

## Report to Council

**Report Title:** 2021 Year-End Website Analytics  
**Prepared By:** Sarah Johnson, Jr. Deputy Clerk  
**Department:** Clerk's  
**Date:** December 14, 2021  
**Report Number:** CLK2021-38                      **File Number:** C11CL

### Attachments:

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### Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CLK2021-38 – 2021 Year-End Website Analytics, 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](http://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, with assistance from relevant Departments on particular projects.

On July 13, 2021 staff brought forward Report Number CLK2021-22 providing a bi-annual update on the progress of the Municipality's website and social media accounts for the first half of the year.

#### 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 annual analytics from January 1 to December 10, 2021 in order to review the number of visits to the website, top search results, top page views, website user demographics, and website traffic.

During 2021 the Municipal website has received **59,697 users** (82% of which are new visitors to the website). and a total of **286,324 page views**. 49% of users access our website from a desktop computer, 46% access our website from a mobile device/smartphone, and 4% 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:

1. **Ages 25-34 (24%)**
2. Ages 45-54 (19%)
3. Ages 35-44 (17%)
4. Ages 55-64 (16%)
5. Ages 65+ (12%)
6. Ages 18-24 (11%)

The 2021 top pages for are consistent with 2020’s top pages:

2021 Top Pages	2020 Top Pages
<ul style="list-style-type: none"> <li>• <b>Career opportunities</b></li> <li>• <b>Lobies Campground</b></li> <li>• <b>Council Meeting Agenda</b></li> <li>• <b>Landfill sites</b></li> <li>• <b>COVID-19 Updates</b></li> <li>• <b>Staff contact information</b></li> <li>• <b>Recycling</b></li> </ul>	<ul style="list-style-type: none"> <li>• Career opportunities</li> <li>• COVID-19 updates</li> <li>• Lobies Campground</li> <li>• Council Meeting Agenda</li> <li>• Landfill sites</li> <li>• Staff contact information</li> </ul>

The top searches for 2021 differ slightly from the 2020 top searches:

2021 Top Searches	2020 Top Searches
<ul style="list-style-type: none"> <li>• <b>Skating oval</b></li> <li>• <b>Swimming lessons</b></li> <li>• <b>Lobies campground</b></li> <li>• <b>Recycling calendar</b></li> <li>• <b>Landfill hours</b></li> <li>• <b>Recycling</b></li> <li>• <b>Garbage pickup</b></li> <li>• <b>By-laws</b></li> </ul>	<ul style="list-style-type: none"> <li>• Recycling</li> <li>• Fire ban</li> <li>• Garbage pickup</li> <li>• Landfill hours</li> <li>• Recycling calendar</li> <li>• Building permits</li> <li>• Lobies</li> <li>• Waste management</li> </ul>

Our website traffic also shows the increased engagement from our social media accounts. We had high amounts of users accessing the Municipal website from social media.

Social Media Platform Used to Access Municipal Website	2021 Traffic	2020 Traffic
Facebook	4,079 users (91%)	6,042 users (85%)
Twitter	220 users (5%)	689 users (10%)
LinkedIn	154 users (4%)	286 users (4%)
Instagram	31 users	32 users
Instagram Stories	N/A	1 user
YouTube	N/A	8 users
Pinterest	1 user	N/A
Snapchat	1 user	N/A

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	2020 Engagement
Facebook	2,752 followers	2,258 followers
Instagram	1,224 followers	1,052 followers
Twitter	1,005 followers	962 followers
LinkedIn	233 followers	152 followers
YouTube	91 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 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.

### News Manager Module Upgrade

In June 22, 2021 staff brought forward Report Number CLK2021-23 informing Council of the requirement to upgrade the Municipality’s website News Manager Module. Council authorized upgrading the News Manager Module, and including the \$4,174 cost in the 2022 Operating Budget. The upgraded news Manager module was launched on October 14, 2021.

## FormBuilder Module

As part of the Municipal Modernization Program Phase II Implementation Funding, the Municipality successfully received funding for an online form/e-Commerce platform, FormBuilder. FormBuilder allows staff to create accessible, online forms, and can also enable associated e-Commerce online payments. FormBuilder ensures compliance with the accessibility legislation by offering user-friendly, accessible forms and further incorporating e-Commerce capabilities. Staff have recently completed training on the software, and will begin implementing FormBuilder this month, and continue adding additional forms to the website over the next year. Staff will also further investigate the e-Commerce platform portion of FormBuilder in 2022.

## Municipal App

Also, as part of the Municipal Modernization Program Phase II Implementation Funding, the Municipality successfully received funding for the creation of a municipal app that residents can download to view various updates, options and services offered through the app. The app will assist various departments in providing information on billing, communications, roads, by-law enforcement, payment applications, emergency notifications, tourism and more. The app will reach a diverse demographic of residents providing timely, effective communication, and respond to broader community needs. With website integration, the app will be able to pull information from the website, centralize it and be assessible from anywhere. Staff will implement the app in 2022.

## Build Your Brockton Community Engagement Renewal

On November 9, 2021 staff brought forward Report Number CLK2021-36 outlining statistics of the Municipality's community engagement website, Build Your Brockton as the contract with Bang the Table was due to expire December 31, 2021. Council authorized entering into a one (1) year contract renewal of the site for 2022. Staff will continue to promote the website over the next year, and encourage community members to share their feedback and engage in various projects.

Staff continue to see the value in investing in our Municipal website and social media accounts in order to increase engagement with the public, promote initiatives, and share municipal content.

## **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. \$5,500 has also been included in the 2022 Municipal Budget for the eSolutions service agreement.

On June 22, 2021 Council authorized pre-budget approval to upgrade the news manager module for the municipal website and include the \$4,174 in the 2022 Operating Budget.

**Reviewed By:**



**Trish Serratore, Chief Financial Officer**

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**Respectfully Submitted by:**



Sarah Johnson, Jr. Deputy Clerk

**Reviewed By:**



**Sonya Watson, Chief Administrative Officer**