



AWARDS

South Fayette earns Banner Community designation for second consecutive year

South Fayette Township has been named a 2019 Allegheny County Banner Community, thanks to an outstanding commitment to professional development, prudent fiscal management, transparency, accountability and proactive communications that engage citizens.



Recreation Director named Outstanding New Professional

Recreation Director Paula Willis has earned the Outstanding New Professional of the Year Award from the Pennsylvania Recreation & Park Society. She earned a perfect score.



SOUTH FAYETTE CONNECT

www.SouthFayettePA.com/magazine

Spring issue published in March with advertisements representing \$750 in event sponsorships. \$500 in the 2019 calendar year and \$250 from the 2018 calendar year

Revenues - Advertising Incentive Sponsorship Program (Communications/Recreation partnership)

2019	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Historical Year-End
Revenue per quarter	\$500				
Cumulative Annual Revenue	\$500				
<i>Total revenue since program launch</i>	<i>\$80,750</i>				2018 total = \$33,750 2017 total = \$26,500 2016 total = \$5,500



WEBSITE

www.SouthFayettePA.com

A free website design update is under way as part of the township's annual contract with CivicPlus. The updated site will launch April 15.

User Access

- Device used: 49% Desktop ... 43% Smartphone
- Access method: 56% Typed-in web address ... 41% Search engine

Website Visits

2019	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Historical Year End
Visits per quarter	27,366				2018 total = 119,750 2017 total = 121,138 2016 total = 125,891
<i>Total visits since site launch</i>	<i>515,809</i>				

Average Number of Website Visitors per Day

1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Historical Year End
304				2018 - 328 2017 - 332 2016 - 345

Top Web Pages - Quarterly

- | | | |
|------------------------------|--------------------------|-------------------------|
| 1. Home | 5. Real Estate Taxes | 9. Government |
| 2. Police | 6. Building & Code | 10. Magistrate |
| 3. Trash & Recycling | 7. Roads & Traffic | 11. Maps |
| 4. Waste Collection Schedule | 8. Athletic Associations | 12. Earned Income Taxes |

Top Site Search Terms within Website - Quarterly

1,332 total searches

- | | | |
|-------------------------------|---------------------------|--------------|
| 1. Beltway | 5. Illegal Parking | 9. Sewage |
| 2. Employment /Jobs | 6. Zoning Map | 10. Tennis |
| 3. Easter Egg Helicopter Drop | 7. Easter/Easter Egg Hunt | 11. Fence |
| 4. Calendar | 8. Dye Tests | 12. Magazine |

Top Outlinks Clicked from Website - Quarterly

- | | |
|--|-----------------------------------|
| 1. CivicRec (Parks & Rec registration) | 7. SF Municipal Authority |
| 2. South Fayette Baseball & Softball Association | 8. Pennsylvania Resources Council |
| 3. eCode (township code) | 9. Evolution eCycling |
| 4. Allegheny County | 10. Twitter |
| 5. Jordan Tax Service | 11. Google Maps |
| 6. Facebook | 12. South Fayette School District |

Citizen Request Tracker

(includes long-term and short-term issues)

2019	1 st Qtr.	2 nd Qtr.	3 rd Qtr.	4 th Qtr.	Historical Year-End
Submitted or Entered	151				2018 total - 516 2017 total - 537 2016 total - 733
Closed	144				2018 - 548 2017 - 533 2016 - 655
Avg. Requests per day	1.6				2018 - 1.4 2017 - 1.5 2016 - 2
Top submission category	Trash & Recycling				2018, 2017 & 2016 - Trash & Recycling



FACEBOOK

www.facebook.com/SouthFayetteTownship

2019	1st Qtr.	2nd Qtr.	3 rd Qtr.	4 th Qtr.	Historical Year End
New Page Likes (Total to date)	290 (3,907)				2018 Total Likes - 747 2017 Total Likes - 670
Reponses to private Facebook messages	35				
Events – People reached	8,300				
Events – User Responses	368				
Events – Ticket/Registration Clicks	58				

Most Popular Posts – Quarterly

Title/Topic	Users Reached
SF Police – Burglary Suspects	86,630
Southern Beltway article from The Almanac	14,964
Ascend announces rock-climbing facility in Newbury – article from The Almanac	6,342
SF brave boy with health issue – article from Pittsburgh Post-Gazette	5,555
Martin Luther King Jr. Day Quote	5,393



TWITTER

www.twitter.com/SouthFayetteTwp

2019	1st Qtr.	2nd Qtr.	3 rd Qtr.	4 th Qtr.	Historical Year End
Tweet Impressions	30,600				2018 – 118,828
New Followers	40				2018 - 211 2017– 203 2016 – 392
Link Clicks	97				
Likes	79				
Retweets	18				
<i>Total Followers, all quarters to date</i>	<i>873</i>				

Most Popular Tweets - Quarterly

Title/Topic	Impressions	Engagement Rate
BOC Recognitions: Police officers Sgro & Zurcher and Eagle Scout Riley Supan	870	28%
Hennecke ribbon cutting	833	3.5%
School district Easter event	739	2.2%
Silver Celebration of the SF Library	709	0.7%
Glass recycling collection	648	0.2%



South Fayette Township maintains official LinkedIn and YouTube social media pages.

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