TOWN OF GARNER

TOWN COUNCIL
WORK SESSION

April 25, 2017
6:00 P.M.

Garner Police Department
Training Room
912 7th Avenue, Garner

Town of Garner
Town Council Work Session Agenda
April 25, 2017

Dinner will be served for town officials in the Conference Room at 5:15 p.m.

The Council will meet in a Work Session at 6:00 p.m. on Tuesday, April 25, 2017 in the Garner Police Department Training Room located at 912 7th Avenue.

A. CALL MEETING TO ORDER/ROLL CALL

B. ADOPTION OF AGENDA

C. REPORTS/DISCUSSION

1. Body Worn Camera Policy …….. Page 2
   Presenter: Brandon Zuidema, Police Chief

   Discussion of draft body-worn camera policy.

2. Strategic Communications Plan ……. Page 6
   Presenter: Rick Mercier, Communications Manager

   The draft Strategic Communications Plan puts forth goals, objectives and initiatives meant to span the next several years. It partially supersedes the existing Strategic and Crisis Communications Plan, although the policies in that earlier plan will be retained and remain in effect.

D. COUNCIL REPORTS

E. MANAGER REPORTS

F. ADJOURNMENT

Town of Garner
Town Council Meeting
Agenda Form

Meeting Date: April 25, 2017			
Subject: Body Worn Camera Policy			
Location on Agenda: Discussion			
Department: Police			
Contact: Chief Zuidema			
Presenter: Chief Zuidema and Staff			
Brief Summary: We will discuss our draft body-worn camera policy with council for their feedback and any questions.			
Recommended Motion and/or Requested Action: None - feedback only			
Detailed Notes:			
Funding Source:			
Cost: 0	One Time: ○	Annual: ○	No Cost: ◉
Manager's Comments and Recommendations: None			
Attachments Yes: ◉ No: ◉			
Agenda Form Reviewed by:	Initials:	Comments:	
Department Head:	BVZ	Draft Policy will be provided closer to meeting	
Finance Director:			
Town Attorney:			
Town Manager:	RD		
Town Clerk:			

GARNER POLICE BODY WORN CAMERA POLICY DESIGN

Council Presentation
April 2017

Changes since our 2016 discussion

- Internal BWC Committee – policy and camera selection
- External community meetings & feedback
- 2016 House Bill 972
- 2017 Legislature – several bills currently proposed

Tonight's Discussion

- Answers to questions posed in 2016
- Update since our April 2016 discussion
- Funding plan
- Proposed framework for GPD policy
- Upcoming timeline / implementation plan
- Discussion and Q&A

Changes since our 2016 discussion

- 2016 House Bill 972
  - NCGS 132.1-4A – "Law Enforcement Agency Recordings"
    - * Addresses Body Worn Cameras & In Car Cameras
    - * Recordings are not public records
    - * Recordings are not personnel records
  - Requirements for disclosure and release
  - Still does not address when / where to record or not record

Questions to be Answered

(2016 Presentation)

- Approved BWC model(s)
- Who will wear / when
- Where to be worn on officer
- Training
- Activation guidelines
- De-Activation guidelines
- Prohibited recording
- Supervisory inspection
- Daily download / storage
- Purpose / use of BWC
- Limits on use of BWC footage related to investigations
- Inspection and/or release of BWC footage
- Retention schedule

Changes since our 2016 discussion

- BWC Program Funding
  - Received a Governor's Crime Commission grant in fall 2016
    - * $24,500 for additional server space and some BWCs
  - Applied in March 2017 for a Bureau of Justice Assistance grant
    - * $83,320 matching grant (allows for in-kind match)
    - * Should know if approved by summer 2017
    - * Will allow for full roll-out of the BWC program
    - * Letters of support from ACLU, NAACP, DA, Interact, others
  - If the BJA grant is not approved, we will need to re-evaluate

GPD Policy Development

- Focus areas for our policy:
  - Compliance with NCGS
  - Citizen, council, and officer input
  - Emphasis on officer safety / “keep it simple”
  - Trust our officers to make good decisions
  - Explain why we are using BWCs and ICCs

GPD Policy Development

Officers shall ensure that their BWC is activated and recording throughout the following incidents:

1. Any citizen interaction or other circumstance that will be documented in the Department’s Records Management System, any other Department reporting process, or with notes in the CAD system.
2. Any other time the officer deems it appropriate to record an interaction based on the circumstances at hand;
3. When requested to record by a citizen (so long as no other restriction exists); and/or
4. Whenever directed by a supervisor.

GPD Policy Development

Approved BWCs shall be used by officers for the following purposes:

1. To accurately document the circumstances or statements made during police-public contacts, arrests, and other incidents;
2. To enhance the documentation of crime or crash scenes or other events, including the confiscation and documentation of evidence or contraband;
3. To enhance the accuracy of reports;
4. To enhance the Department’s ability to review employee work performance and training needs; and/or
5. As required by the Department’s *Internal Affairs Manual*.

GPD Policy Development

Officers are encouraged (but not required) to communicate to citizens that they are being recorded.

Officers should give consideration to the totality of the circumstances and whether announcing the recording would have a positive impact on the event.

If asked, an officer will acknowledge that a recording is in progress if that is the case.

GPD Policy Development

Officers are required to deploy with a functional BWC in the following circumstances:

1. All first responders are required to deploy wearing a functional BWC anytime they are working in their normal assignment.
2. SRT officers when deploying on any SRT operation.
3. All other sworn personnel are required to have their assigned BWC immediately accessible to them for deployment in accordance with the guidelines of this directive.
4. All sworn personnel working in an extra-duty capacity are required to deploy wearing a functional BWC.

GPD Policy Development

Officers shall not activate their BWC in any of the following circumstances:

1. In a patient care area of a health facility unless conducting a suspect, victim, or witness interview, making an arrest, or in the event someone becomes adversarial. Officers must be cognizant of Health Insurance Portability and Accountability Act (HIPAA) protected information and ensure that such data is not recorded.
2. In the presence of a confidential informant or an undercover officer;

GPD Policy Development

Officers shall not activate their BWC in any of the following circumstances:

3. While in a courthouse or courtroom or to record any court proceeding (including an appearance before a magistrate) unless the recording is being made pursuant to an investigation, search, or arrest.
4. While in the Wake County Jail;
5. When conducting a strip search:
6. To record any non-law enforcement related activity.

Implementation Timeline

April 2017 – Review proposed policy with council

May 2017 – Public / partner feedback on policy; order 1st set of cameras

July / Aug 2017 – Trial camera use begins

October 2017 – Order remainder of cameras (assuming grant funding)

November 2017 – Review of trials / policy

January 2018 – Full roll-out of BWC program for all sworn personnel

December 2018 – Full review of BWC program / policy

GPD Policy Development

Officers are not required to activate their BWC in any of the following circumstances:

1. DWI / Traffic checkpoints (unless reasonable suspicion or probable cause to detain the driver or a passenger is developed or a driver or other vehicle occupant is questioning the officer's actions);
2. Traffic control at crash scenes; or
3. If conducting an interview where there is already an audio and video recording being conducted.

Questions & Discussion

GPD Policy Development

An officer may de-active the BWC to discontinue an in-progress recording in the following circumstances:

1. If a suspect, victim, or witness refuses to talk with the officer unless the recording is stopped and, in the opinion of the officer, the value of the statement is greater than the value of having it recorded;

   This does not apply if the officer is conducting a custodial interrogation of an adult at any place of detention when the investigation is related to any Class A, B1, or B2 felony, and any Class C felony of rape, sex offense, or assault with a deadly weapon with intent to kill inflicting serious injury (NCGS 15A-211).

   This does not apply if the officer is conducting a custodial interrogation of a juvenile at any place of detention.
2. When a criminal investigation, warrant service, or other similar incident has transitioned into an investigative scene with no anticipated citizen interaction; or
3. If one of the aforementioned restrictions or exemptions comes to light during the BWC recording;

Town of Garner
Town Council Meeting
Agenda Form

Meeting Date: April 25, 2017			
Subject: Strategic Communications Plan			
Location on Agenda: Discussion			
Department: Administration			
Contact: Rick Mercier, Communications Manager			
Presenter: Rick Mercier, Communications manager			
Brief Summary: The draft Strategic Communications Plan puts forth goals, objectives and initiatives meant to span the next several years. It partially supersedes the existing Strategic and Crisis Communications Plan, although the policies in that earlier plan will be retained and remain in effect.			
Recommended Motion and/or Requested Action: Discussion			
Detailed Notes: This plan is partially modeled after the Town Strategic Plan, which was adopted by the Town Council in October 2016. It contains multi-year goals, goal statements, objectives and initiatives. It also includes a S.W.O.T. analysis for Town communications (strengths, weaknesses, opportunities and threats). This plan is a follow-up to a presentation at the 2016 Town Council retreat about Town communications and marketing. -Included attachments (but not part of plan) show analytics data for the Town's website and the Town's main Facebook page.			
Funding Source:			
Cost:	One Time: ○	Annual: ○	No Cost: ◉
Manager's Comments and Recommendations: None			
Attachments Yes: ◉ No: ○			

Agenda Form Reviewed by:	Initials:	Comments:
Department Head:		
Finance Director:		
Town Attorney:		
Town Manager:	RD	
Town Clerk:		

INTRODUCTION

The Town of Garner has made remarkable advances in its communications capacities and efforts since it hired its first full-time communications professional in October 2010. Over the last six and a half years, the Town has 1) gained the ability to reach tens of thousands of people per month through a growing variety of means; 2) raised Garner's profile significantly in the region while markedly improving its image; 3) dramatically increased the effectiveness of marketing and promotion of Town events and programming; 4) enhanced the Town's ability to engage residents; 5) become recognized as a leader for its communications initiatives; 6) and won numerous statewide and national communications-related awards, including the All-America City Award.

This Strategic Communications Plan is intended to build on that progress and to provide a roadmap for the Town's communications to continue helping to move Garner forward over the next several years. This new plan establishes multiyear goals, objectives and initiatives that support the Town-wide Strategic Plan (adopted by the Town Council in October 2016).

The plan assumes that, for the foreseeable future, Town communications will face the dual challenges of a rapidly growing and evolving community and a tumultuous media landscape marked by disruptions but also significant opportunities.

Given this dynamic environment and the fluidity of certain initiatives in this plan, staff has refrained from codifying specific key messages, brand statements or brand promises in this document. All of the Town's communications efforts, however, should relate back to the four goals of the Town-wide Strategic Plan (adopted by the Town Council in October 2016): fiscal responsibility (FR), efficient and timely service delivery (SD), orderly growth (OG) and quality of life (QL). As a result, there is referencing of the Town's Strategic Plan throughout this document's section on goals, objectives and initiatives.

HOW THIS PLAN RELATES TO PRECEDING PLAN

The Town Council adopted the Town of Garner's first Strategic and Crisis Communication Plan in September 2010 and adopted an update in November

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2012. That document enshrined numerous important communications policies, including a formal crisis communication policy, and these have guided the Town since the document's original approval.

This new plan does not incorporate those existing policies. The existing Council-approved policies—which remain in effect—will be combined with other Town policies in a project being led by the Town Clerk's Office. (One of the initiatives in this plan, however, is to revisit Town communications policies with an eye toward making appropriate updates and revisions.)

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S.W.O.T ANALYSIS OF TOWN COMMUNICATIONS

Current Strengths of Town Communications

- Established public information program headed by accomplished professional
- Advanced communications infrastructure and capacities now in place
- Town communications have broad reach thanks to array of platforms and capacities.
- Town consistently produces award-winning work
- Highly effective ability to craft appropriate messaging for successful initiatives
- Strong, highly productive relationship with PEG Media Partners
- Good in-house talent and communications initiatives in various departments with overall coordination through communications manager
- Growing understanding and appreciation within Town government of the importance of effective communications and marketing

Current Weaknesses of Town Communications

- Lack of adequate staff to meet communications needs and to further ability of communications manager to focus on bigger-picture strategic work
- Inconsistency in the look and feel of some Town publications and other communications materials
- Lack of a brand strategy and brand identity rooted in meaningful research and evidence-based understanding of audiences and perceptions of Garner
- Limited ability to reach non-English-speaking residents
- Occasional misunderstanding in community and sometimes within the Town government of the distinction between the mission of a government communications unit and the mission of the privately owned media

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Opportunities for Town Communications

- Organize Town communications capacities and devise appropriate strategies to mold Town communications into a more cohesive whole
- Use Town's/PEG Media's strengths in video production to reach audiences across multiple platforms
- Support communications division with understanding that it is a way of helping all Town departments to achieve their goals and initiatives
- Use market research to create comprehensive brand strategy and brand identity with suitable messaging to achieve marketing goals
- Capitalize on partnerships in region to more effectively market Garner
- Enhance partnerships in community to become better at reaching all segments of the community
- Improve outreach to underrepresented parts of the community, including non-English-speaking residents

Known and Anticipated Threats to Town Communications

- Diminished capacity of community newspaper (Garner-Cleveland Record) to cover the community
- Pressure on Town staff to perform communications and marketing duties not appropriate to mission of Town government
- Residents getting information from sources that are not credible and accurate
- Marketing and branding efforts not rooted in accurate assumptions and lacking in adequate information and evidence to support successful initiatives
- Community growth overwhelms ability to provide adequate service

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GOALS, OBJECTIVES AND INITIATIVES

COMMUNICATIONS CAPACITIES

GOAL STATEMENT: Continue to build the Town's communications channels and overall reach (QL 2.3)

OBJECTIVE 1: Grow Town's social media followings, engagement and reach

- INITIATIVE 1: Continue using analytics to make decisions about what to post and when and to better understand our followings
- INITIATIVE 2: Better coordinate posts across all Town social media properties using content calendar and other strategies
- INITIATIVE 3: Continue strategic use of advertising to promote or "boost" posts

OBJECTIVE 2: Create new communications products and update existing ones

- INITIATIVE 1: Refine and enhance website content
- INITIATIVE 2: Examine possibility of using blogs to reach both general and some targeted audiences
- INITIATIVE 3: Evaluate print and electronic publications and determine how well they meet our existing and emerging communications needs

OBJECTIVE 3: Explore new ways to maximize use of award-winning video capabilities

- INITIATIVE 1: Produce short videos with Town departments to meet specific needs and reach specific audiences
- INITIATIVE 2: Continue and build up new series of videos on Garner schools to enhance their image
- INITIATIVE 3: Create videos that are more journalistic in nature (e.g. videos about public safety issues in community)

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OBJECTIVE 4: Use data-driven approaches to communication when possible

- INITIATIVE 1: Continue using Google Analytics to discern trends and key information about how visitors are using website
- INITIATIVE 2: Take advantage of GPAC ticket sales data to learn more about how we reach audiences
- INITIATIVE 3: Obtain research to develop brand strategy and brand identity

OBJECTIVE 5: Build and maintain strong relationships with regional and community partners (SD Objective 1)

- INITIATIVE 1: Continue working with Greater Raleigh Convention and Visitors Bureau on visitors guide advertorial and other promotional opportunities for Garner
- INITIATIVE 2: Make additional use of League of Municipalities Here We Grow website to promote bond program and other initiatives
- INITIATIVE 3: Continue partnering with Chamber of Commerce and other stakeholders in Garner to promote events, educate residents and market Garner
- INITIATIVE 4: Continue working to get media coverage of positive stories in Garner

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COMMUNITY ENGAGEMENT

GOAL STATEMENT: Inform and educate residents and promote ways for residents of all backgrounds to become involved in Town decision-making processes (QL Objectives 2 and 3)

OBJECTIVE 1: Keep residents informed about bond program (FR 1.2)

- INITIATIVE 1: Maintain bonds pages on website, including embedded Google map that offers overview of bond projects
- INITIATIVE 2: Use video and social media to keep residents abreast of latest bond program developments
- INITIATIVE 3: Hold events that celebrate major milestones in bond program

OBJECTIVE 2: Support and encourage an active and engaged citizenry (QL Objective 2)

- INITIATIVE 1: Offer opportunities for residents to be better educated about and participate in local government (QL 2.1)
- INITIATIVE 2: Promote opportunities to participate on boards and commissions (QL 2.2)

OBJECTIVE 3: Embrace diversity and be responsive to the changing demographics of the community (QL Objective 3)

- INITIATIVE 1: Engage underrepresented communities and entrepreneurs (QL 3.1)
- INITIATIVE 2: Encourage broad-based participation in educational, civic and leadership opportunities (QL 3.3)
- INITIATIVE 3: Support Town departments—in particular the Police Department and Parks, Recreation and Cultural Resources Department—in outreach efforts to all segments of the community (QL 1.1)

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INNOVATION AND EFFICIENCY

GOAL STATEMENT: Identify and implement new technologies and communications platforms that are appropriate to Town needs (SD 2.3)

OBJECTIVE 1: Explore more extensive use of online/cloud-based tools to efficiently produce graphics, publications and other communications products

- INITIATIVE 1: Expand use of online apps (free or low-cost) to do graphics and design
- INITIATIVE 2: Learn more about advanced capabilities of website's content management system, especially as they might relate to e-notifications and blogging
- INITIATIVE 3: Use latest apps and other technologies to produce quick videos "on the fly"
- INITIATIVE 4: Explore viability of live streaming of news and events

OBJECTIVE 2: Use emerging technologies and faster internet service to enhance access to government information (SD 4.2)

- INITIATIVE 1: Once internet service allows, find way to live stream and/or live broadcast Town Council meetings
- INITIATIVE 2: Explore possibility of creating "open-data" system that would allow residents to obtain raw data from Town
- INITIATVE 3: Stay abreast of latest trends and developments that enable better engagement with residents

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MARKETING AND BRANDING

GOAL STATEMENT: Create outstanding communications products and messaging that enhance Garner's image and achieve greater consistency (OG 3.2, 3.3; QL 2.3)

OBJECTIVE 1: Continue and enhance marketing and promotion of Garner in the Triangle region and beyond (OG 3.2, QL 2.3)

- INITIATIVE 1: Explore ways in which a research-based approach could improve Garner's branding and marketing efforts
- INITIATIVE 2: Refine and revise key messages for both the community and the Town government
- INITIATIVE 3: Look for new opportunities (paid and free) to promote Garner
- INITIATIVE 4: Extend Town's track record of producing award-winning products that enhance Garner's image and profile
- INITIATIVE 5: Determine staffing level and skill sets needed to meet the quantitative and qualitative challenges in effectively branding and marketing Garner
- INITIATIVE 6: Assist employees and residents in becoming Garner's brand ambassadors.

OBJECTIVE 2: Achieve more consistency in Town's communications materials and messaging

- INITIATIVE 1: Attain greater cohesiveness in print and electronic materials
- INITIATIVE 2: Continue to pursue training opportunities for staff in various departments who communicate with public
- INITIATIVE 3: Revisit existing communications policies and make any necessary revisions or updates

OBJECTIVE 3: Support Economic Development in bolstering the Town's competitiveness for regional economic activity and marketing product inventory (OG 3.2, 3.3)

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- INITIATIVE 1: Produce videos to meet department's marketing needs
- INITIATIVE 2: Produce print and electronic publications to continue promoting Garner as a great place to live, work and play
- INITIATIVE 3: Assist in creating presentation materials and other materials Economic Development may need for specific purposes
- INITIATIVE 4: Collaborate with Garner Revitalization Association and downtown development manager to promote their initiatives and events

OBJECTIVE 4: Support PRCR (including GPAC) in marketing and promotion of events, programming and facilities (QL Objective 4)

- INITIATIVE 1: Work with GPAC staff to hone strategies for promoting shows (QL 4.3)
- INITIATIVE 2: Partner with PRCR staff to educate residents about Garner Recreation Center programming
- INITIATIVE 3: Finish creating facilities and parks videos and update as needed
- INITIATIVE 4: Continue working with PRCR staff to assist in marketing and promotions as needed
- INITIATIVE 5: Work with PRCR to create, produce and distribute videos and other marketing materials for the Town's signature special events

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APPENDIX A
The Town's Potential Audiences

- Town residents
- Traditional broadcast and print media
- Non-traditional media (such as bloggers)
- Town elected officials
- Town employees
- Local business community (including Chamber members)
- Residents of the region
- Visitors
- People who might attend a Town event or participate in Town programming
- Community organizations
- Businesses potentially relocating to Garner
- Residents potentially moving to Garner
- Town's regional partners in economic development, planning, lobbying and providing services (e.g. Wake County Economic Development, CAMPO, N.C. League of Municipalities, City of Raleigh Public Utilities)
- Regional and statewide marketing and promotional organizations (e.g Greater Raleigh Convention and Visitors Bureau)
- Audiences accessible through social media

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APPENDIX B
The Town's Communications Tools and Assets

- Meetings
- Social media
- Emails/email blasts
- Town of Garner website
- Videos (online)
- PEG channel
- Town of Garner Intranet site (for employees only)
- Newspaper articles and ads
- Presentations
- News releases
- Letters
- Publications (reports, guides, brochures, booklets, etc.)
- Handouts at meetings
- Banners
- Blogs
- Door hangers
- Town employees and residents
- Elected officials
- Television PSAs /news/commercials
- Radio ads, PSAs
- Garner 101, Citizens Police Academy and Citizens Leadership Academy
- Neighborhood Watch and other neighborhood-based groups
- NextDoor.com
- Town of Garner citizen newsletter
- Posters, signs and fliers
- Mass mailings/direct mail
- Reverse 911 call with recorded message
- Promotional items (pens, magnets, etc.)
- Regional/national/international media
- Special events (informational booths, announcements, etc.)
- Utility bill inserts

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/townofgarner

Links for all Town social media properties can be found at http://www.garnernc.gov/about-us/town-social-media-499.

2016 Facebook highlights for main Town account (/townofgarner)

Post date	Content/link to post	Likes	Reach	Adver-tised?	Com-ments	Shares
Jan. 4	Information and photos posted to help police apprehend robbery suspect. https://www.facebook.com/TownofGarner/posts/1094940287235359	16	11,472	no	5	65
Jan. 23	PHOTO documented poor road conditions, downed street lights due to inclement weather; it encouraged folks to stay off the roads. https://www.facebook.com/TownofGarner/posts/1105696562826398:0	111	16,069	no	11	137
Feb. 2	PHOTO promoted Garner PD's 'safe exchange' zone outside police station https://www.facebook.com/TownofGarner/posts/1111630602232994:0	203	10,733	no	16	73
Feb. 3	Provided a much-anticipated update to citizens about the NCDOT recommendation on a route for the southeast extension of N.C. 540. One route would have wiped out much of south Garner. The issue had caused much angst and consternation in our town. https://www.facebook.com/TownofGarner/posts/1112276065501781	102	10,976	no	11	46
March 8	VIDEO promoting an upcoming show at Garner Performing Arts Center **(1,700 views)** https://www.facebook.com/TownofGarner/videos/1133303070065747/	7	10,340	yes	1	4
March 23	VIDEO--An edition of our Garner Update newscast, featuring our annual egg hunt event (473 views) https://www.facebook.com/TownofGarner/videos/1145129768883077/	3	13,043	no	1	1
March 24	VIDEO--Tips on nutrition from Miss Garner 2016. This was intended to promote Ms. Carroll's platform as Miss Garner. (359 views) https://www.facebook.com/TownofGarner/videos/1146002472129140/	1	16,556	no	0	0
March 29	PHOTO with info announcing and congratulating our new town manager https://www.facebook.com/TownofGarner/posts/1151795544883166:0	266	21,354	no	25	12
April 12	VIDEO--Garner Update newscast featuring hiring of new town manager (436 views) https://www.facebook.com/TownofGarner/videos/1162419277154126/	3	38,436	no	0	0

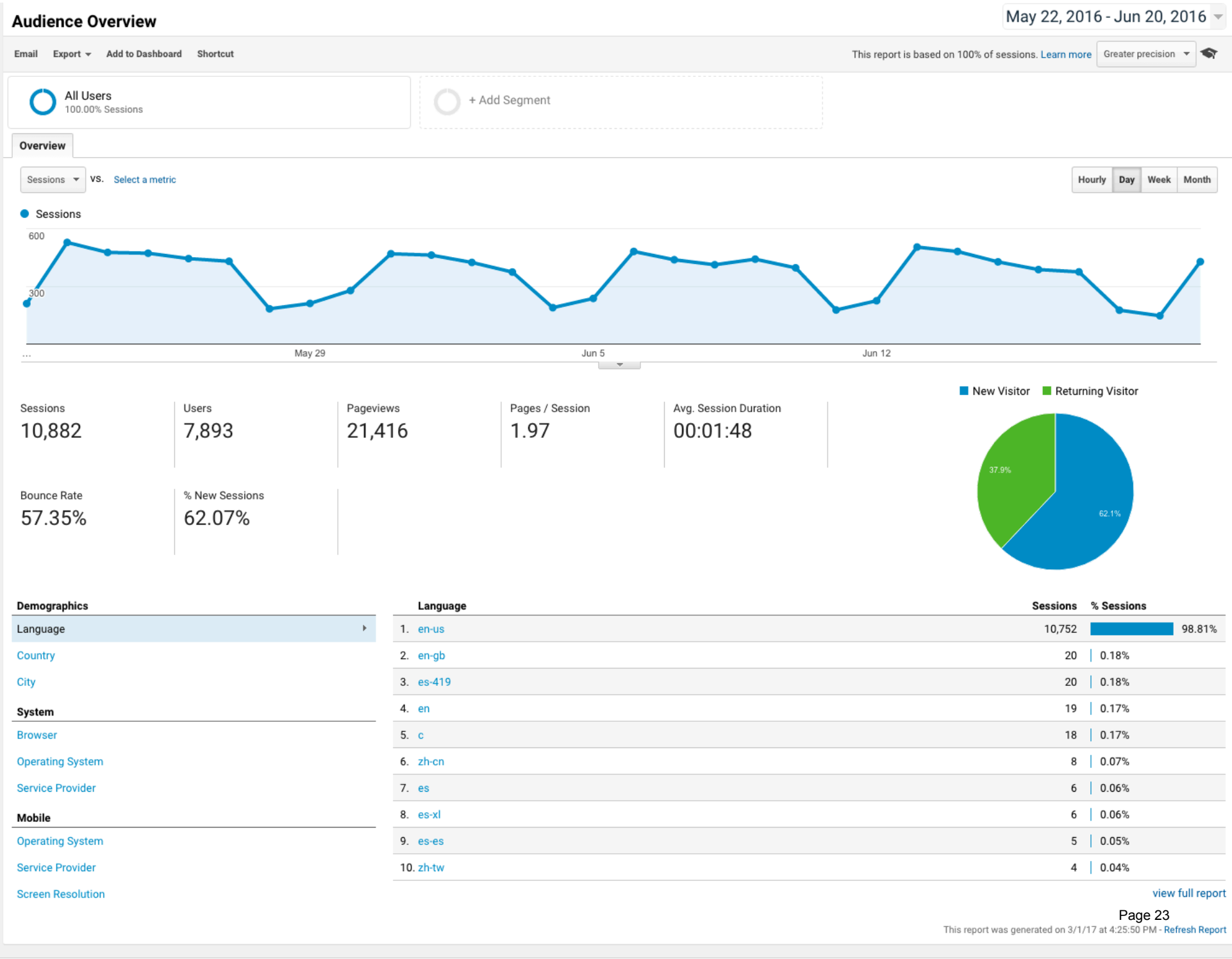
Post date	Content/link to post	Likes	Reach	Adver-tised?	Com-ments	Shares
June 30	Newspaper article previewing our annual Independence Day celebration https://www.facebook.com/TownofGarner/posts/1214831258579594	80	9,618	no	6	48
July 23	PHOTO using humor (or attempted humor!) to inform residents about dog park project https://www.facebook.com/TownofGarner/posts/1229647660431287:0	148	9,492	no	20	35
July 30	We boosted this post to encourage residents to take a quick survey for our comprehensive growth and transportation plans. We eventually received 1,140 completed surveys--pretty good for a town with population of 29,000. https://www.facebook.com/TownofGarner/posts/1234659589930094	115	10,280	yes	37	53
Aug. 27	PHOTO to mark the official opening of our new dog park. It was a long-awaited project and one that is part of our bond program approved by voters in 2013. https://www.facebook.com/TownofGarner/posts/1258355300893856:0	306	15,639	no	21	82
Oct. 8	A tip of the cap to PD, fire and other emergency responders who were out working during a hurricane https://www.facebook.com/TownofGarner/posts/1297289510333768	747	13,682	no	41	34
Oct. 13	PHOTO of copperhead snake on park trail: We always try to provide informative and engaging content and, well, pictures of venomous snakes are pretty much a sure thing. https://www.facebook.com/TownofGarner/posts/1301731053222947:0	123	20,804	no	43	144
Dec. 8	PHOTOS from our special events are also always very popular and engaging. https://www.facebook.com/TownofGarner/posts/1361960773866641	59	14,744	no	1	4

Total monthly reach for Town's main Facebook account (/townofgarner)

Month	Total reach
January	97,468
February	86,529
March	88,976
April	85,822
May	46,691
June	45,270
July	82,654
August	132,937
September	91,137
October	131,863
November	69,165
December	84,020

Facebook Likes: How we compare with our peers

Website analytics overview in month before launch of redesigned website



Audience Overview

May 22, 2016 - Jun 20, 2016

Email | Export | Add to Dashboard | Shortcut

This report is based on 100% of sessions. Learn more | Greater precision

All Users
100.00% Sessions

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly | Day | Week | Month

Sessions

600
300
...
May 29
Jun 5
Jun 12

Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration
10,882	7,893	21,416	1.97	00:01:48

Bounce Rate	% New Sessions
57.35%	62.07%

New Visitor | Returning Visitor

37.9%
62.1%

Demographics

- Language
- Country
- City

System

- Browser
- Operating System
- Service Provider

Mobile

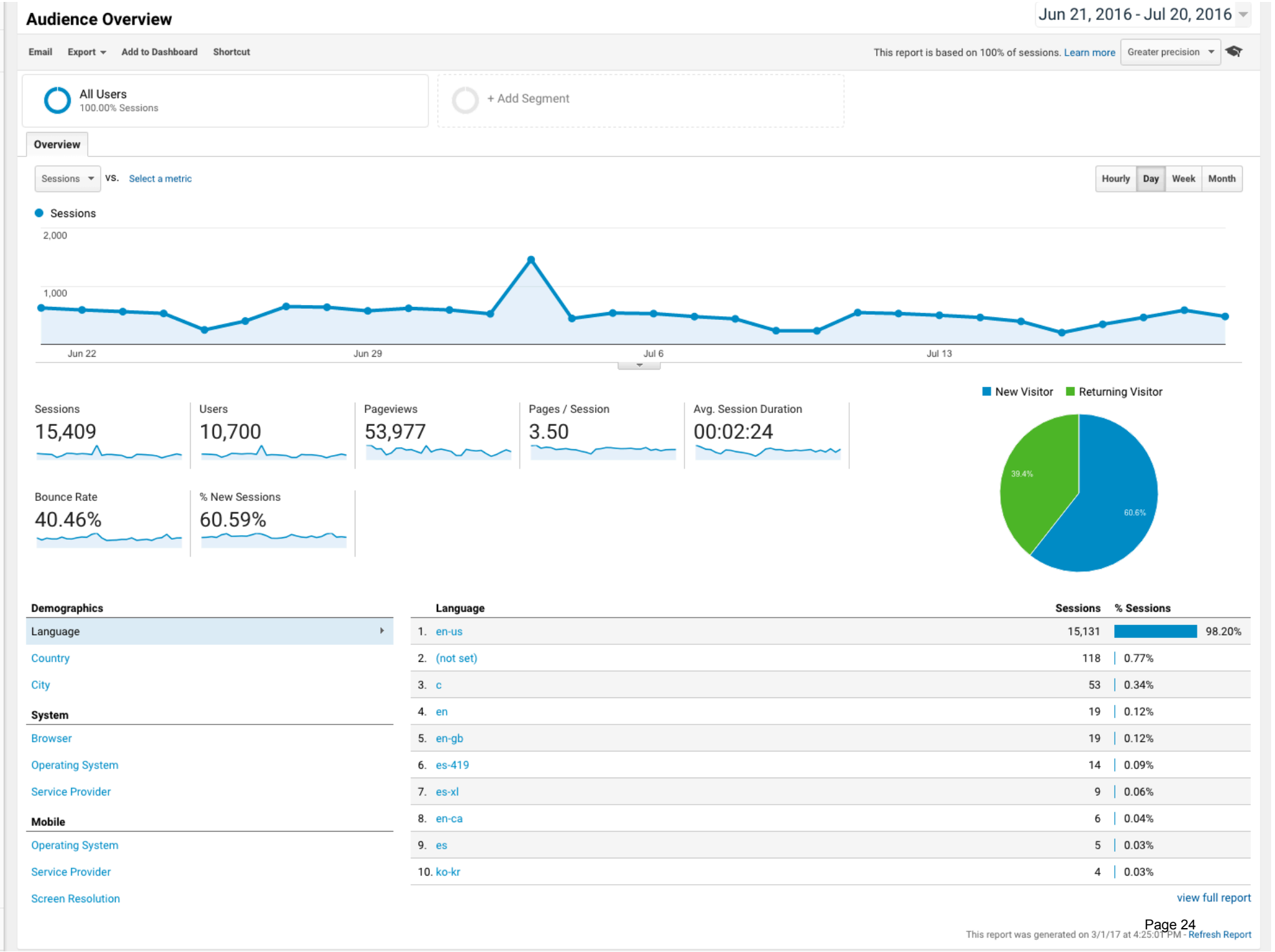
- Operating System
- Service Provider
- Screen Resolution

	Language	Sessions	% Sessions
1.	en-us	10,752	98.81%
2.	en-gb	20	0.18%
3.	es-419	20	0.18%
4.	en	19	0.17%
5.	c	18	0.17%
6.	zh-cn	8	0.07%
7.	es	6	0.06%
8.	es-xl	6	0.06%
9.	es-es	5	0.05%
10.	zh-tw	4	0.04%

view full report

This report was generated on 3/1/17 at 4:25:50 PM - Refresh Report

Website analytics overview in month after launch of redesigned website



Audience Overview

Jun 21, 2016 - Jul 20, 2016

Email | Export | Add to Dashboard | Shortcut

This report is based on 100% of sessions. Learn more | Greater precision

All Users
100.00% Sessions

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly | Day | Week | Month

Sessions

2,000
1,000

Jun 22 | Jun 29 | Jul 6 | Jul 13

Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration
15,409	10,700	53,977	3.50	00:02:24

Bounce Rate	% New Sessions
40.46%	60.59%

New Visitor | Returning Visitor

39.4%
60.6%

Demographics

- Language
- Country
- City

System

- Browser
- Operating System
- Service Provider

Mobile

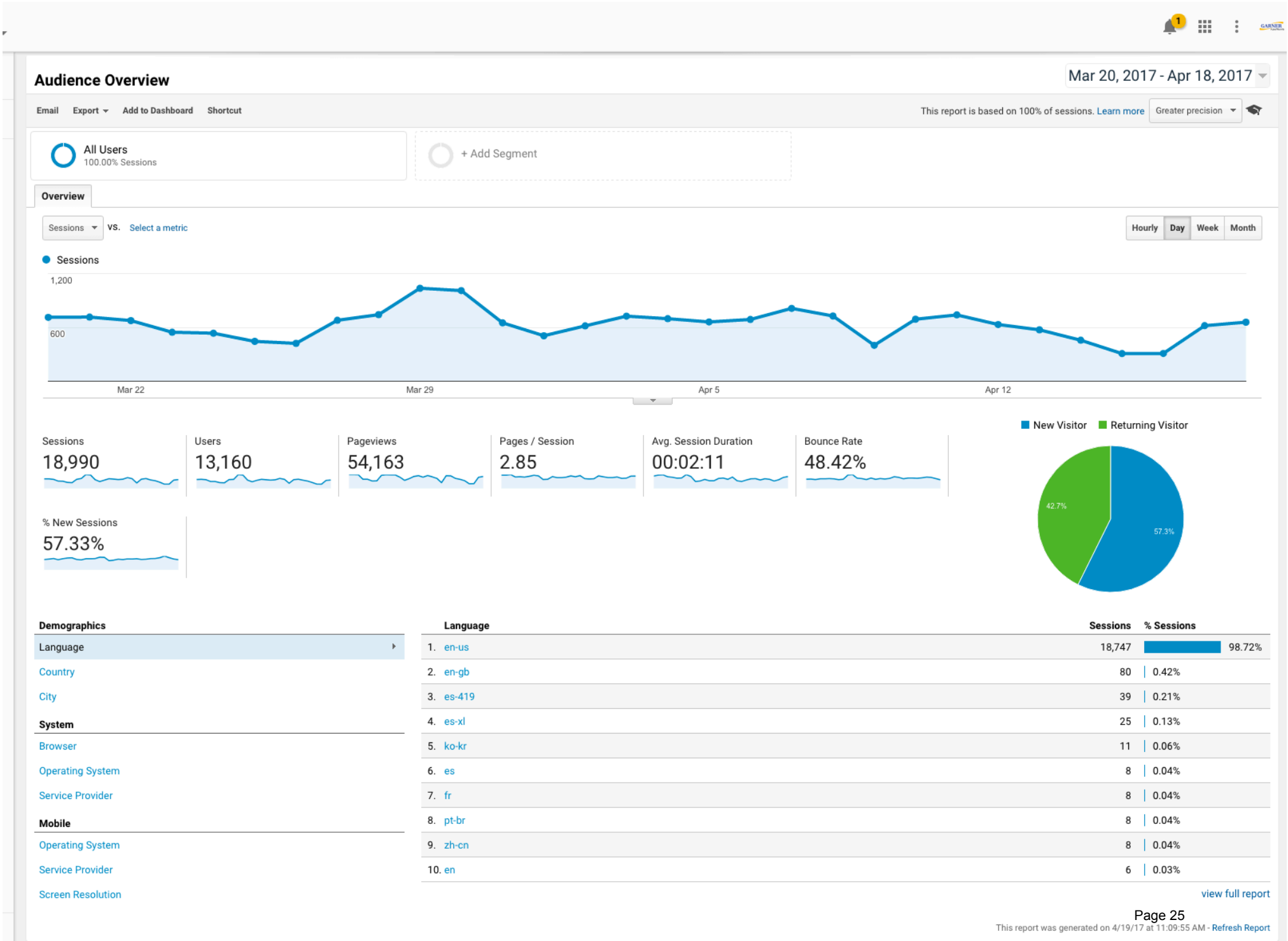
- Operating System
- Service Provider
- Screen Resolution

	Language	Sessions	% Sessions
1.	en-us	15,131	98.20%
2.	(not set)	118	0.77%
3.	c	53	0.34%
4.	en	19	0.12%
5.	en-gb	19	0.12%
6.	es-419	14	0.09%
7.	es-xl	9	0.06%
8.	en-ca	6	0.04%
9.	es	5	0.03%
10.	ko-kr	4	0.03%

view full report

This report was generated on 3/1/17 at 4:25:01 PM - Refresh Report

Website analytics overview for most recent 30-day period



Audience Overview

Mar 20, 2017 - Apr 18, 2017

Email | Export | Add to Dashboard | Shortcut

This report is based on 100% of sessions. Learn more | Greater precision

All Users
100.00% Sessions

+ Add Segment

Overview

Sessions vs. Select a metric

Hourly | Day | Week | Month

Sessions

1,200

600

Mar 22 | Mar 29 | Apr 5 | Apr 12

Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
18,990	13,160	54,163	2.85	00:02:11	48.42%

% New Sessions
57.33%

New Visitor | Returning Visitor

42.7% | 57.3%

Demographics

- Language
- Country
- City

System

- Browser
- Operating System
- Service Provider

Mobile

- Operating System
- Service Provider
- Screen Resolution

	Language	Sessions	% Sessions
1.	en-us	18,747	98.72%
2.	en-gb	80	0.42%
3.	es-419	39	0.21%
4.	es-xl	25	0.13%
5.	ko-kr	11	0.06%
6.	es	8	0.04%
7.	fr	8	0.04%
8.	pt-br	8	0.04%
9.	zh-cn	8	0.04%
10.	en	6	0.03%

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