



Social Media, Outreach Efforts & Results

# Borough of West Chester

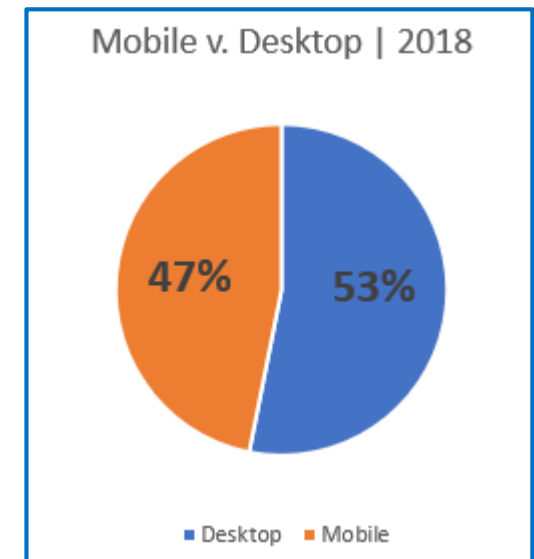
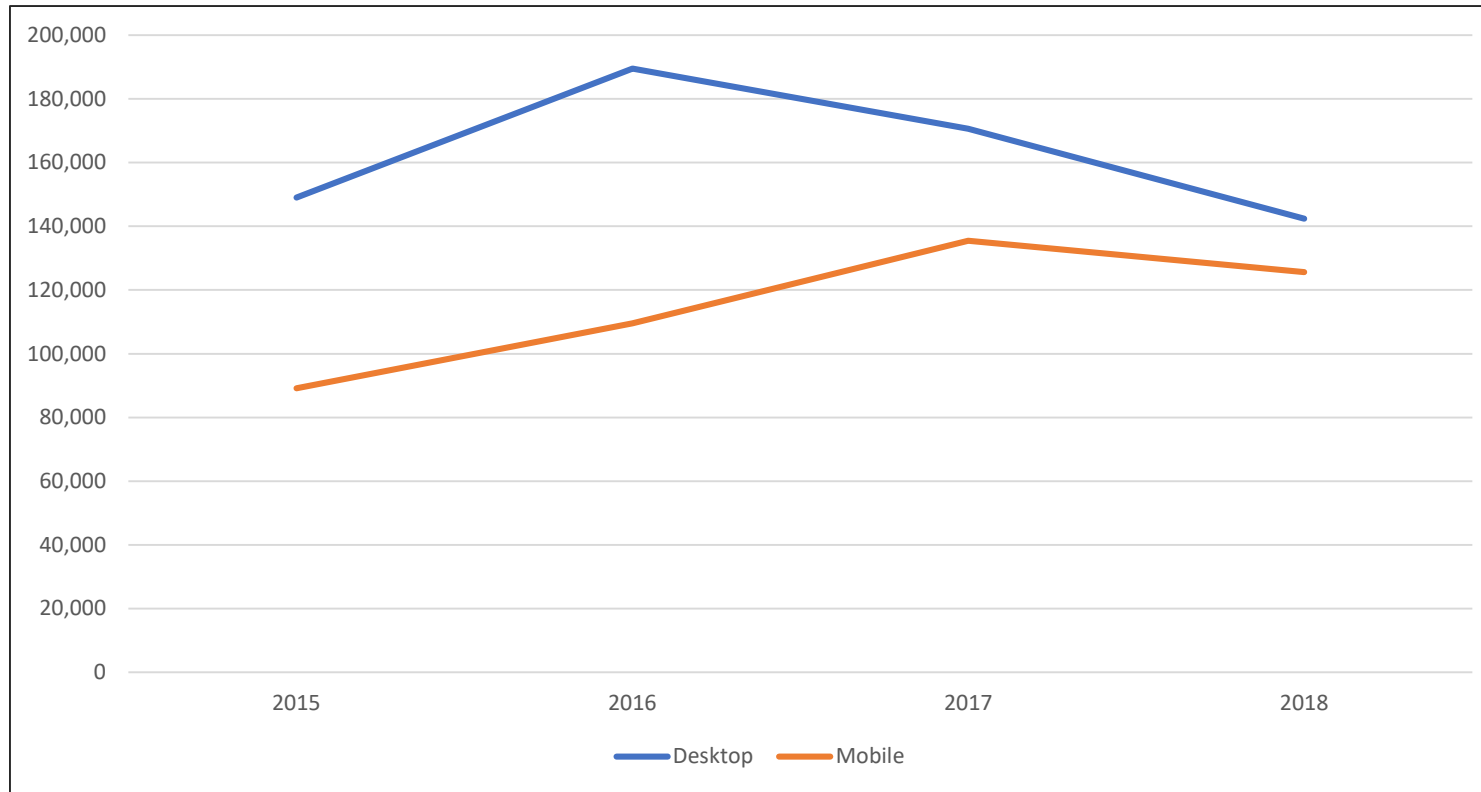
ACT Committee Meeting | February 12, 2019  
*William Mann, CIO*

# Website Traffic

	2015	2016	2017	2018
Desktop	148,995	189,562	170,598	142,404
Mobile	89,167	109,554	135,493	125,610
	<b>238,162</b>	<b>299,116</b>	<b>306,091</b>	<b>268,014</b>

1

Unique visitors to our website.



Mobile Services are up 10% from 2015

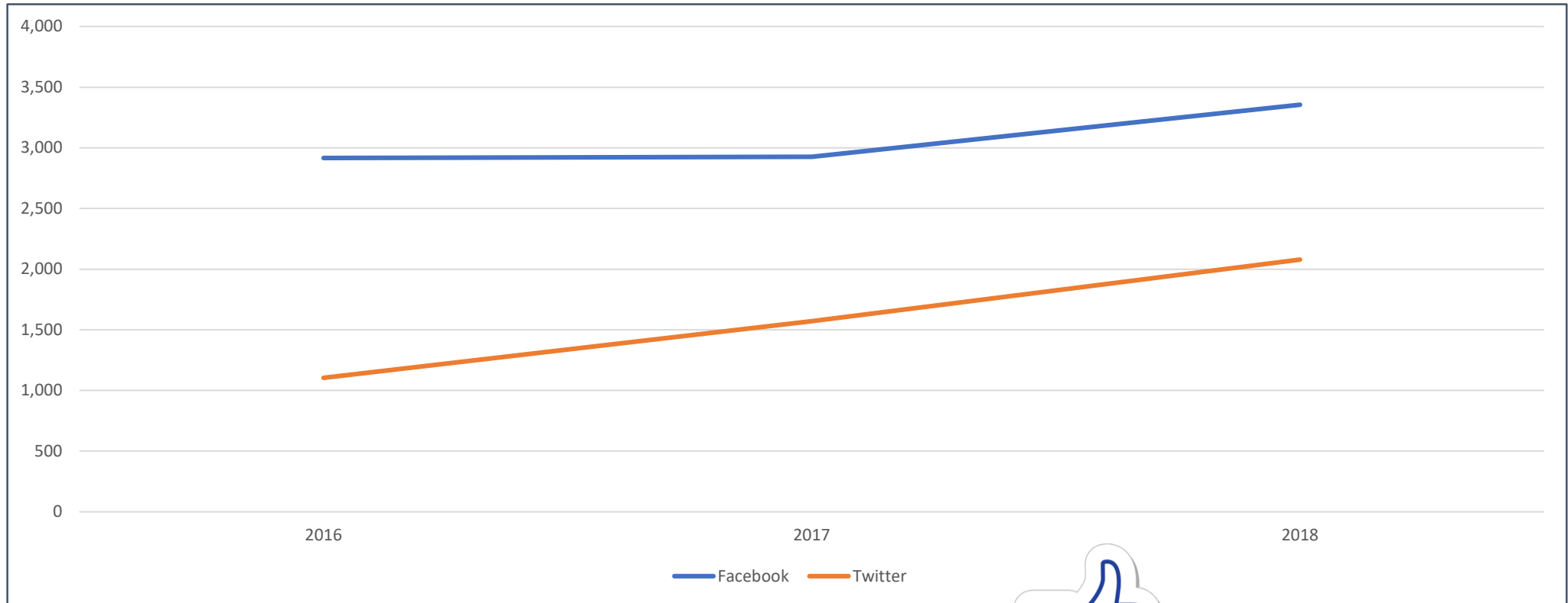
# Social Media

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News Alerts and other events, posted on the website, are also transmitted using **Notify Me, ReadyChesco** as well as **Facebook & Twitter**.

	2016	2017	2018
Facebook	2,916	2,927	3,355
Twitter	1,104	1,572	2,078

5,433



# Mobile Apps

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Currently we offer **4** mobile apps – offering a variety of services.

- **“West Chester Mobile”** – Our website presented as a mobile app.
- **“West Chester Connect”** – Provides users with the ability to report service-related issues to staff. \*
- **“CrimeWatch”** – Outreach tool for our police department regarding wanted persons & crime.
- **“Passport”** – Mobile app for paying parking meters and more.

\* This app is back in development with Apple.



# Notify Me Services

4

We offer additional outreach & notification services through our website.

*Our most popular include:*



ALERT CENTER	
Snow Emergency	910 Subscribers
Police Alerts	740 Subscribers
Weather Alerts	684 Subscribers
Traffic Problem	476 Subscribers
Special Alerts	414 Subscribers

MEETINGS	
Recreation Events	205 Subscribers
Borough Council	165 Subscribers
Planning Commission	98 Subscribers
Public Safety	87 Subscribers
Public Works	82 Subscribers
Railroad Restoration	74 Subscribers
Zoning Hearing Board	64 Subscribers
Parking	63 Subscribers
Parks & Recreation	58 Subscribers

# ReadyChesco

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We offer additional outreach & notification services through ReadyChesco.

*Our most popular include:*

ALERT TYPE	SUBSCRIBERS
Snow Emergency	3,838 Subscribers
Community Information	3,822 Subscribers



# HyperReach

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In 2018 we signed up with HyperReach because this service would provide us with the ability to contact our residents by phone through the white pages. This is something that ReadyChesco does not offer, unless the event is classified as a public safety event. Recent events such as snow information and our town halls would not qualify with ReadyChesco. HyperReach allowed us to make these phone calls.

Notification Event	Successful Contacts by Phone
02-11   Ward 2 Townhall Cancellation	608
02-15   Ward 2 & 4 Townhall Schedule	719
02-20   Snow Event	2,591
03-03   Snow Event	2,591
03-03   Snow Event	2,591



# Combined Services – A Greater Outreach Than You Might Think

7

An event like our “snow message” on March 3<sup>rd</sup> had a combined outreach of:

Service	Contacts   Subscribers
Notify Me	910
ReadyChesco	3,838
Facebook	3,355
Twitter	2,078
Facebook – <i>West Chester Police</i>	12,526

20,629

Although there is some duplication you can see the message was received by ***thousands*** of contacts.

This number does not include the 2,591 contacted by home phone through Hyper-Reach.

# Recordings - Meetings

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Our Borough Council Meetings are audio recorded and made available to the public, normally within 24 hours of the meeting.

*Below are the recent "views".*

MONTH	ACT	FINANCE	PARKING	PUBLIC SAFETY	PUBLIC WORKS	SMART GROWTH	WORKSESSION	VOTING SESSION
August 2018	75	85	---	68	85	53	25	81
September 2018	23	102	95	101	80	116	79	41
October 2018	114	118	128	101	100	111	45	83
November 2018	67	89	67	87	67	82	364	410
December 2018	24	112	99	---	108	91	50	77
January 2018	146	---	125	---	103	---	164	193
February 2018	95	69	100	66	67	76	73	---

[Notify Me - Walkthrough](#)