

uMhlanga UIP Operational Stats 2017/2018

- 1,0 Security
- 2,0 Optimising Municipal Service Delivery
- 3,0 UIP Operational Stats
- 4,0 Communications

1,0 Security

1,1 Crime stats based on incidents reported to the UIP - managed areas include: Umhlanga Prom. and Village UIP, Southern Prom. Properties, Northern Prom. Properties, Park to Park

| | Jul17 | | Aug 17 | | Sep 17 | | Oct 17 | | Nov 17 | | Dec 17 | | Jan 18 | | Feb 18 | | Mar 18 | | Apr18 | | May18 | | Jun 18 | | Total | |
|--|-----------|----------|-----------|----------|----------|----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|----------|-----------|-----------|-----------|-----------|----------|----------|----------|----------|------------|----|
| UIP Actions with other Law Enforcement Departments | Pub | Pvt. | Pub | Pvt. | Pub | Pvt. | Pub | Pvt | Pub | Pvt | Pub | Pvt. | Pub | Pvt | Pub | Pvt | Pub | Pvt | Pub | Pvt | Pub | Pvt | Pub | Pvt | | |
| UIP arrests & hand over to SAPF / Metro Police | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 |
| UIP call outs to SAPF / Metro Police | 8 | 4 | 5 | 2 | 5 | 2 | 7 | 2 | 14 | 4 | 14 | 5 | 1 | 0 | 22 | 4 | 23 | 10 | 11 | 7 | 0 | 0 | 0 | 0 | 150 | |
| SAPF/Metro/UIP security ops in precincts | 3 | 0 | 6 | 0 | 0 | 0 | 4 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 3 | 0 | 2 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 23 | |
| Contact Crimes in grey | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Murder | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Attempted murder | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total sexual offences | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Assault (Grievous Bodily Harm) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 |
| Assault common | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Common robbery | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 2 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 11 |
| Robbery with aggravating circumstances | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Carjacking | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Robbery at Residential premises | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 |
| Robbery at Non residential premises | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 |
| Malicious damage to property | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 3 | 0 | 4 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 | 15 |
| Burglary Residential | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Burglary Non Residential | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 6 |
| Theft of motor vehicle | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 3 | 1 | 2 | 0 | 2 | 1 | 2 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 14 |
| Theft out of motor vehicle | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 0 | 3 | 1 | 3 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 14 |
| Drug related crime | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| All theft not mentioned elsewhere | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Vehicle accidents | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 3 | 2 | 2 | 0 | 4 | 0 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 21 |
| Other | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 3 | 3 | 1 | 7 | 3 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 23 |
| Deaths | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 |
| Total | 13 | 5 | 15 | 2 | 7 | 4 | 12 | 4 | 29 | 12 | 31 | 11 | 19 | 5 | 42 | 6 | 41 | 17 | 22 | 14 | 0 | 0 | 0 | 0 | 311 | |

| |
|--|
| |
| |
| |
| |
| |
| |

Security

1,2

| By-law Enforcement - managed areas include: Umhlanga Promenade, Southern Promenade Properties, Northern Promenade Properties and Park to Park | | | | | | | | | | | | | |
|--|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|----------|----------|--------------|
| Promenade and Beach: | | | | | | | | | | | | | Total |
| Camping on beach | 2 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 6 |
| Drinking in public - prevention measures | 162 | 148 | 136 | 122 | 101 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 673 |
| Drinking in public | 11 | 12 | 8 | 4 | 5 | 1 | 7 | 6 | 13 | 7 | 0 | 0 | 74 |
| Fights / brawls defused | 2 | 1 | 2 | 3 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 10 |
| Fishing in prohibitive areas | 5 | 4 | 5 | 5 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 21 |
| Illegal informal traders removed | 3 | 2 | 3 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 13 |
| Open fires /gas braais | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 0 | 0 | 18 |
| Public disturbance | 2 | 2 | 2 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 |
| Public indecency | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 2 |
| Skateboards / bicycles | 14 | 13 | 19 | 12 | 10 | 1 | 4 | 2 | 6 | 13 | 0 | 0 | 94 |
| Suspicious people questioned | 11 | 12 | 11 | 15 | 6 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 57 |
| Swimming after hours | 2 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 |
| Unauthorized vehicles | 9 | 6 | 4 | 2 | 3 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 25 |
| Unleashed dogs | 7 | 5 | 5 | 11 | 3 | 0 | 8 | 4 | 6 | 2 | 0 | 0 | 51 |
| Lagoon Dr, McCaus. Cres & Village: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Drinking in public | 9 | 11 | 14 | 15 | 12 | 2 | 1 | 2 | 4 | 4 | 0 | 0 | 74 |
| Fights / brawls defused | 2 | 2 | 2 | 5 | 4 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 16 |
| Illegal car guards removed | 3 | 4 | 3 | 2 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 15 |
| Illegal informal traders removed | 2 | 2 | 1 | 2 | 3 | 1 | 3 | 2 | 3 | 0 | 0 | 0 | 19 |
| Pamphlet distribution | 3 | 2 | 4 | 5 | 4 | 1 | 1 | 2 | 3 | 3 | 0 | 0 | 28 |
| Public disturbance | 2 | 1 | 2 | 4 | 4 | 2 | 3 | 4 | 2 | 2 | 0 | 0 | 26 |
| Public indecency | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Suspicious people questioned | 16 | 11 | 13 | 12 | 10 | 1 | 9 | 0 | 15 | 0 | 0 | 0 | 87 |
| Total | 269 | 242 | 238 | 229 | 172 | 16 | 42 | 26 | 57 | 35 | 0 | 0 | 1326 |

1,3

| UIP security contractor weekly SLA performance assessment: | | | | | | | | | | | | | |
|---|----|----|----|----|-----|-----|-----|-----|-----|-----|---|---|---|
| Number of calls received on the emergency tel number | 32 | 37 | 41 | 38 | 334 | 456 | 400 | 403 | 612 | 620 | 0 | 0 | 0 |
| Village Green control room in good order | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | | | |
| Radio system in good working order | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | | | |
| Response vehicle in good working order | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | | | |
| Patrol golfcart in good working order | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | | | |
| SO equipment non compliance | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | | | |
| SO dress code non compliance | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | | | |
| Monthly Shift Report - shifts short | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | | | |
| Monthly Incident Report | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | | | |
| Monthly Security and Bylaw Stats Report | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | | | |

2,0 Optimising Municipal Service Delivery

| 2,1 | Municipal faults reported and followed up | Jul17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 | Apr18 | May18 | Jun 18 | Total |
|-----|--|------------|------------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|----------|----------|----------|
| | Business Support (Informal Traders) | 0 | 1 | 0 | 0 | 1 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| | Coastal Engineering | 3 | 1 | 2 | 1 | 0 | 1 | 2 | 1 | 0 | 1 | 0 | 0 | 0 |
| | Contacts | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | DSW | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 0 |
| | Economic Development & Engineering | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 |
| | Electrical (street & Promenade Lights) | 61 | 53 | 20 | 32 | 27 | 53 | 78 | 40 | 2 | 27 | 0 | 0 | 0 |
| | eThekwini Transport Authority (ETA) | 2 | 5 | 2 | 0 | 3 | 1 | 3 | 1 | 1 | 1 | 0 | 0 | 0 |
| | Health | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 0 |
| | Metro police | 1 | 3 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 2 | 0 | 0 | 0 |
| | Parks (beaches & safety) | 17 | 4 | 5 | 14 | 7 | 3 | 5 | 9 | 13 | 9 | 0 | 0 | 0 |
| | Pollution & Environment | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | Provincial Dept, Transport | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | Roads (pot holes, kerbing, signage, marking) | 7 | 25 | 5 | 3 | 7 | 2 | 6 | 3 | 3 | 2 | 0 | 0 | 0 |
| | Signage & Advertising | 3 | 3 | 0 | 1 | 1 | 6 | 1 | 1 | 0 | 2 | 0 | 0 | 0 |
| | Traffic Lights | 1 | 0 | 0 | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| | Urban Design | 1 | 1 | 0 | 3 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| | Waste Water | 5 | 2 | 2 | 5 | 5 | 6 | 5 | 7 | 6 | 4 | 0 | 0 | 0 |
| | Other | 12 | 14 | 28 | 12 | 6 | 9 | 19 | 21 | 42 | 15 | 0 | 0 | 0 |
| | Total | 116 | 115 | 64 | 88 | 59 | 81 | 123 | 85 | 77 | 64 | 0 | 0 | 0 |

3,0 UIP Operational Stats

| 3,1 | Service requests from UIP members & stakeholders (customers) | Jul17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 | Apr18 | May18 | Jun 18 | Total |
|-----|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|--------|-------|
| | Number service requests received for the month (eTM +UIP tasking) | 56 | 60 | 45 | 50 | 39 | 24 | 30 | 21 | 32 | 33 | 0 | 0 | 390 |
| | Running total of unresolved serv. requests - tasking eTM | 8 | 3 | 5 | 5 | 0 | 3 | 1 | 2 | 0 | 12 | 0 | 0 | |
| | Running total of unresolved serv. requests - tasking UIP | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |

| 3,2 | UIP services (initiated by UIP management) | Jul17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 | Apr18 | May18 | Jun 18 | Total |
|-----|--|-------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|--------|-------|
| | Number of service requests to eTM | 60 | 55 | 23 | 38 | 32 | 57 | 93 | 55 | 45 | 31 | 0 | 0 | 489 |
| | Running total of unresolved serv. request to eTM | 5 | 11 | 7 | 24 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | |
| | Running total of unresolved serv. request to UIP contractors | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |

| 3,3 | UIP Special Projects Completed | Jul17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 | Apr18 | May18 | Jun 18 | Total |
|-----|--------------------------------|-------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|--------|-------|
| | Maintenance projects | 22 | 22 | 23 | 20 | 22 | 21 | 15 | 12 | 20 | 21 | 0 | 0 | 198 |
| | Greening projects | 21 | 19 | 22 | 23 | 24 | 20 | 16 | 14 | 19 | 19 | 0 | 0 | 197 |
| | Graffiti tags removed | 0 | 2 | 0 | 2 | 2 | 4 | 2 | 2 | 1 | 0 | 0 | 0 | 15 |
| | Waste bags removed | 3360 | 3360 | 3500 | 3500 | 3500 | 4500 | 4500 | 3500 | 4500 | 4500 | 0 | 0 | 38720 |
| | Animal rescue | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 8 |

| 3,4 | Standing Meetings Attended | Jul17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 | Apr18 | May18 | Jun 18 | Total |
|-----|--|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | Municipal FESMAC (Sec. services) | 0 | 0 | 0 | 0 | 3 | 3 | 1 | 0 | 0 | 0 | 0 | 0 | 7 |
| | Monthly - UIP Secure. Forum (Sec. services) | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 8 |
| | Monthly - SAPF / CPF Sec. 3A (Sec. services) | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 8 |
| | Monthly - SAPF / CPF Business Forum | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 9 |
| | Council UIP Forum | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| | Umhlanga Development Forum | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 2 |
| | Total | 4 | 3 | 3 | 4 | 6 | 5 | 3 | 3 | 3 | 4 | 0 | 0 | 38 |



| | | | | | | | | | | | | | |
|--|------|------|------|------|------|------|------|------|------|------|--|--|--|
| Post office to Flamingo Lane: embankment grass cut | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | |
|--|------|------|------|------|------|------|------|------|------|------|--|--|--|

4,0 Communication

| 4,1 Website Stats | Jul17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 | Apr18 | May18 | Jun 18 | Total |
|---|-------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|--------|-------|
| Page Loads - total number of pages viewed | 3065 | 2017 | 2121 | 1507 | 2524 | 2243 | 1221 | 2201 | 2665 | 2182 | | | 21746 |
| Unique visits | 1481 | 1147 | 1074 | 840 | 1306 | 1341 | 672 | 1225 | 1572 | 1333 | | | 11991 |
| New Visitor - as total of sessions | 913 | 715 | 647 | 494 | 815 | 845 | 452 | 841 | 1192 | 980 | | | 7894 |
| Returning Visitor - as total of sessions | 568 | 432 | 472 | 346 | 491 | 496 | 220 | 384 | 380 | 353 | | | 4142 |
| News items posted to home page | 12 | 16 | 11 | 5 | 8 | 10 | 0 | 9 | 11 | 7 | | | 89 |

| Top 3 Landing Pages for website | Jul-17 | Aug-17 | Sep-17 | Oct-17 | Nov-17 | Dec-17 | Jan-18 | | | | |
|---------------------------------|------------------|-----------------|-------------|-------------------|-------------|-----------------|--------|-------------|--|--|--|
| | Latest News-App | Latest News | Latest News | Latest News | Latest News | Rage | Rage | Latest News | | | |
| Latest News-Mythos | Life Saving club | Home page | Post Office | Main beach toilet | Latest News | Beach umbrellas | | | | | |
| Home Page | Post office | Contact | Home Page | APP | App | Events | | | | | |
| Feb-18 | Mar-18 | Apr-18 | May-18 | Jun-18 | | | | | | | |
| Home Page | Home Page | Latest News | | | | | | | | | |
| APP | APP | Rox Beach Clean | | | | | | | | | |
| Latest News | Latest News | Oceans Dev | | | | | | | | | |

| 4,2 Social Media / Newsletter | Jul17 | Aug 17 | Sep 17 | Oct 17 | Nov 17 | Dec 17 | Jan 18 | Feb 18 | Mar 18 | Apr18 | May18 | Jun 18 | |
|--|------------|----------------|-------------------|--------------|-------------------|---------------|-----------|--------------|-------------|----------------------|-------|--------|-------|
| No. of Instagram Posts | 38 | 37 | 23 | 12 | 16 | 7 | 3 | 6 | 8 | 5 | | | 155 |
| Instagram Followers | 320 | 378 | 422 | 449 | 493 | 565 | 610 | 660 | 710 | 769 | | | 5376 |
| No. of Facebook posts | 35 | 41 | 28 | 15 | 29 | 10 | 3 | 12 | 20 | 13 | | | 206 |
| Facebook Likes | 4124 | 4342 | 4400 | 4415 | 4484 | 4499 | 4500 | 4547 | 4629 | 4732 | | | 44672 |
| Facebook post Reach - max people exposed to a post | 7700 | 14500 | 12300 | 4514 | 6338 | 1472 | 1688 | 9548 | 13230 | 4400 | | | 75690 |
| Content of Facebook Post that reach max people | App Launch | high sea video | local restaurants | storm damage | marshall security | Oceans update | Tidal Tao | Beach closed | truck crash | update: Lagoon Drive | | | |
| Number of newsletters sent out | 3 | 3 | 3 | 1 | 6 | 5 | 0 | 3 | 5 | 2 | | | 31 |
| Everlytic Newsletter Database | 1044 | 1255 | 1262 | 1276 | 1310 | 1292 | 1339 | 1336 | 1324 | 1300 | | | 12738 |

[Redacted]

[Redacted]