



June 12, 2015

Mayor Donald D. Lyons  
City Council Members

Dear Mayor Lyons and City Council Members:

Upcoming Meetings:

The following report has been prepared to provide you with an update on current issues or projects in progress:

**Curb Appeal**

- Crews from the Department of Public Service and area contractors have been busy. Curbing for the Main Street / Pennsylvania Avenue parking lot is being installed.
- Final landscape for ambulance and seeding is scheduled for the week of June 15.
- Crews have planted 15 trees and started another round of dead tree removal across the City.



**“Dowagiac Michigan” on Facebook**

When the “Dowagiac Michigan” Facebook page came on-line in the fall of 2013, the goal was to add another tool of communication to the tool-box for local and area residents. It has been interesting to watch the growth of use of this information source which is becoming widely used. One item that particularly caught my eye this week was there were 1,061 reads of a road closure notice. This suggests that Facebook has become an effective tool to get information out to the public.

Here are a few interesting statistics that show the growth in use of this media:

<u>Year end 2013</u>	<u>Year end 2014</u>	<u>June 2015</u>
220 likes/fans	1050 likes/fans	nearly 1300 likes/fans
Avg daily reads 150	Avg daily reads 250	Avg daily reads 500
	<u>2013</u>	<u>Today</u>
Largest age group of followers:	45-54	25-34
	25-34	35-44
	35-44	45-54

We are seeing that posts about community events will generate about 1,500 reads and unusual events will generate nearly 5,000 reads. It is becoming normal to have an average weekly engagement of 3,000. Of all the interesting, funny, or insightful events "Dowagiac Michigan" has covered or shared, nothing has compared to a lost/found Yorkie dog in January, 2014. On this bitter cold, snow filled day over 89,000 readers liked, shared or commented to help get him back home.

The page has been a valuable vehicle to share community events, congratulate achievements, and welcome new businesses. This vehicle's strength has also been evident in dispersing critical information about emergency situations, missing persons, important local government, weather or traffic information.

Sincerely,

A handwritten signature in black ink that reads "Kevin P. Anderson". The signature is written in a cursive style with a large initial 'K'.

Kevin P. Anderson  
City Manager