CITY OF NORTH MYRTLE BEACH MONTHLY REPORT

INFORMATION SERVICES - MARCH 2025

MONTHLY SUMMARY

In March 2025, the IT team at the City of North Myrtle Beach continued to deliver high-quality technical support and infrastructure management. The Help Desk effectively handled a large volume of tickets with strong resolution rates, while the system administration team focused on backups, endpoint monitoring, and system health optimization.

Key Highlights:

- **Help Desk Performance:**
  - Managed 253 new tickets, resolving or closing 222.
  - Peak ticket activity occurred from 9 AM to 12 PM.
  - Frequent tasks included email support, account setups, device provisioning, and resolving software issues.
  - Conducted 54 remote support sessions via TeamViewer.
- **Systems and Security:**
  - Ensured antivirus coverage across 66% of devices.
  - 99% of drives reported no disk health issues.
  - 100% server uptime achieved.
  - Automated monitoring ran 7,070 actions in response to 28 triggered alerts.
  - Installed 24,522 software packages and recorded 2,897 hardware events.
- **Website and Visitor Statistics:**
  - Top Pages: Chair & Umbrella Rentals, North Myrtle Beach Overview, Beach Cameras.
  - User Engagement: Continued strong traffic across seasonal and community-focused content.
  - Geographic Distribution: Highest activity from the United States, followed by Canada and Hong Kong.

DETAILED REPORT AND ANALYSIS

Help Desk Performance:

In **March 2025**, the Help Desk created **253 tickets**, resolving or closing **222**, with the remainder either open or under investigation. The busiest hours were between **9 AM and 12 PM**, when nearly **40%** of all tickets were generated. The Help Desk performed a wide range of tasks, including:

- Resetting passwords and managing seasonal user accounts.

- Troubleshooting email redirection and access errors.
- Setting up and configuring new hardware.
- Coordinating software installations and resolving endpoint issues.

Mean Time to Resolve: 3 days, 13 hours, 49 minutes

One-Touch Resolution Rate: 32.13%

First Response Time: 1 day, 11 hours, 52 minutes

Tickets Resolved by Weekday (Estimates):

- **Monday**: ~62
- **Tuesday**: ~27
- **Wednesday**: ~39
- **Thursday**: ~43
- **Friday**: ~45

The Help Desk also supported city personnel using **TeamViewer**, assisting with **39 unique devices** in **54 remote sessions**.

Systems and Security:

The system administration team focused on proactive infrastructure monitoring and lifecycle operations. Notable tasks included:

- **Antivirus Protection**: Active and up-to-date on **66% of endpoints**.
- **Monitoring and Automation**:
    - 321 devices monitored continuously.
    - 28 alerts triggered **7,070 automated responses** to maintain system performance.
- **Disk and Server Health**:
    - **99% of drives** showed no issues.
    - **100% uptime** across city servers.
- **Lifecycle Tracking**:
    - **24,522 software installs** and **301 uninstalls**.
    - **2,897 hardware adds** and **2,906 removals** logged.
    - **15 devices** were newly onboarded into the asset inventory.

Web Analytics Report for February 2025

Top 10 Pages by Page Name:

1. Chair & Umbrella Rentals
2. North Myrtle Beach Overview
3. Beach Cameras
4. Aquatic & Fitness Center
5. Irish Italian International Festival
6. Park & Sports Complex
7. Police | North Myrtle Beach, SC
8. Tourism Information
9. Public Safety Announcements
10. Search | North Myrtle Beach, SC

Additional Insights:

- New Users: 42,000
- Traffic Sources:
    - Organic Search: 40,000
    - Direct: 20,000
    - Referral: 4,000
    - Organic Social: 3,000
- Geographic Distribution:
    - United States: 46,000 users
    - Canada: 610 users
    - Hong Kong: 73 users