



## COMMUNICATIONS METRICS 2017 (B.2)

### LITTLETONGOV.ORG (The Mothership)



The City's Primary Website. Citizens' #2 Source of Information About the City.

**64% of People Use  
Littletongov.org**

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### LITTLETONROCKS.COM

Littleton **ROCKS**.com

The City's Event Website  
**33% of People Use LittletonRocks.com**

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### SEE, CLICK, FIX



GPS Capable Way for Citizens to Report  
Non-Emergency Issues  
**999 Requests Opened, 928 Closed**

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### ECONNECT



eConnect is a Customizable Subscription  
Service to the City's Website  
**630 Subscribers**

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### CHANNEL 8



Cable Television Channel for the City  
On Basic Tier Comcast and Century Link  
**20% of People Watch Channel 8**

### LITTLETON REPORT



Citizens' #1 Source of Information About  
the City.

Mailed to 25,000 Postal Patrons Each Issue  
**77% of People Read the Littleton  
Report**

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### PRINT SHOP

Full Service Copy and Print Center  
**450 Print and production jobs in 2017**

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### BANNERS ON MAIN STREET



Banners Over Main Street to Publicize City  
and City Sponsored Events and Programs  
**36 Banner Requests, Banner Space  
Occupied from April 3-December 31**

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### CRITERIUM



Event, Criterium and Bike Fest  
**6,000 People Attended**

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### LITTLE JAMS



3 City Concerts in Bega Park  
**1,000 People Attend Each Concert**

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### MEET, GREET AND EAT



4 Events: City Council Members and City  
Staff Roadshow to Neighbors

**NEXTDOOR**

Private Social Network for  
Neighborhoods

**10,797 Residents in 43 Neighborhoods**

**FACEBOOK**

Online Social Networking, the City Posts  
and Interacts Daily

**9,548 Followers**

**TWITTER**

Online Social Networking, the City Posts  
and Interacts Daily

**8,149 Followers**

**INSTAGRAM**

A Community Who Captures and Shares  
Moment's With Photos

**896 Followers**

**YOUTUBE**

Platform for People to Connect and Host  
Original Video Content

**47,194 Views**

**OPEN LITTLETON**

Online Citizen Engagement Tool  
Allowing Citizens a Platform for  
Discussion

**922 Subscribers**

**FACEBOOK LIVE**

Online Social Networking Platform  
Hosting and Archiving Live Video

**95.7K Video Views**

**All metrics are for January 2017-  
December 2017**

Percentage information obtained from  
the 2018 Citizen Survey.

Survey respondents evaluated how  
frequently, if at all, they or other  
household members used various  
information sources.

**Social Media numbers based on current  
followers**

**The Littleton Report is the number one  
source of information.**

**The Littletongov.org website (The  
Mothership) is the number two source  
of information.**