



Public Affairs Division Report

August 29, 2016

Public Affairs is promoting and/or has participated in the following District events and initiatives

- Carp-O-Rama at Independence Grove, September 10
- Family Golf Tournament at Brae Loch, August 26
- Colossal Cup at Countryside, October 2
- Adopt-a-Turtle program and Blanding's turtle recovery efforts were launched publicly on World Turtle Day, May 25. That same week *Horizons* hit mailboxes with the cover, President Maine's letter, main feature article and Preservation Foundation response envelopes all highlighting this effort.
- Civil War Days at Lakewood
- The Des Plaines River Trail Challenge: The Challenge is designed to raise awareness and celebrate the completion of the trail. We are challenging people to travel the entire trail between August 1 and November 30. Participants can complete the journey by foot, bike or boat, according to individual choice, and are welcome to mix it up if preferred. The entire 31.4 miles can be completed all in one trip, or participants can go back as many times as it takes to finish. Participants can also take the Challenge by making a tax-deductible donation through the Preservation Foundation. Gifts will help with maintenance and trail safety. A donation of any amount is meaningful. Anyone who completes the trail or becomes a Des Plaines River Trail Champion by making a gift at the \$100 level or above will receive a commemorative sling bag provided by the Preservation Foundation. The Preservation Foundation response envelope in the fall issue of *Horizons* highlights this effort.
- *Horizons* Preservation Foundation insert: For each issue, 32,080 copies arrive in mailboxes. Another 8,920 copies arrive in our facilities and in businesses, retail shops, and community organizations around the county.
- The Public Affairs team has won two awards in the 2016 28th annual APEX Awards for Excellence in Graphic Design Competition, sponsored by the editors of *Writer's Web Watch*, an e-newsletter for communicators who write, edit and manage business publications.

* OUR WINNERS *

Grand Award: Oak Ecosystems Recovery Plan booklet won in the Campaigns, Programs and Plans Category.

Award of Excellence: *Horizons* won in the Print Newsletters category.

Online Connectivity

June 2016

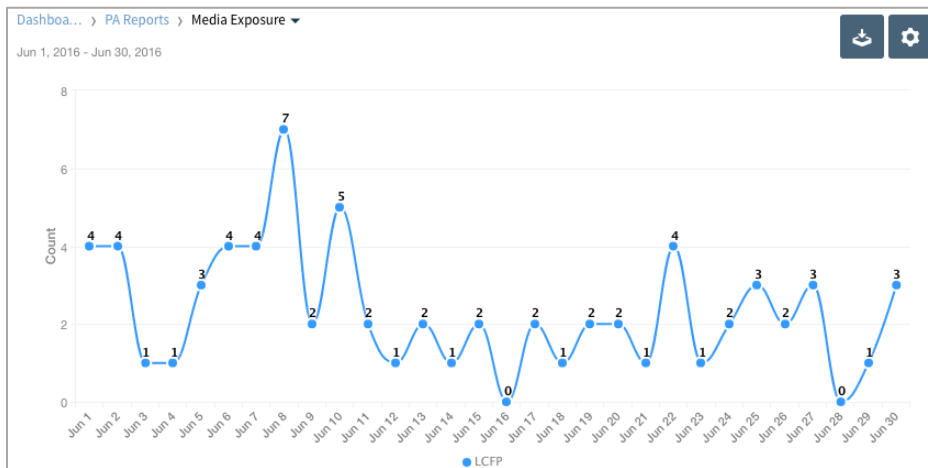
- E-newsletters: Monthly District e-newsletter was sent to 7,075 subscribers. Open rate was 35.6%. List increased 4% over a three-month period.
- Lake County Discovery Museum e-newsletter promoting Civil War Days was sent to 3,699 subscribers. Open rate was 33.4%. List increased 6.6% over a three-month period.
- Greenbelt Cultural Center: e-newsletter promoting Kids Nature Funfest 2016 was sent to 433

subscribers. Open rate was 19.4%. List increased 0.9% over a three-month period.

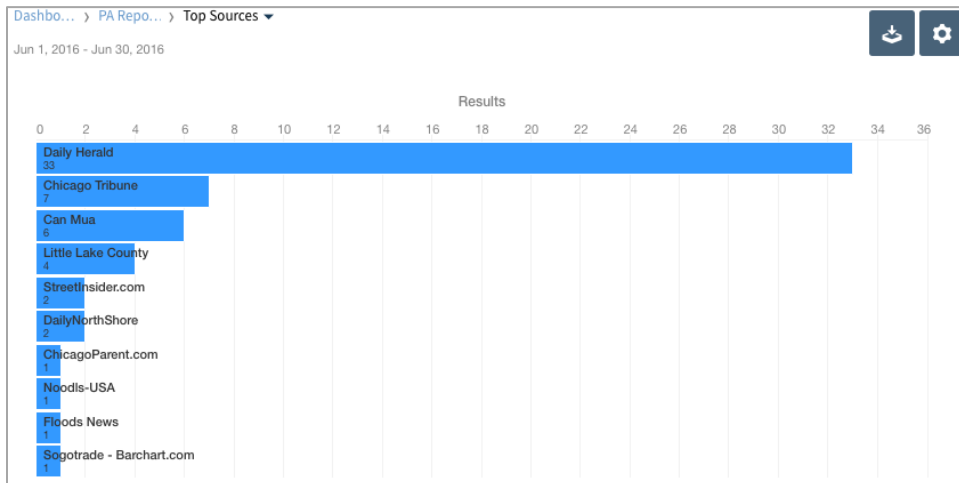
- General District Facebook: Page likes, 6,710, increased 5.1% over a three-month period. Total reach (number of people served by any activity from the page, including posts, posts to the page by other people, mentions, check-ins, etc.) averaged 2,992. Earned the “very responsive” badge for Facebook message response time. Received 10 direct messages during the month of June. 100% response rate, 13-minute average response time.
- General District Twitter: Followers, 3,589, increased 2.5% over a three-month period. Tweets earned 13,951 impressions. Average impressions earned per day were 465.
- General District Instagram followers, 545, increased 23% over a three-month period. Instagram is preparing to launch a series of new tools for businesses and brands using its platform, including business profiles with contact buttons and access to maps and directions, as well as tools for tracking analytics.

Media Exposure

Online Coverage: 70 news articles.



Top Source: Daily Herald, 33 articles.



Website Visits

Audience Overview

Jun 1, 2016 - Jun 30, 2016

Compare to: May 1, 2016 - May 31, 2016

Email Export Add to Dashboard Shortcut

All Users
+0.00% Sessions

+ Add Segment

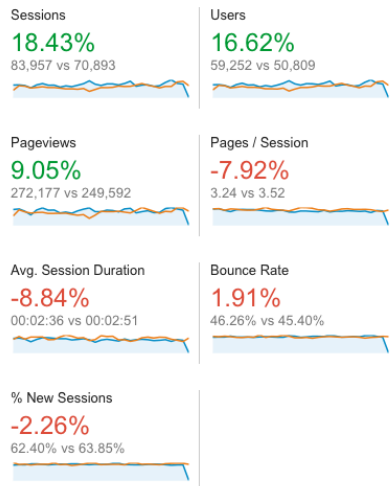
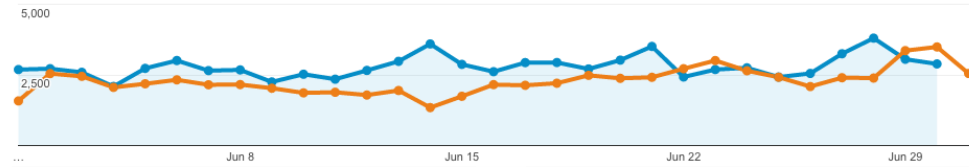
Overview

Sessions vs. Select a metric

Hourly Day Week Month

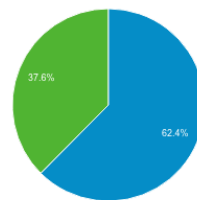
Jun 1, 2016 - Jun 30, 2016: Sessions

May 1, 2016 - May 31, 2016: Sessions

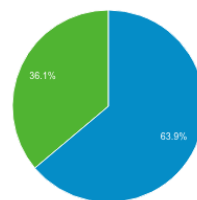


New Visitor Returning Visitor

Jun 1, 2016 - Jun 30, 2016



May 1, 2016 - May 31, 2016



Sessions: Total number of sessions within the date range. A session is the period time a user is actively engaged with our website.

Users: Number of unique users to the site, or users that have had at least one session within the selected date range; includes both new and returning users.

Page Views: Total number of pages viewed during the selected date range.

Pages/Session: Average number of pages viewed during a session.

Average Session Duration: Average length of a Session.

Bounce Rate: The percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).

% New Session: An estimate of the percentage of first time visits.