

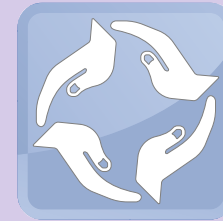


# BY THE NUMBERS

## Communications and Public Affairs

Reporting out for FY 2016  
(Comparisons to Previous Fiscal Year)

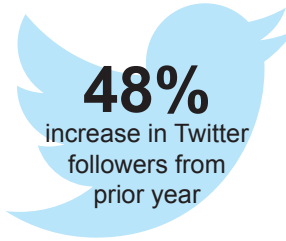
Chapel Hill  
2020  
A Place for  
Everyone



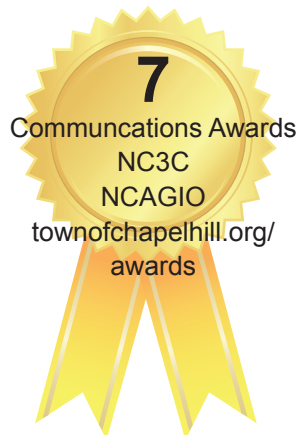
**Council Goal:**  
Find new ways to  
inform residents  
about Town  
government

### Public Participation

- 11,369 Twitter followers (3,685 new followers—48% increase)
- 5,108 Facebook likes (757 new likes—17.4% increase)
- ~10% Chapel Hill residents subscribed to Town email updates
- 4th Biennial Community Survey Completed
- 85% Quality of Town services rated in Community Survey
- 80% Voter approval of 2015 Bond Referendum



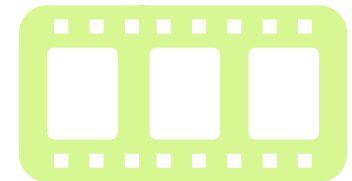
**Mayor on FB Live!**  
Featured Mayor Pam in live FB video from Sutton's Drugstore reaching 1,512 people



### Communications & Public Information

- Visits to Town website ..... 3.4 million
- Subscribers to Town email updates ..... 5,700
- News releases ..... 569
- Online videos of public meetings ..... 116
- TOWNweek ads in Chapel Hill News ..... 52
- How-to Guides on Communications ..... 16
- Employee newsletters ..... 8
- Employee newsletter rated excellent/good ..... 95%

~7,772 Views of archived streaming video of Council and Advisory Board meetings (57% increase)



### Governance Support

- 10,032 Emails on public email archive (25% increase)
- 40 Council meetings, hearings, work sessions, retreat
- 38 Domestic Partnership registrations (72% increase)
- 18 Boards and commissions

### Public Records

- Public record requests ..... 157 (115% increase)