Police Department currently reports their media logs, community outreach events, and critical updates via social media. Since 2015, their Facebook page has seen an **89%** increase in connected users, keeping their engagement levels steady with the community. Similarly, the Winooski Fire Department saw a **79%** increase in connected users, keeping a steady (and recently increased) level of engagement. As we move forward with a cross-departmental marketing and branding effort, it is important to recognize that engagement becomes an important metric to the City's identity as a whole. Thoughtful management of each department's social media and outreach platforms requires strategy and a sustainable level of support.

## 9. Parking

From the 2016 Parking Study RFP:

"With the greatest urban density in Vermont, downtown Winooski anticipates the imminent construction of a 90-room hotel, as well as a 1,500 seat concert hall with mixed office and retail catering to the arts and small businesses. In addition to these planned developments, there are at least three large, vacant parcels in downtown still available for new development, including one with over 50,000 square feet of undeveloped space, and several other parcels targeted for redevelopment. Challenges include a rapidly expanding local tech sector that is hampered **by a perceived scarcity in parking and a reliable but limited mass transit system**. Managing this projected demand will increase the capacity in Downtown for around-the-clock activities that will provide additional support for the demands of the increasingly vibrant city/urban center of Winooski. Additionally, a commitment to demand management strategies, not widely accepted in the City, **will need to be introduced while the potential for more bus service in the downtown must be considered as part of the sustainable approach that the City is embracing.**"

The Parking Study aims to outline where efforts in communications will support our continued growth in revenue and use of our Downtown Parking System. By putting a customer service face and supplying communications materials which alleviate false perceptions around parking in Winooski, these revenue streams will continue to rise (a critical point when considering the influx of large development projects planned in the next five years).





## Notes

Census data shows us that the median age of Winooski's population: is 30.5 - we know that increased communications efforts will reach this demographic. A sustainable plan to move forward with communicating with this audience is necessary. It is equally important to understand that of the approximate 7300 residents in Winooski, **20% are new American and 10% are senior citizens**. The City seeks to improve engagement with both of these demographics. Focused and sustainable efforts as such would increase access to programming, services, and volunteers.

A 2017 Report from Government Quarterly shows a number of compelling facts which support the investment in information & communication technologies. Without dedicated communications staff, management of these platforms lose their viability in continued community engagement.

*"Facebook appears to be the most promising novel arena for e-contact between municipalities and their residents. Unlike municipal websites, whose access requires special effort by users, Facebook municipality pages are much more noticeable and accessible directly from Facebook, especially where Facebook usage is high."*

*"Third, studies demonstrate that municipal website usage is correlated with trust in local authorities (Tolbert & Mossberger, 2006) and with the scope of interaction between citizens and local governments (Feeney et al., 2011 ; Garrett and Jensen, 2011). The more people use municipal websites, the more they communicate with local authorities and trust them, even more so than at the national level. Thus, municipal Facebook activities can generate beneficial results for the municipality."*

2016 Data from the Pew Research Center supports these findings:

*"A majority of Americans now say they get news via social media ... a national survey of 1,520 adults conducted March 7-April 4, 2016, finds that Facebook continues to be America's most popular social networking platform by a substantial margin: Nearly eight-in-ten online Americans<sup>1</sup> (79%) now use Facebook." (Pew Research Center, 2016)*

- 76% of Americans who use Facebook report they visit the site on a daily basis, up from 70% in 2015.
- 79% of internet users (68% of all U.S. adults) use Facebook
- 84% of these Facebook users are between the ages of 30 - 49
- **Median age of Winooski population: 30.5 (US Census)**

The Vermont Council on Rural Development has published materials regarding municipal use of social networking websites like Facebook:

*"We launched our town's Facebook page by the spring of 2011 to remove the number of layers between our message and our constituents. I feel strongly that our social media presence saves money in getting our messages out, helps spread communication and data more easily, directs messages to the source without anyone in between, allows us to get more messages out than traditional media would want to cover, and helps us to drive the economy with event promotion," explains John O'Keefe, Manchester Town Manager."*

*"It turns out the town's timing was prophetic. The Friday before Tropical Storm Irene made landfall in Vermont, O'Keefe and the other town officers decided that Facebook would be their main outlet for regular communication updates. At that time, they had around 300 followers. Quite literally over night, after the storm hit, the number of followers increased to thousands."*

*"No, we're not maximizing the potential of social media, but local government is SO much better than it used to be! I should also admit that governments need to balance the benefits with resources. To be good – really really good – at social media takes a lot of dedicated resource (as in staff time). At the same time, governments cannot solely rely on social media for their communication. When talking with such a varied audience, you need to use social media, traditional websites, print material, newsletters, local media, etc. to reach every person. Knowing that local government resources are limited, I think a lot of governments are doing a decent job of balancing resources."*