

Report to Council

Report Title: 2021 Bi-Annual Municipal Website Progress

Prepared By: Sarah Johnson, Jr. Deputy Clerk

Department: Clerk's

Date: July 13, 2021

Report Number: CLK2021-22

File Number: C11CL

Attachments:

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CLK2021-22 – 2021 Bi-Annual Municipal Website Progress, prepared by Sarah Johnson, Jr. Deputy Clerk for information purposes.

Report:

Background:

The Clerk's Department is responsible for the management of the Municipality of Brockton's website www.Brockton.ca and the Municipality's social media accounts on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), and [LinkedIn](#). The Clerk's Department also manages the Municipality's Community Engagement Website, Build Your Brockton, which assistance from relevant Departments on particular projects.

In November 2020, staff brought forward Report Number CLK2020-40 providing Council with information on 2020 website statistics. Reports compiling 2018 and 2019 website statistics have also been brought forward to Council in prior years.

Staff have prepared a 2021 report providing Council with updated information on the progress of the Municipality's website and social media accounts for the first half of the year. A report will come forward in the Winter of 2021 to show the full year's statistics.

Analysis:

The Municipality has once again seen significant growth in the use and engagement of our website and social media accounts. Staff provide consistent updates through all of our social media accounts through the use of visual graphics, and a call to action linking our posts back to the Municipal website for more information. Staff have further increased our use on social media and the Municipal website throughout the COVID-19 Pandemic.

The Municipality continues to receive compliments for the positive increase in communications on our website and social media, including our proactive approach to sharing COVID-19 information, from members of the public, business owners, service clubs, organizations, and neighbouring municipalities.

The Clerk's Department continues to review the entire Municipal website in order to keep content refreshed, and provide updated information to the public. Although the focus continued to remain on prioritizing the COVID-19 pandemic, staff continue to update webpages, and make changes to ensure our website is accurate, especially as 2022 is an Election year.

Staff have prepared the Municipal website's bi-annual analytics from January 1 to June 30, 2021 in order to review the number of visits to the website, top search results, top page views, website user demographics, and website traffic.

Throughout the first half of 2021 the Municipal website has received **31,777 users** (81% of which are new visitors to the website, and further representing over half of the total 2020 users), and a total of **156,072 page views** (representing over half of the total 2020 page views). 48% of users access our website from a desktop computer, 45% access our website from a mobile device/smartphone, and 5% access our website from a tablet/iPad (all consistent with 2020 data).

For comparison, in 2020, the Municipal website had 57,861 (81% of which were new visitors), and a total of 283,618 page views. 49% of users access our website from a desktop computer, 45% access our website from a mobile device/smartphone, and 6% access our website from a tablet/iPad.

The highest demographic accessing our website are **ages 25-34**; followed by ages 45-54, and thirdly - a tie between age groups 55-64, and 35-44. We do also have a high number of users aged 65+ and 18-24.

The top pages for the first half of 2021 are consistent with the 2020 top pages:

2021 Top Pages (January-June)	2020 Top Pages (Year Comparison)
<ul style="list-style-type: none">• Career opportunities• Lobies Campground• Council Meeting Agenda• COVID-19 Updates• Landfill sites• Staff contact information	<ul style="list-style-type: none">• Career opportunities• COVID-19 updates• Lobies Campground• Council Meeting Agenda• Landfill sites• Staff contact information

The top searches for the first half of 2021 differ slightly from the 2020 top searches:

2021 Top Searches (January-June)	2020 Top Searches (Year Comparison)
<ul style="list-style-type: none">• Skating oval• Swimming lessons• Recycling• Lobies Campground• By-laws• Tenders	<ul style="list-style-type: none">• Recycling• Fire ban• Garbage pickup• Landfill hours• Recycling calendar• Building permits

2021 Top Searches (January-June)	2020 Top Searches (Year Comparison)
<ul style="list-style-type: none"> • Landfill hours • Recycling calendar • Job opportunities 	<ul style="list-style-type: none"> • Lobies • Waste management

Our website traffic also shows the increased engagement from our social media accounts. Although the 2021 data is only measured for the first half of this current year, we still have high amounts of users accessing the Municipal website from social media.

Social Media Platform Used to Access Municipal Website	2021 Traffic (January-June)	2020 Traffic (Year Comparison)
Facebook	2,492 users (91%)	6,042 users (85%)
Twitter	129 users (5%)	689 users (10%)
LinkedIn	104 users (4%)	286 users (4%)
Instagram	21 users	32 users
Instagram Stories	N/A	1 user
YouTube	N/A	8 users

As shown in the analytics, staff continue to strategically use our top three social media platforms, Facebook, Twitter, and Instagram to increase public engagement in municipal decisions. However, we have also seen an increase in engagement from LinkedIn and YouTube.

Social Media Platform	2021 Engagement (January-June)	2020 Engagement (Year Comparison)
Facebook	2,244 likes 2,624 followers	1,963 likes 2,258 followers
Twitter	997 followers	962 followers
Instagram	1,174 followers	1,052 followers
LinkedIn	205 followers	152 followers
YouTube	84 subscribers	63 subscribers

Staff are pleased to inform Council of the success of the Municipality's website and social media accounts, and will continue to actively promote Brockton. Staff will continue to use the website and social media to promote upcoming projects for all of our departments, and sharing information with the public. These analytics and engagement feedback further assist all staff in making strategic decisions. As mentioned previously, another report will come forward in the Winter of 2021 summarizing the entire year's statistics.

As Council, staff, and focus groups have discussed throughout the creation of the Municipality's new Strategic Action Plan, continuing community involvement, promotions/communications, and engagement are an important focus for the next five (5) years.

A separate report has been brought forward for Council's information regarding an upgrade to the Municipality's News Manager module, which distributes emailed "News Items" directly to subscriber's email inboxes, including important news, alerts, and service disruptions. Since the News Module is a component of

the Municipal website, staff advocate for upgrading the software. More details are presented in the separate Council report.

Sustainability Checklist:

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

- Do the recommendations help move the Municipality closer to its Vision? Yes
- Do the recommendations contribute to achieving Cultural Vibrancy? Yes
- Do the recommendations contribute to achieving Economic Prosperity? Yes
- Do the recommendations contribute to Environmental Integrity? N/A
- Do the recommendations contribute to the Social Equity? Yes

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

\$5,500 was included in the 2021 Municipal Budget for the service agreement with eSolutions Group for hosting and minor updates to the Municipal website. Staff continue to see the value in this investment towards increasing engagement with the public, promoting initiatives, and sharing municipal content.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Sarah Johnson, Jr. Deputy Clerk

Reviewed By:



Sonya Watson, Chief Administrative Officer