# Phone App

11,265 sessions
in 2014

53,752 residents

2679 unique
users

# Mobile Passed Desktop

## Mobile Marketing Statistics 2015

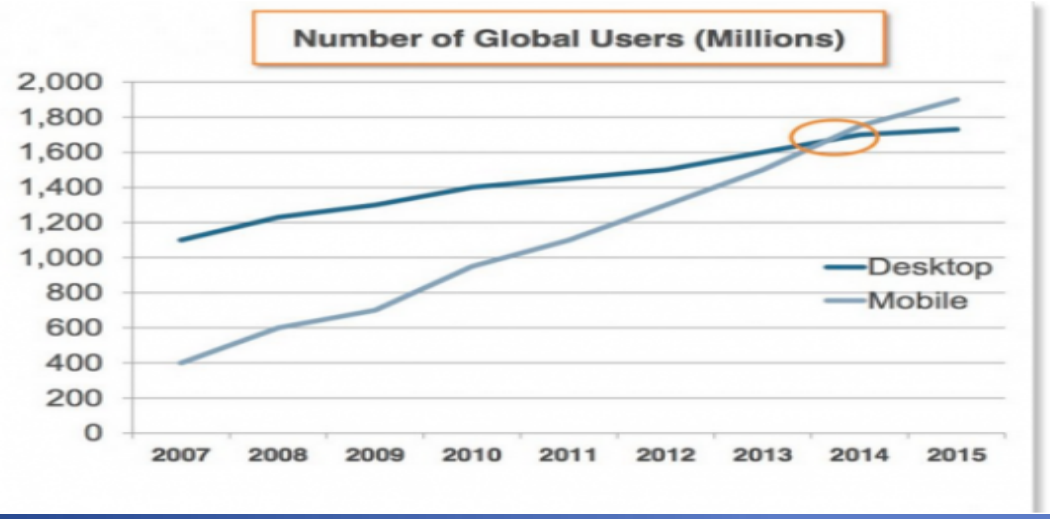
JANUARY 15, 2015 | MOBILE MARKETING ANALYTICS

*By* Danyl Bosomworth

### Statistics on mobile usage and adoption to inform your mobile marketing strategy

"*Mobile to overtake fixed Internet access by 2014*" was the huge headline summarising the bold prediction from 2008 by Mary Meeker, an analyst at Kleiner Perkins Caufield Byers who reviews technology trends annually in May (see latest KPCB mobile technology trends).

Well, we're now past the mobile Tipping Point as this report from comScore shows. So it's no longer a case of asking whether mobile marketing important, we know it is! It's now a question of using the statistics to understand how consumers behave when using different types of mobile devices and what their preferences are.

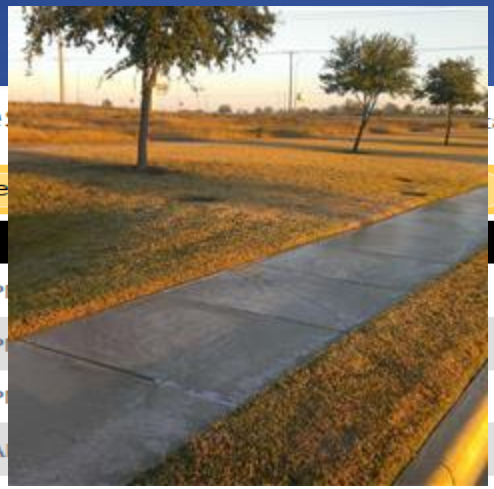


# Residents help report

Give to Public Works Water Conservation Team

Deliver materials and Stage 3 Water Restriction Education

# Water Conservation



View All Service Reque... al Issues: 2...

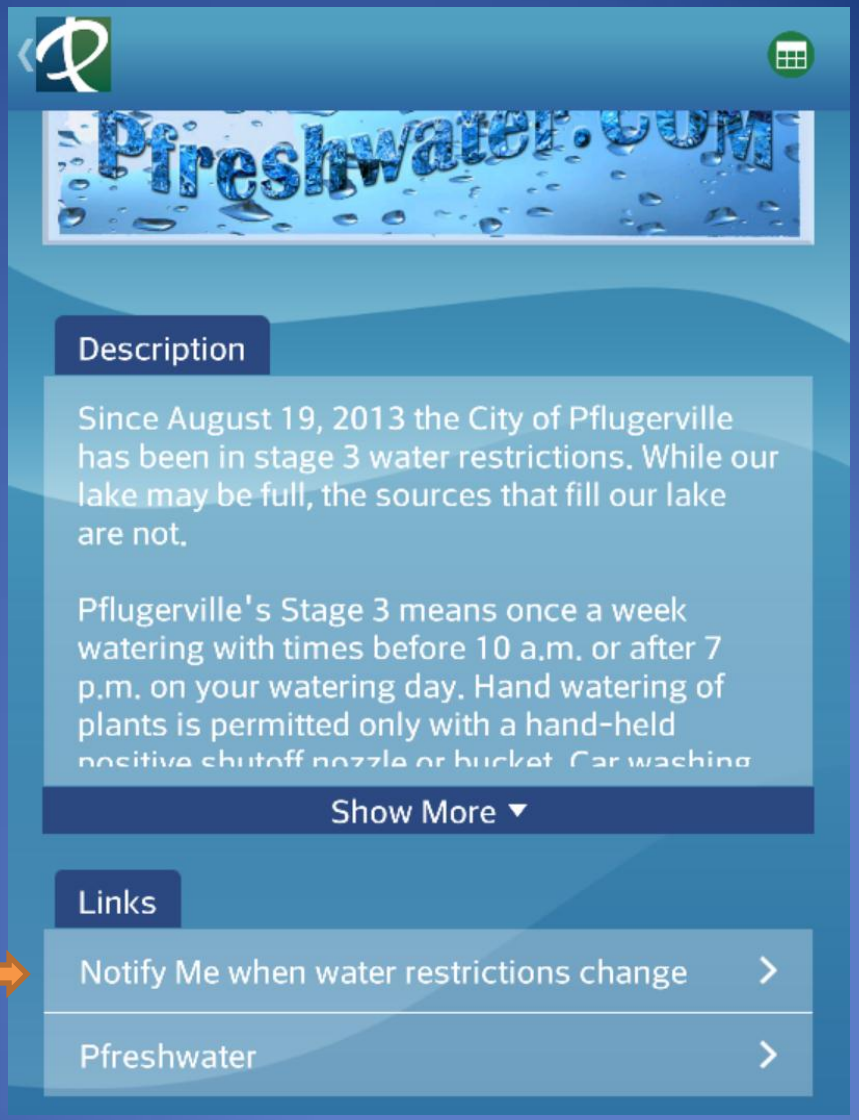
Filter Options: Report Types: Code... Status...

| | Id | Date Created | | Nearest Ad... |
|---|---|---|---|---|
| | 129244 | 10/20/2014 @ 02:28 P... | | 1040 Kensi... |
| | 129242 | 10/20/2014 @ 02:19 P... | | 1024 Kensi... |
| | | ...6 P... | | 1020 Kensin... |
| | | ...0 A... | | 916 Abbeygl... |
| | | ...6 AM | Code Enforcement | 917 A... |
| | | ...2 PM | Water Restrictions Violation | 904 P... |
| | | ...8 AM | Water Restrictions Violation | 920 D... |
| | | ...5 PM | Water Restrictions Violation | 19401... |
| | | ...4 PM | Water Restrictions Violation | 1041 ... |
| | | ...6 AM | Code Enforcement | 828 P... |
| | | ...9 AM | Water Restrictions Violation | 19017... |
| | | ...2 AM | Water Restrictions Violation | 1036 ... |
| | 106738 | 04/16/2014 @ 07:20 AM | Water Restrictions Violation | 801 P... |
| | 106684 | 04/15/2014 @ 03:23 PM | Code Enforcement | 21009... |
| | 106573 | 04/14/2014 @ 04:21 PM | Water Restrictions Violation | 1037 ... |

# Phone App

Event App to the Lake

# Phone App

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where quality meets life
PFLUGERVILLE
TEXAS

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Stage 3 Mandatory Water Restrictions Notice

Conservation/Drought Response

Conservation Programs

Sign up for watering reminders

Water Provider Service Map

Water Quality Reports

Lake

Parks

Library

# Pfreshwater.COM

You are here: Home > Feature Links > Pfreshwater.com

## Pfreshwater.com

Pfreshwater.com is your source for information on water providers, service areas, watering restrictions and the conservation efforts now in effect for outdoor watering. Residents are encouraged to conserve all water use, but indoor water use is not affected.

**Notice: Stage 3 Water Restrictions:** Effective Monday, August 19, 2013, Pflugerville entered Stage Three Water Restrictions for all Pflugerville residents and water customers. Please follow the new restrictions and avoid any administrative charges. Hand-held watering of plants/lawns permitted any day after 7 p.m. and before 10 a.m. with a positive shut-off nozzle on your hose or watering bucket/can. One day a week watering schedule in effect. Carwashing is not permitted except at a commercial car wash.

Stage 3 Water Restrictions

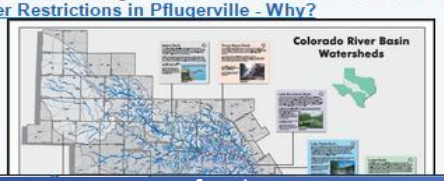
Restriction Management Ordinance
ORD1147-13-06-25

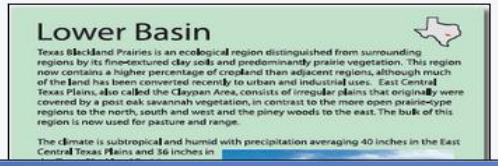
**Windermere/Southwest Water Customers** - Stage 2 for Southwest corresponds with our city Stage 3 once-a-week schedule. Your water schedule

2013 Water Quality Reports are now online

(Spanish versions available by request)

**Water from a river?** I thought most of our water came from Lake Pflugerville? Well...it does and it doesn't. To display an idea of how Pflugerville's water ties in to the current restrictions and conservations mandates:
Water Restrictions in Pflugerville - Why?




www.pfreshwater.com

# Facebook Headers

More success with FB algorithm with picture headers.

Driving to same website.