

## Report to Council

**Report Title:** 2023 Bi-Annual Municipal Website Progress

**Prepared By:** Sarah Johnson, Deputy Clerk

**Department:** Clerk's

**Date:** July 11, 2023

**Report Number:** CLK2023-13

**File Number:** C11CL

**Attachments:**

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### Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CLK2023-13 – 2023 Bi-Annual Municipal Website Progress, prepared by Sarah Johnson, 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](#), which receives assistance from relevant Departments on particular projects. Staff also created a Municipal App version of our website in 2022.

In July 2022, staff brought forward Report Number CLK2022-18 providing Council with information on 2022 website statistics from January to June. In December 2022, staff brought forward Report Number CLK2022-31 providing Council with information on the 2022 year-end website statistics.

Staff have prepared a 2023 report providing Council with updated information on the progress of the Municipality's website and social media accounts, and a brief update on the Municipal App, and the Build Your Brockton website for the first half of the year. A report will come forward in the Winter of 2023 to show the full year's statistics.

#### Analysis:

#### **Municipal Website and Social Media Analytics**

The Municipality has once again seen 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.

The Municipality continues to receive compliments for the positive increase in communications on our website and social media, 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. Staff continue to update webpages, and make changes to ensure our website is accurate. The Parks and Recreation Department have done an excellent job at updating their content over the past several months and have increased promotions of our valuable programs and services which is one of the top focuses of resident engagement.

Staff have prepared the Municipal website's bi-annual analytics from January 1 to June 30, 2023 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 2023 the Municipal website has received **36,577 users** (82% of which are new visitors to the website), and a total of **182,783 page views**. 51% of users access our website from a mobile device/smartphone, 46% access our website from a desktop computer, and 3% access our website from a tablet/iPad (our mobile/tablet usage has increased, but the remainder of data is consistent with 2022).

For comparison, in the first half of 2022 the Municipal website had received **33,886 users** (97% of which were new visitors to the website), and a total of **162,164 page views**. 50% of users accessed our website from a desktop computer, 48% accessed our website from a mobile device/smartphone, and 2% accessed our website from a tablet/iPad.

The highest demographic accessing our website are **ages 35-44 (22%) and 25-34 (20%)**; followed closely by ages 45-54 (18%), and ages 55-64 (16%), then ages 18-24 (13%), and finally ages 65+ (11%). \*Percentages are approximate.

The top pages for the first half of 2023 were similar with the 2022 top pages:

2023 Top Pages (January-June)	2022 Top Pages (January-June Comparison)
<ul style="list-style-type: none"><li>• Career opportunities</li><li>• Council Meeting Agenda</li><li>• Lobies Campground</li><li>• Waste Management and Recycling</li><li>• Summer Camp</li><li>• Staff contact information</li><li>• Recreation Programs</li></ul>	<ul style="list-style-type: none"><li>• Career opportunities</li><li>• Council Meeting Agenda</li><li>• Lobies Campground</li><li>• Staff contact information</li><li>• Landfill sites</li><li>• Blue box recycling</li></ul>

Top searches for the first half of 2023 are fairly consistent with the 2022 top searches:

\*Google Analytic results shown below – Cludo search results are identified later in the report)

2023 Top Searches (January-June)	2022 Top Searches (January-June Comparison)
<ul style="list-style-type: none"><li>• <b>Swimming lessons</b></li><li>• <b>Public skating</b></li></ul>	<ul style="list-style-type: none"><li>• Swimming Lessons</li><li>• Recycling</li></ul>

2023 Top Searches (January-June)	2022 Top Searches (January-June Comparison)
<ul style="list-style-type: none"> <li>• Recycling calendar</li> <li>• Summer camp</li> <li>• Career/Job opportunities</li> <li>• Landfill hours</li> <li>• By laws</li> <li>• Lobies campground</li> <li>• Building permit</li> </ul>	<ul style="list-style-type: none"> <li>• Garbage pickup</li> <li>• Building permit application</li> <li>• Committee of Adjustment</li> <li>• Lobies Campground</li> <li>• Summer camp</li> <li>• Skating oval</li> <li>• Job opportunities</li> </ul>

Our website traffic also shows the increased engagement from our social media accounts. Although the 2023 data is only measured for the first half of this current year, a significantly higher amount of users are accessing the Municipal website from social media.

Social Media Platform Used to Access Municipal Website	2023 Traffic (January-June)	2022 Traffic (January-June Comparison)
Facebook	<b>4,802 users (92%)</b>	2,689 users (88%)
Twitter	<b>158 users (3%)</b>	236 users (8%)
LinkedIn	<b>142 users (3%)</b>	116 users (4%)
Instagram	<b>81 users</b>	23 users
Instagram Stories	<b>11 users</b>	1 user
Snapchat	<b>2 users</b>	N/A
YouTube	<b>N/A</b>	N/A

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

Social Media Platform	2023 Engagement (January-June)	2022 Engagement (January-June Comparison)
Facebook	<b>3,336 followers</b>	2,899 followers
Instagram	<b>1,411 followers</b>	1,268 followers
Twitter	<b>1,081 followers</b>	1,034 followers
LinkedIn	<b>337 followers</b>	284 followers
YouTube	<b>111 subscribers</b>	100 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 2023 summarizing the entire year's statistics.

As identified in the Municipality's Strategic Action Plan, continuing community involvement, promotions/communications, and engagement are an important focus over the next five years

## Cludo Search









The public Municipal website and the staff intranet both have a search engine, provided by Cludo, which was previously managed by GHD (our website provider). Unfortunately, in 2023 GHD terminated their management of the search, and the Municipality was therefore migrated to work directly with Cludo to continue the use of the search on both websites.

However, this did bring about positive change as staff are able to login to a portal called MyCludo allowing us to track analytics of the search, identify the top searches, ineffective searches, and view and manipulate tools to better increase our search results.

Staff are also able to do the following through the tools provided in MyCludo:

- Adjust the **page rankings** (order of page display) per topic to display recent/accurate content near the top of the search results
- Identify **misspelled** searches and correct them to redirect users to the proper term/webpage (Example: pickelball vs. pickleball)
- Create **synonyms** for searched content to ensure users are brought to the relevant webpage (Example: career · careers · employment · job)
- Create **quicklinks** to redirect to relevant webpages of the terms being searched. Examples of quicklinks staff have set up are listed below:

### Quicklinks

New <span>Search in table</span>	
Search term	Redirect to URL
early investment · education grant · EIES · investment skills · NWMO	<a href="https://www.brockton.ca/en/our-services/early-investment-in-education-and-skills.aspx">https://www.brockton.ca/en/our-services/early-investment-in-education-and-skills.aspx</a> 
career · careers · employment · job	<a href="https://www.brockton.ca/en/our-services/current-employment-opportunities.aspx">https://www.brockton.ca/en/our-services/current-employment-opportunities.aspx</a> 
batteries · compost · dump · dump hours · ewaste · green cone · household waste · landfill · landfill hours · walkerton garbage pickup · waste management and recycling	<a href="https://www.brockton.ca/en/our-services/waste-management-and-recycling.aspx?_mid_=3929">https://www.brockton.ca/en/our-services/waste-management-and-recycling.aspx?_mid_=3929</a> 
contact · contact us · list of staff · staff contact · staff directory · staff list	<a href="https://www.brockton.ca/Modules/contact/search.aspx?s=C11SVS2t5x4U6hmiE96hAQeQuAleQuAl">https://www.brockton.ca/Modules/contact/search.aspx?s=C11SVS2t5x4U6hmiE96hAQeQuAleQuAl</a> 
contact council · council contact · council email · council list · councillor contact · list of council	<a href="https://www.brockton.ca/Modules/contact/search.aspx?s=VlvpPY2QHs5QTAfa2G4WtweQuAleQuAl">https://www.brockton.ca/Modules/contact/search.aspx?s=VlvpPY2QHs5QTAfa2G4WtweQuAleQuAl</a> 
council agenda · council meeting · council video · escribe · livestream	<a href="https://www.brockton.ca/en/our-services/Current-Council-Meeting-Agenda.aspx">https://www.brockton.ca/en/our-services/Current-Council-Meeting-Agenda.aspx</a> 
build brockton · build your brockton · community engagement	<a href="https://buildyourbrockton.ca/">https://buildyourbrockton.ca/</a> 
sign · sign bylaw · sign by-law · signs	<a href="https://www.brockton.ca/en/our-services/resources/Sign-Permit-Application-By-Law-2012-24.pdf">https://www.brockton.ca/en/our-services/resources/Sign-Permit-Application-By-Law-2012-24.pdf</a> 

- Create **banners** to display for a particularly searched term to help better identify what a user may be searching for and redirect them accordingly. An example of a banner staff has set up is listed below:

blue box

Your search for 'blue box' returned **927** results

Looking for the [2023 Recycling Calendar](#)? Visit the "Recycling" tab on our [Waste Management and Recycling page](#) or visit [Bruce Area Solid Waste and Recycling's website](#) to learn more.

#### Wondering about garbage pick up?

Household waste/garbage is picked up at the road curbside every week as long as you have a bag tag attached and garbage is placed in clear bags. The date of pickup depends on where you live:

- \* Tuesdays - Brant and Walkerton West (West of Yonge St and Valleyside Drive)
- \* Wednesdays - Walkerton East (East of Yonge St)
- \* Fridays - Greenock

Visit the "Household Waste" tab on our [Waste Management and Recycling page](#) to learn more.

From January to June 2023, there have been **12,078 searches** on the Municipal website with **99.5%** of searches identifying a result.

The most popular searches the first half of the year have been:

- Landfill hours\*
- Swimming lessons
- Public skating
- Landfill\*
- Recycling calendar\*

As identified above, all three searches related to landfill/garbage/recycling use tools to redirect users to the relevant Waste Management and Recycling page (quicklinks), or display the banner result which identifies the Recycling Calendar, Waste Management webpage, and the garbage pick up dates. This shows that despite it still being a top search, users are being brought to the correct information upon that search.

Ineffective searches are not common – with only 61 searches being identified as “ineffective”, and are either too specific (sentence format), content that Brockton does not have (example: foodcycler), or misspelled words/different languages).

Staff will include the additional cost for Cludo/MyCludo in the 2024 budget and have seen a benefit in being able to login to the portal to both identify the searches and provide a better service to residents by adjusting searches as needed.

## Municipal App Analytics

There have been 1,182 downloads of the Municipal App on both Apple and Android app stores. As we have also seen an increase on the mobile use of our website, we can likely attribute some of this to the positive engagement with the Municipal App.

## Build Your Brockton Analytics

The Municipality has partnered with Bang the Table since 2019 for our community engagement website, Build Your Brockton. Council initially signed a two (2) year contract and has pursued one (1) year contract renewals since 2021, bringing year-end statistic reports in the Winter (usually November or December) prior to the contract expiry date in order to compare and determine whether to renew the website for another year.

From January to June 2023, a total of four (4) projects have been launched on Build Your Brockton.

Project Title	Launch Date
Recreation Master Plan	December 7, 2022
Saugeen River Bank Cliff Erosion	January 23, 2023
Summer Camp Assessment	February 3, 2023
Yonge Street Reconstruction	May 23, 2023
Tennis Court Rehabilitation	June 30, 2023

### Top Projects:

The top projects launched on Build Your Brockton were:

- 1) Recreation Master Plan – 519 visits; 351 participants
- 2) Summer Camp Assessment – 126 visits; 117 participants
- 3) Saugeen River Bank Cliff Erosion – 81 visits; 59 participants
- 4) Yonge Street Reconstruction – 46 visits; 44 participants

The Recreation Master Plan project was launched on December 2022 and was finalized in March 2023. This project used a broad scope of the tools available on Build Your Brockton including the Forum/Discussion Board, Questions, News Feed, Survey, Ideas, Documents, Links, Key Dates, and Photos. This project was widely advertised throughout the creation of the Recreation Master Services and Facilities Plan as the main source of information and feedback collection such as the survey, questions, and ideas sections. Presentation materials from Open Houses, Council Meetings, and more were displayed on the site, as well as updates on the status of the Plan, photos from the Open Houses, and links to view the Council Agendas/Meeting Recordings that the Plan was presented at. This project was a successful use of the opportunities our community engagement website offers.

The Summer Camp Assessment project was launched in February 2023 and provided an opportunity for residents to provide feedback on the Summer Day Camp program in order to shape the future of the program. An anonymous survey was launched and received a total of 55 submissions on how residents enjoyed the current program, and suggestions for the future. This feedback was evaluated by our Parks and Recreation Department when creating the 2023 Summer Camp program.

The Saugeen River Bank Cliff Erosion project was launched in January 2023 as an informational project to provide residents with updates on the Environmental Assessment being conducted by B.M. Ross and Associates Ltd. and make them aware of the proposed alternatives to address the erosion of the cliff, and display information and presentation materials that were presented at the Public Meetings. This project will continue to be updated as the EA process is finalized later this year.

The Yonge Street Reconstruction project was launched in May 2023 as another informational project to provide residents with a landing page for updates on the construction occurring at Yonge Street in Walkerton. Information and documentation that was presented at the Public Meeting was also included on the page. The construction dates are included, and photos will continue to be posted as the project progresses over the summer and fall.

#### Other Projects Launched/Being Launched This Year:

Most recently, the Tennis Court Rehabilitation project was launched at the end of June 2023 which will be updated in the future to include information on the rehabilitation occurring at the tennis courts in Walkerton and the addition of pickleball courts. A fundraising campaign has also launched, and the project will be updated with photos and press releases as donations come in for this project.

Future projects that will be launched on the Build Your Brockton website this year include Accessible Places/Facilities, Development Charges, Soccer Washroom/Pavilion, Water/Wastewater Master Plan, and the 2023 Hometown Christmas Market.

#### Levels of Engagement on Build Your Brockton

Engagement Type	Statistics
Registrations (Individuals created a login for the website)	116 (3 new in 2023)
Website Visits	1,132
Engaged Users (Directly participated in a project)	61
Informed Users (Clicked on aspects of a project)	419
Aware Users (Viewed a project)	733
Forum Participation	4 contributions
Photo Views	151 *Recreation Master Plan received the most views
Survey Participation	55 submissions *Total for all surveys launched on the website
Document Downloads	376 *Downloads were for the Recreation Master Plan
Key Date Views (Timeline/Calendar of dates for a project)	35 *Top key dates were for Recreation Master Plan, Saugeen Riverbank Cliff Erosion and Yonge Street Reconstruction
FAQ Views (Viewed FAQ's on a project)	9

### How are Users Accessing Build Your Brockton Website ("Traffic"):

Direct Access	Social Media	Email	Search Engine	Referred by another website
750	465	3	347	31

The community engagement website provides staff a detailed report of analytics from each project, including user engagement, access to tools, and separate reports on survey analytics. This service is beneficial for both staff to publish, update, and track the status of projects and/or surveys with the added bonus of providing reporting tools.

Staff will bring forward a year-end comparison in November or December 2023 (as our contract with Bang the Table will expire December 31, 2023) with updated analytics and discuss whether to renew the site for another year. Staff have inquired with the Bang the Table, and there are no opportunities for a shorter renewal period; therefore, the renewal would need to be made on a yearly basis.

### **Strategic Action Plan Checklist:**

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

- Recommendations help move the Municipality closer to its Vision Yes
- Recommendations contribute to achieving Heritage, Culture, and Community Yes
- Recommendations contribute to achieving Quality of Life Yes
- Recommendations contribute to achieving Land Use Planning and the Natural Environment Yes
- Recommendations contribute to achieving Economic Development Yes
- Recommendations contribute to achieving Municipal Governance Yes

### **Financial Impacts/Source of Funding:**

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

### **Reviewed By:**



Trish Serratore, Chief Financial Officer

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### **Respectfully Submitted by:**



Sarah Johnson, Deputy Clerk



**Reviewed By:**

A handwritten signature in black ink, appearing to read "Sonya Watson", with a long, sweeping horizontal stroke extending to the right.

Sonya Watson, Chief Administrative Officer