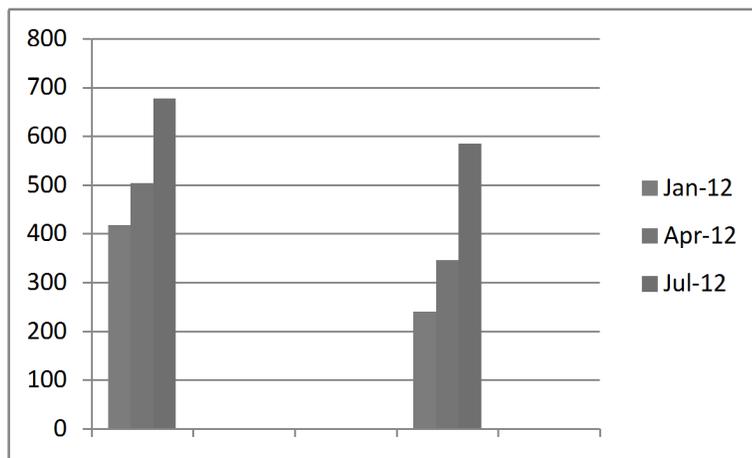


Town of Brownsburg Communications August 9 Report to Town Council

E-newsletters: The subscribers list for our electronic newsletters has grown by a third this quarter, to more than 1,000. The Brownsburg Parks e-news list is up to 409 subscribers. The open rate for most messages is 30+ percent, which is considered above average. Anyone interested in receiving Town e-newsletters can sign up using the link on the home page of the website, www.brownsburg.com. There’s a simple form that asks for a name and email address. New yard signs that we’ll use at Town and Parks events will have a QR code that will connect smart-phone users directly to the sign-up form.

Social Media: We continue to see significant increases in the use of our social media outlets. There are 677 Facebook “likes,” an increase of more than 170 users this quarter. Use peaked the week of July 4, likely due to the carnival and burn/fireworks ban, when the page reached nearly 7,000 people. The weekly total reach (number of unique people who’ve seen our content) is currently at more than 1,200, up considerably higher than it was before July 4th.

There are 584 Twitter followers, an increase of 239 since April. The Town Manager has also established a Twitter account, @BrownsburgTM, which has 97 followers. New yard signs that we’ll use at Town and Parks events will promote the social media accounts, to help increase awareness and encourage people who attend our events to follow us for news and information.



Video Streaming/Archives: Police Commission meetings continue to have the most online viewers, with nearly 60 who viewed the meeting video each month. Town Council meetings are generally viewed 20 to 30 users.

Media: We've seen a recent upswing in local media coverage. In addition to frequent stories in the Hendricks County Flyer, the Town's news has been featured in the IndyStar and on WRTV-6 and Fox 59. The Town Manager has also participated in interviews with K-Love radio, XRB/Radio Brownsburg's Community Focus and Plain Speaking shows, and Comcast Newsmakers.

Summer Intern: Purdue junior, Nicole Holmqvist, has been interning with us this summer. Nicole has assisted the Town and Brownsburg Parks with social media, news releases and website content.

Fall Newsletter: The Town's fall newsletter will be mailed to Brownsburg households the week of Labor Day. For anyone who doesn't receive the newsletter in the mail, copies will be available at Town Hall and it will be posted on the Town's website.

Grants: We recently filed the Energy Efficiency Water Treatment Program 2012 second quarter report to the Indiana Office of Energy Development. Both Water and WWTP are using significantly less electricity with the new motors and VFD drives. Water continues to see a good cost savings, \$3,688 this quarter over the same time frame in 2011. However, WWTP has experienced a significant increase in costs. Despite a decrease of more than 60,000 kwh used, the WWTP electrical costs increased by \$7,828 this quarter.

The Town purchased rain barrels and composters with a \$4,000 grant from the Hendricks County Solid Waste Management District. We will give those away to residents during the Town's stormwater outreach events, where we will also distribute the District's material at events to promote its recycling programs and services.