

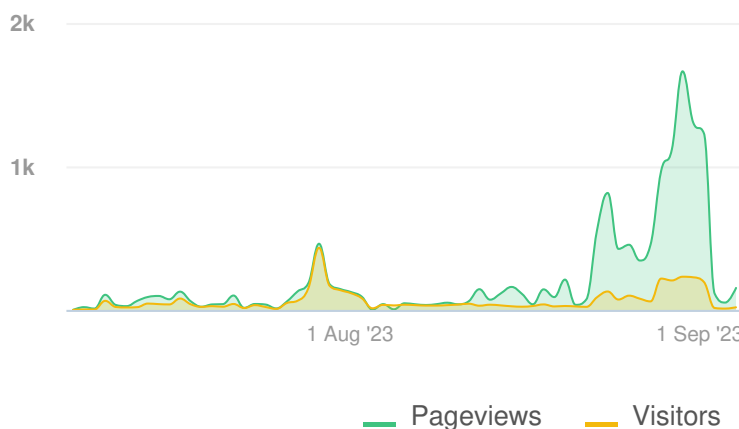
Project Report

17 June 2019 - 04 September 2023

Jump In Kawartha Lakes Did You Know? With the Deputy Mayor



Visitors Summary

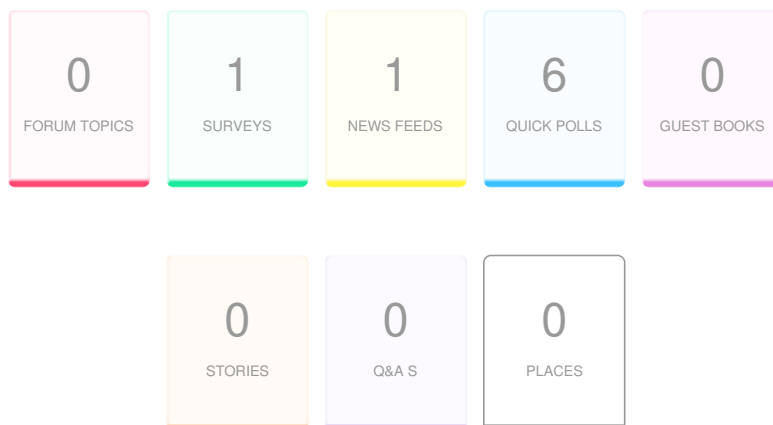


Highlights

TOTAL VISITS	MAX VISITORS PER DAY	
4.2 k	431	
NEW REGISTRATIONS		
39		
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
380	981	3.6 k

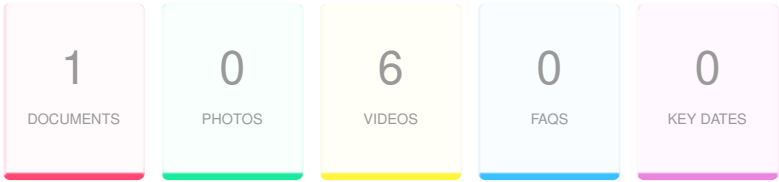
Aware Participants	3,594	Engaged Participants	380		
Aware Actions Performed	Participants	Engaged Actions Performed	Registered	Unverified	Anonymous
Visited a Project or Tool Page	3,594				
Informed Participants	981	Contributed on Forums	0	0	0
Informed Actions Performed	Participants	Participated in Surveys	172	0	0
		Contributed to Newsfeeds	0	0	0
Viewed a video	485	Participated in Quick Polls	16	0	205
Viewed a photo	0	Posted on Guestbooks	0	0	0
Downloaded a document	17	Contributed to Stories	0	0	0
Visited the Key Dates page	0	Asked Questions	0	0	0
Visited an FAQ list Page	0	Placed Pins on Places	0	0	0
Visited Instagram Page	0	Contributed to Ideas	0	0	0
Visited Multiple Project Pages	397				
Contributed to a tool (engaged)	380				

ENGAGEMENT TOOLS SUMMARY



Tool Type	Engagement Tool Name	Tool Status	Visitors	Contributors		
				Registered	Unverified	Anonymous
Newsfeed	Hello from Tracy, your Deputy Mayor	Published	5	0	0	0
Survey Tool	Communications and Customer Service Survey	Archived	377	172	0	0
Quick Poll	Can you typically find what you're looking for on the mun...	Published	104	7	0	88
Quick Poll	Are you subscribed to receive the municipal news you want...	Published	83	6	0	71
Quick Poll	How do you prefer to report issues/service requests to th...	Published	42	5	0	32
Quick Poll	How do you prefer to receive communications from the muni...	Published	28	2	0	22
Quick Poll	What social media do you use most?	Published	26	2	0	20
Quick Poll	Do we address your concerns and service requests in a tim...	Published	23	3	0	17

INFORMATION WIDGET SUMMARY



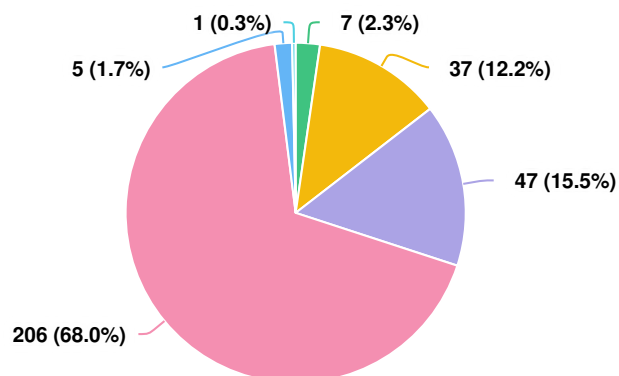
Widget Type	Engagement Tool Name	Visitors	Views/Downloads
Video	Did you know about our Waste Diversion Programs?	294	313
Video	Did you know about Road Maintenance?	157	172
Video	Did you know how to Stay Connected?	89	100
Video	Did you know video series (all 5)	69	75
Video	Did you know how to Report Issues?	67	71
Video	Did you know where to get Permits?	56	65
Document	Engagement Schedule 2023.pdf	17	17

ENGAGEMENT TOOL: SURVEY TOOL

Communications and Customer Service Survey

Visitors 377	Contributors 172	CONTRIBUTIONS 304
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How long have you lived in Kawartha Lakes?



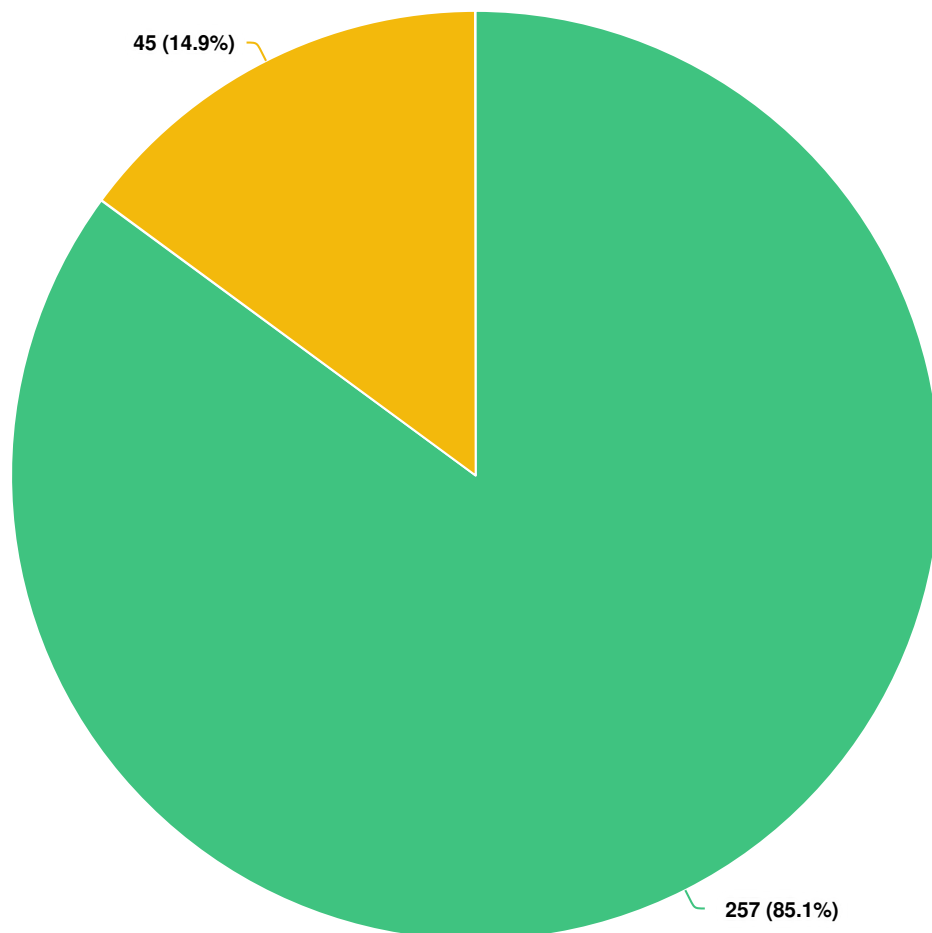
Question options

- Less than a year
- 1 to 5 years
- 5 to 10 years
- More than 10 years
- I live outside Kawartha Lakes
- Prefer not to say

Optional question (303 response(s), 1 skipped)

Question type: Radio Button Question

Do you have a smartphone?



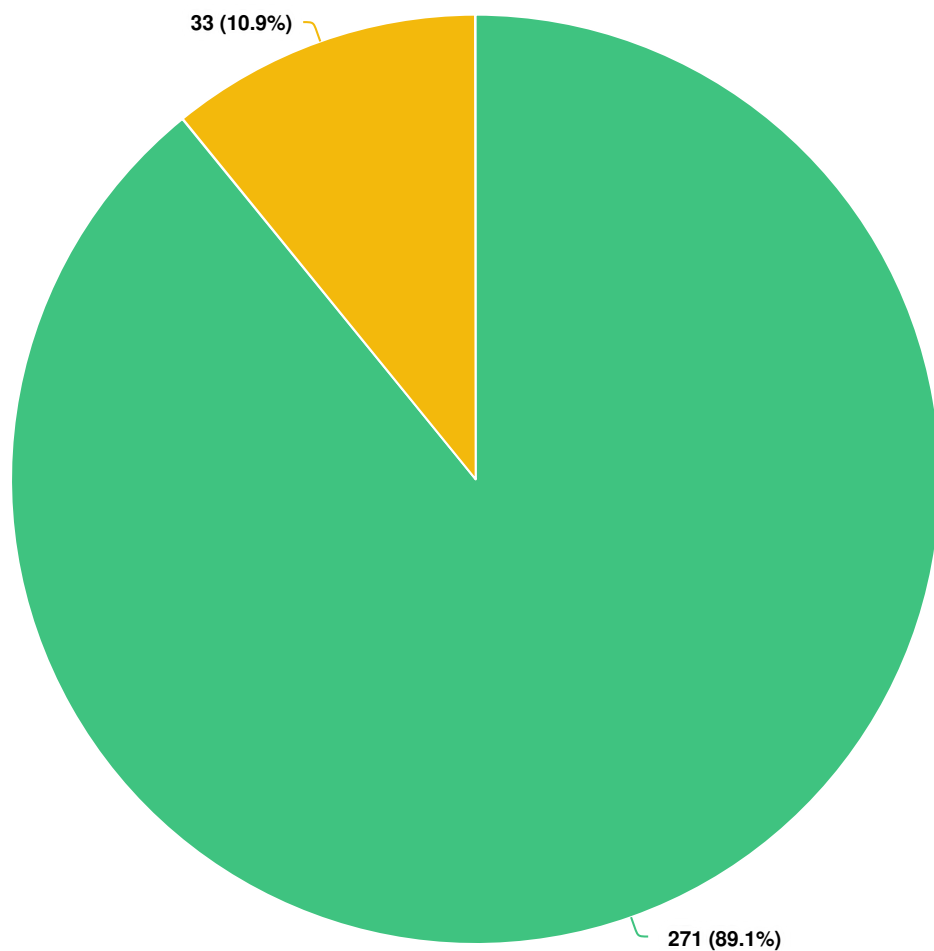
Question options

☒ Yes ☐ No

Optional question (302 response(s), 2 skipped)

Question type: Radio Button Question

Do you have a computer?



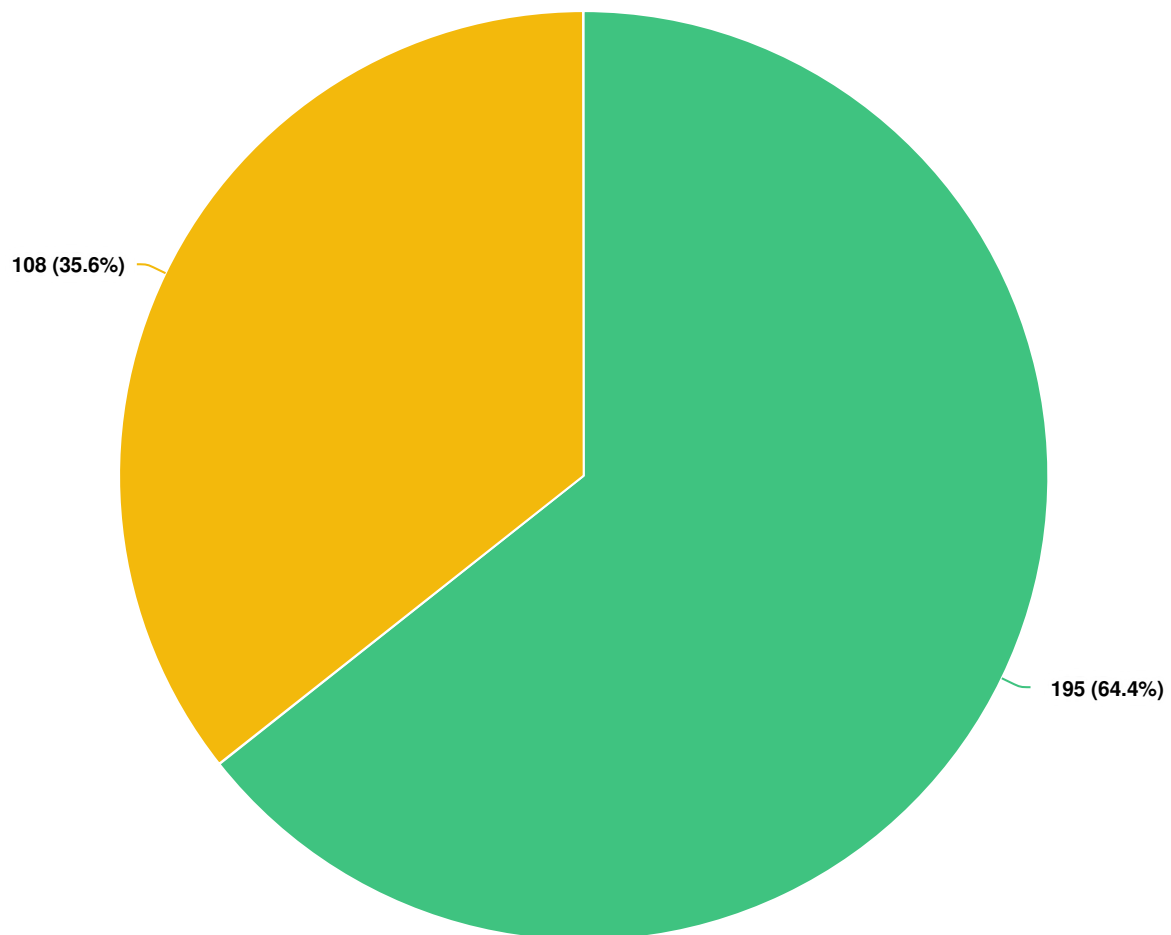
Question options

☒ Yes ☐ No

Optional question (304 response(s), 0 skipped)

Question type: Radio Button Question

Do you receive the weekly local newspaper, Kawartha Lakes This Week, at your home?



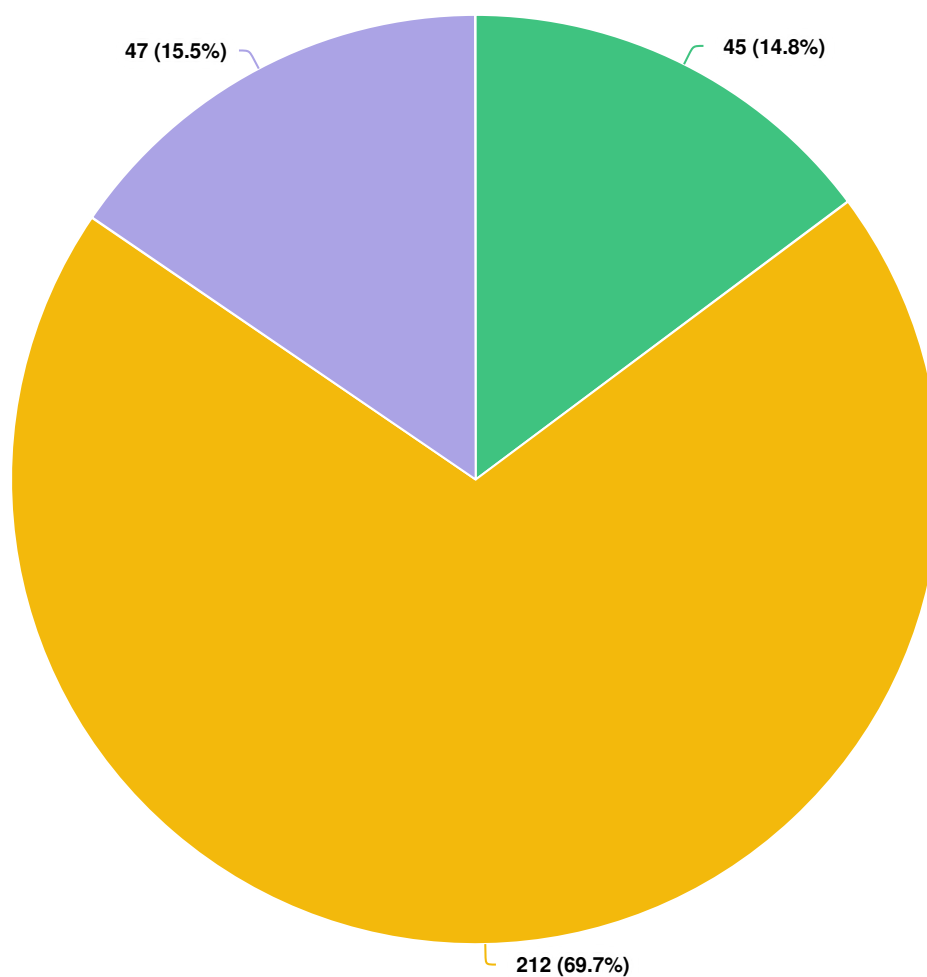
Question options

☒ Yes ☐ No

Optional question (303 response(s), 1 skipped)

Question type: Radio Button Question

How informed do you consider yourself to be about municipal news and activities in Kawartha Lakes?



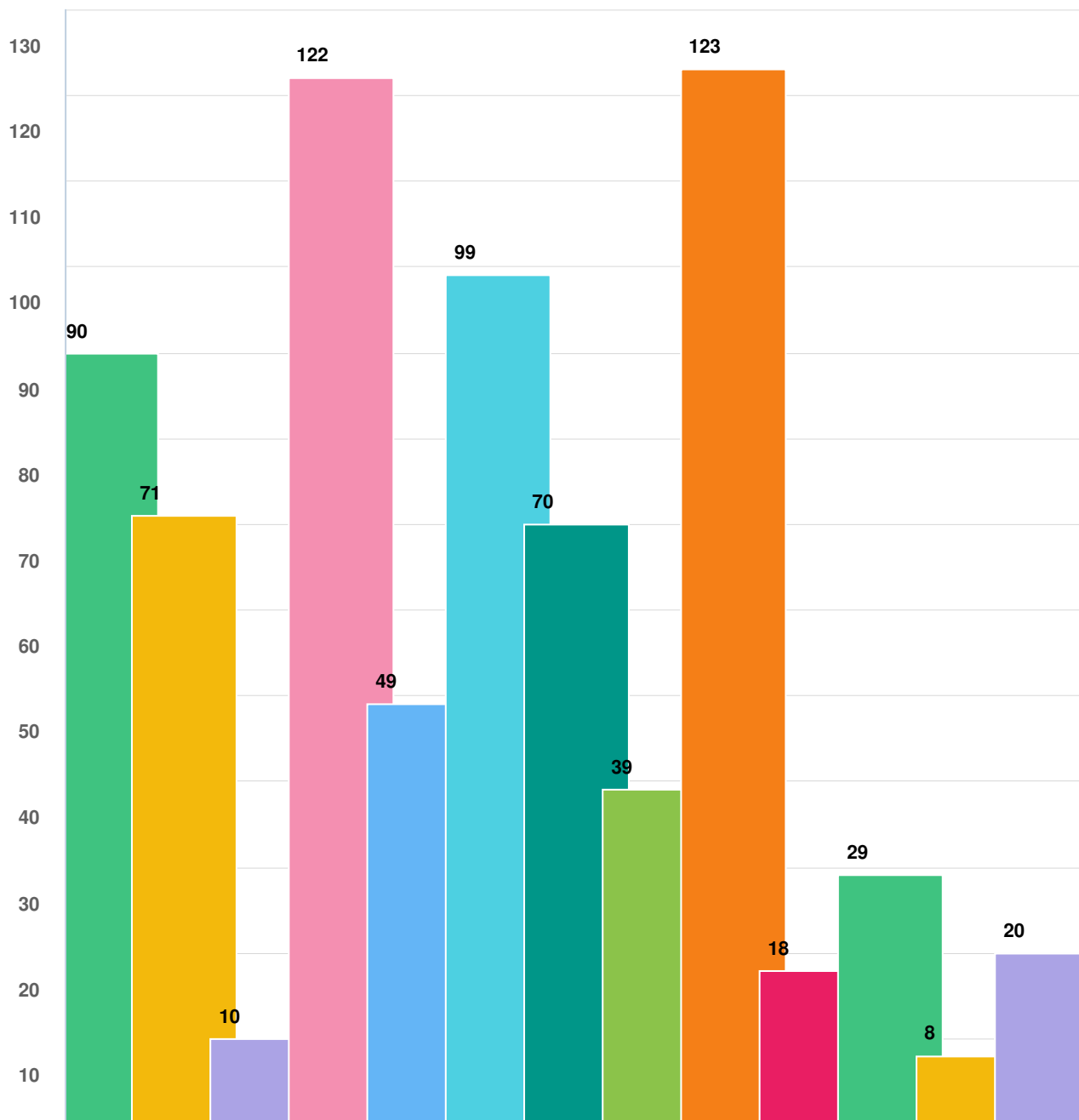
Question options

☐ Not informed ☐ Somewhat informed ☐ Well informed

Mandatory Question (304 response(s))

Question type: Radio Button Question

Where do you get most of your information about the municipality? (Please check your top 3)



Question options

- Municipal website www.kawarthalakes.ca
 ● Official City Facebook page @cityofkawarthalakes
- Official City Twitter account @kawarthalakes
 ● Reading local newspaper
 ● Reading local magazine
- Online media coverage
 ● Public engagement on jumpinkawarthalakes.ca or in-person
 ● Roadside letter board signs
- Word of mouth
 ● Following Council agendas and meetings
 ● Contacting a Councillor or staff member
- Calling or emailing the municipality
 ● Other (please specify)

Mandatory Question (304 response(s))

Question type: Checkbox Question

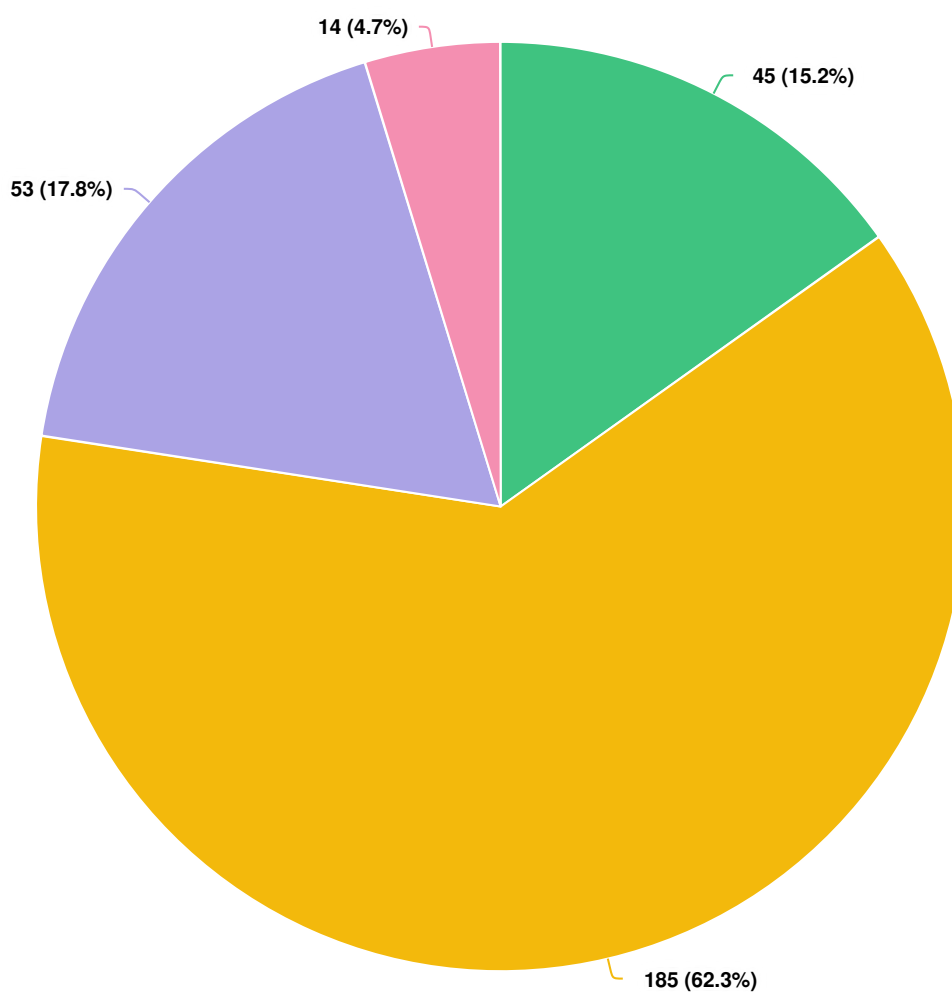
How often do you access information from the municipality in these ways?



Mandatory Question (304 response(s))

Question type: Likert Question

Overall, how satisfied are you with Kawartha Lakes' efforts to communicate municipal information?



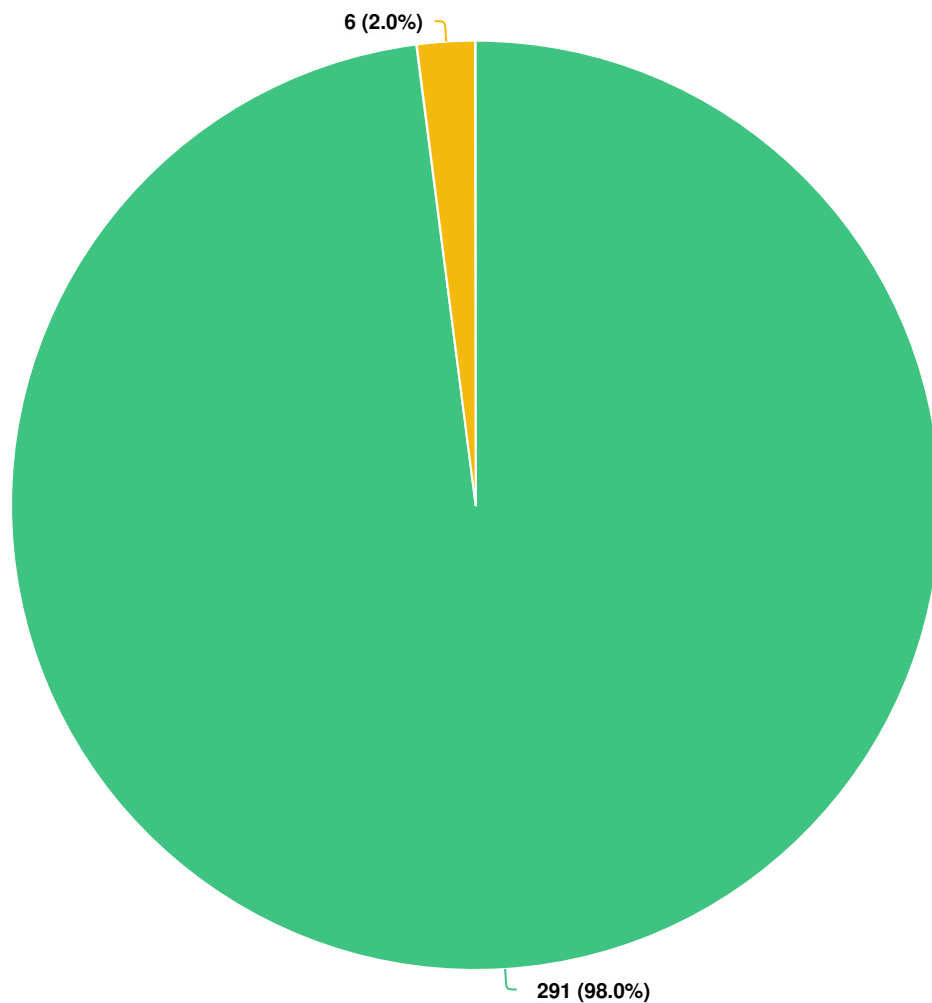
Question options

☐ Very dissatisfied ☐ Somewhat dissatisfied ☐ Somewhat satisfied ☐ Very satisfied

Optional question (297 response(s), 7 skipped)

Question type: Radio Button Question

Would it be helpful for anyone in your household to receive information about Kawartha Lakes' programs and services in a language other than English?



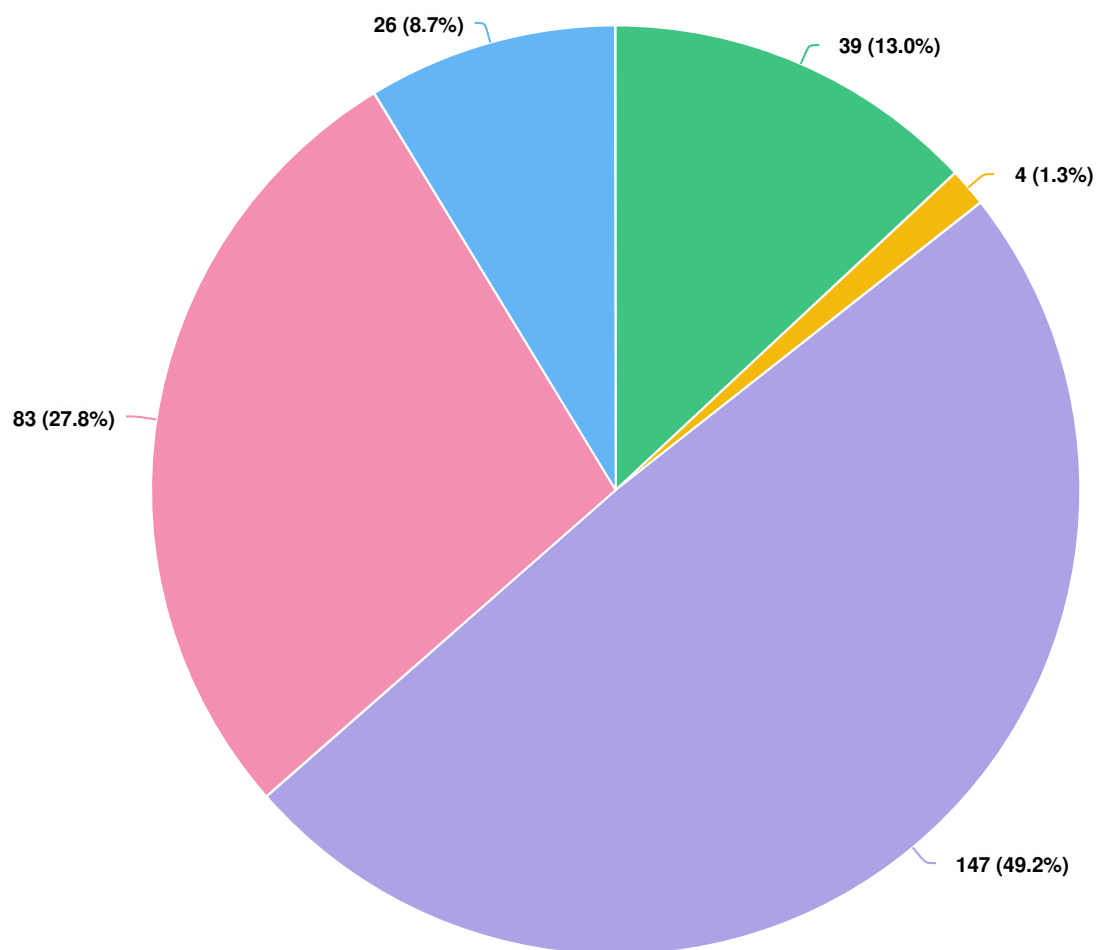
Question options

- ☐ Yes (please specify which language) ☒ No

Optional question (297 response(s), 7 skipped)

Question type: Radio Button Question

How often do you visit the municipal website (www.kawarthalakes.ca)?



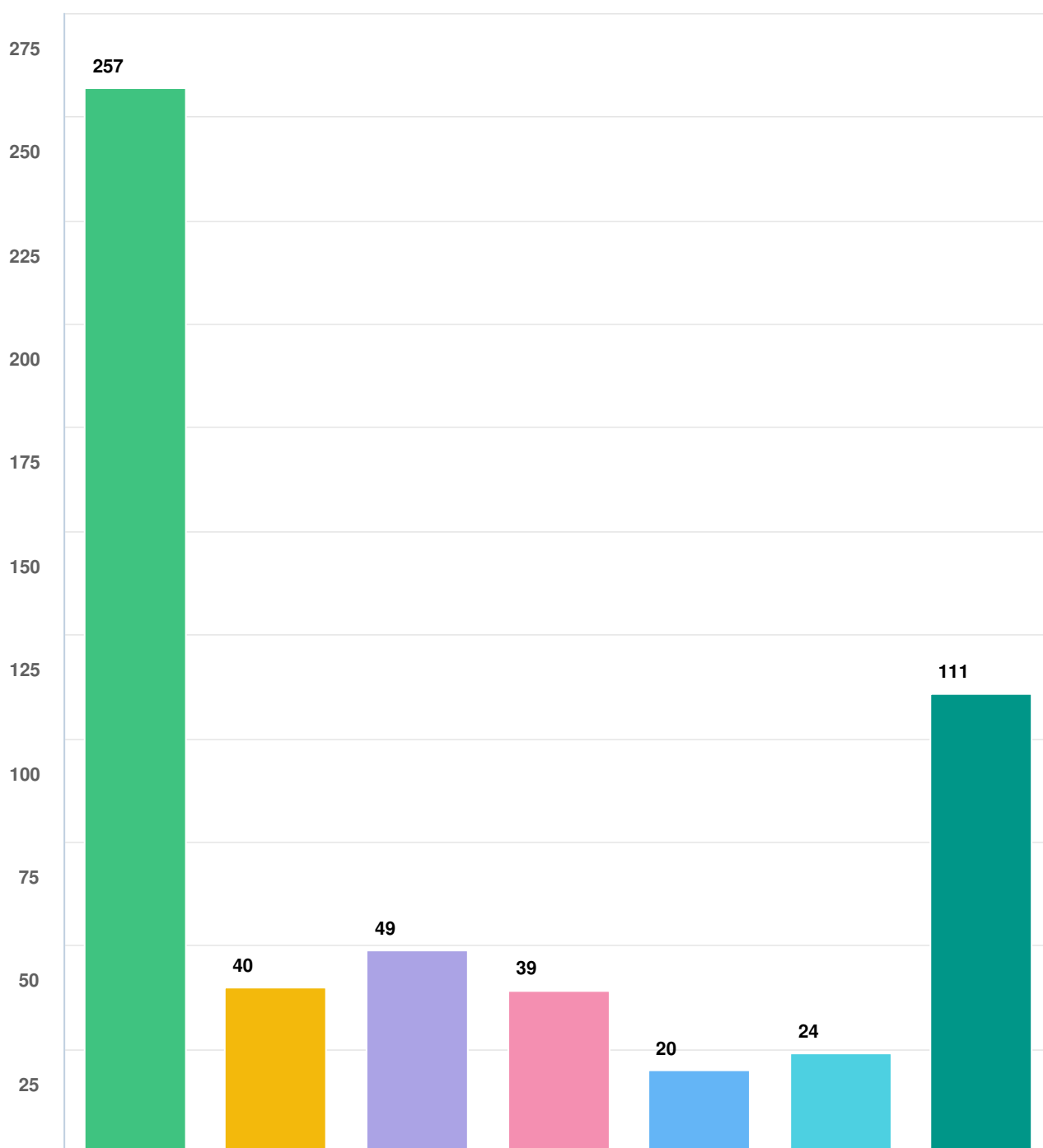
Question options

- ☐ Never ☐ Rarely (once or twice a year) ☐ Occasionally (about once a month) ☐ Very often (at least once a day)
- ☐ Often (about once a week)

Optional question (299 response(s), 5 skipped)

Question type: Radio Button Question

What prompts your visits to the website? (select up to your top 3)



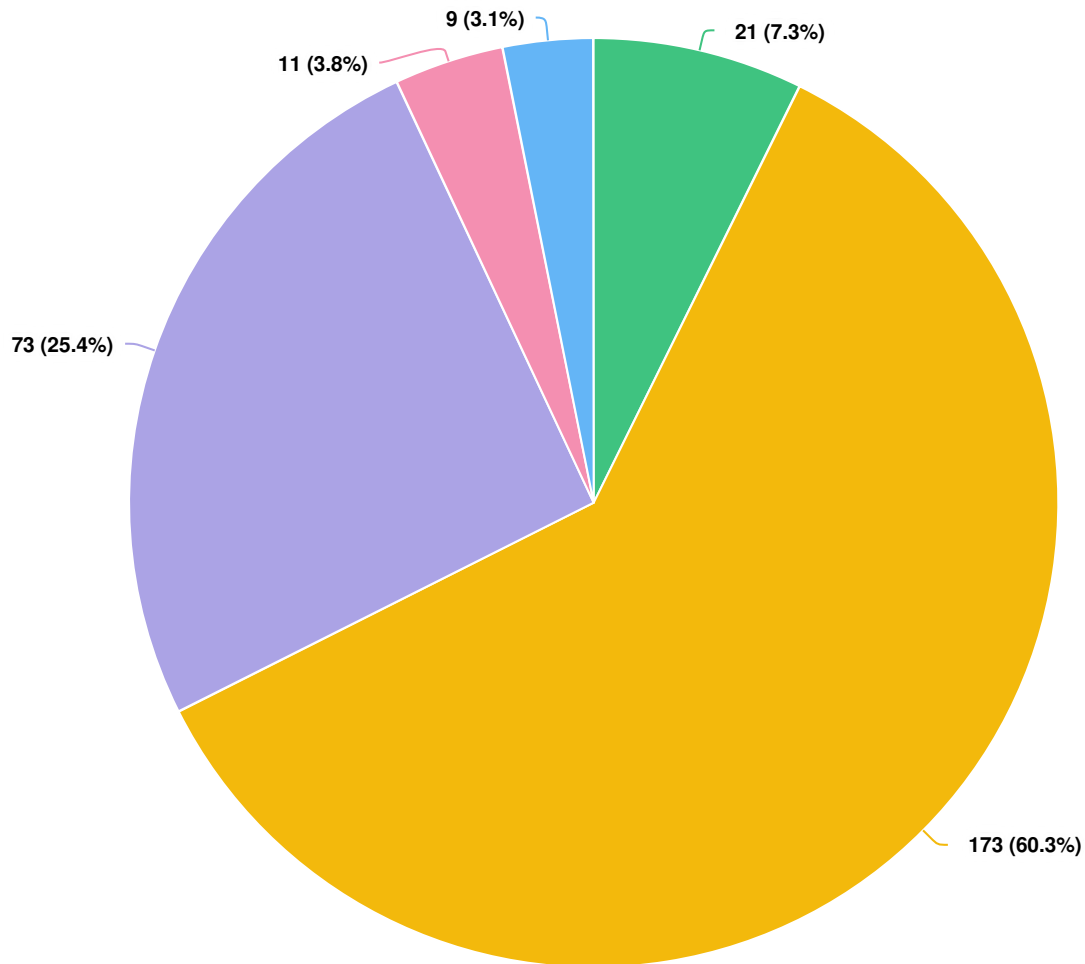
Question options

- Finding event details (Council meeting, community event, business seminar, etc.)
 ● Applying for a permit
- Paying a bill or parking ticket
 ● Reporting an issue
 ● Signing up for programs
 ● Requesting a service
- Finding information

Mandatory Question (303 response(s))

Question type: Checkbox Question

Can you typically find what you're looking for on the website?



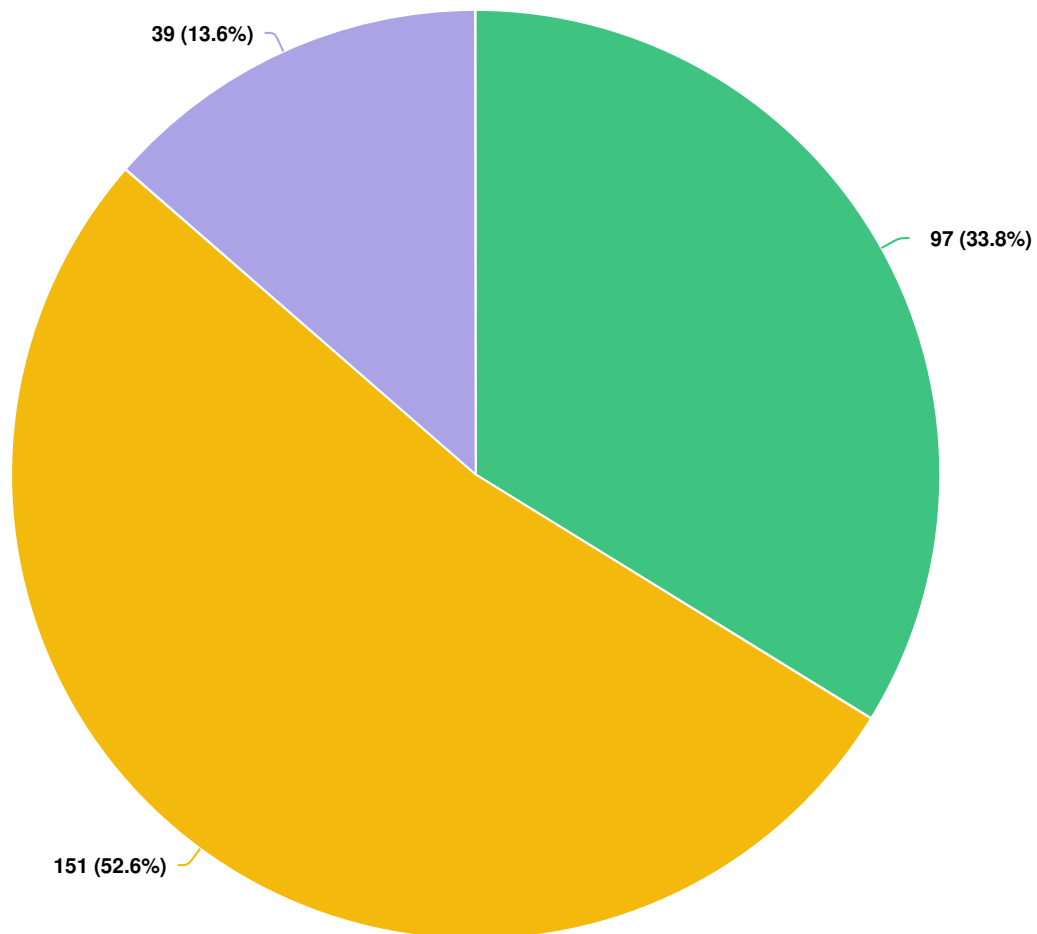
Question options

☐ Never ☐ Rarely ☐ Sometimes ☐ Usually ☐ Always

Optional question (287 response(s), 17 skipped)

Question type: Radio Button Question

Are you subscribed to the municipal website to receive the news you want by email?



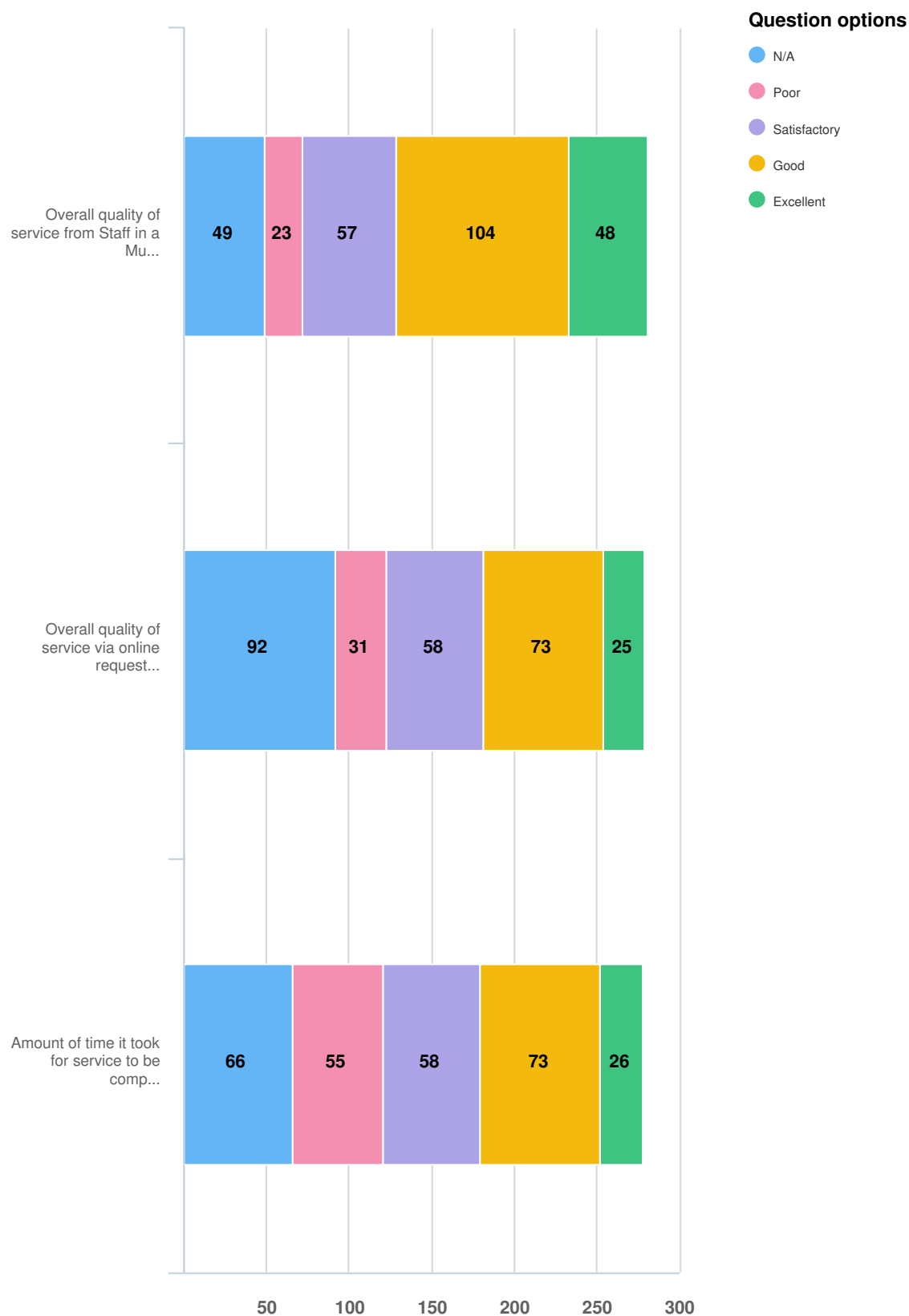
Question options

☐ Don't know ☐ No ☐ Yes

Optional question (287 response(s), 17 skipped)

Question type: Radio Button Question

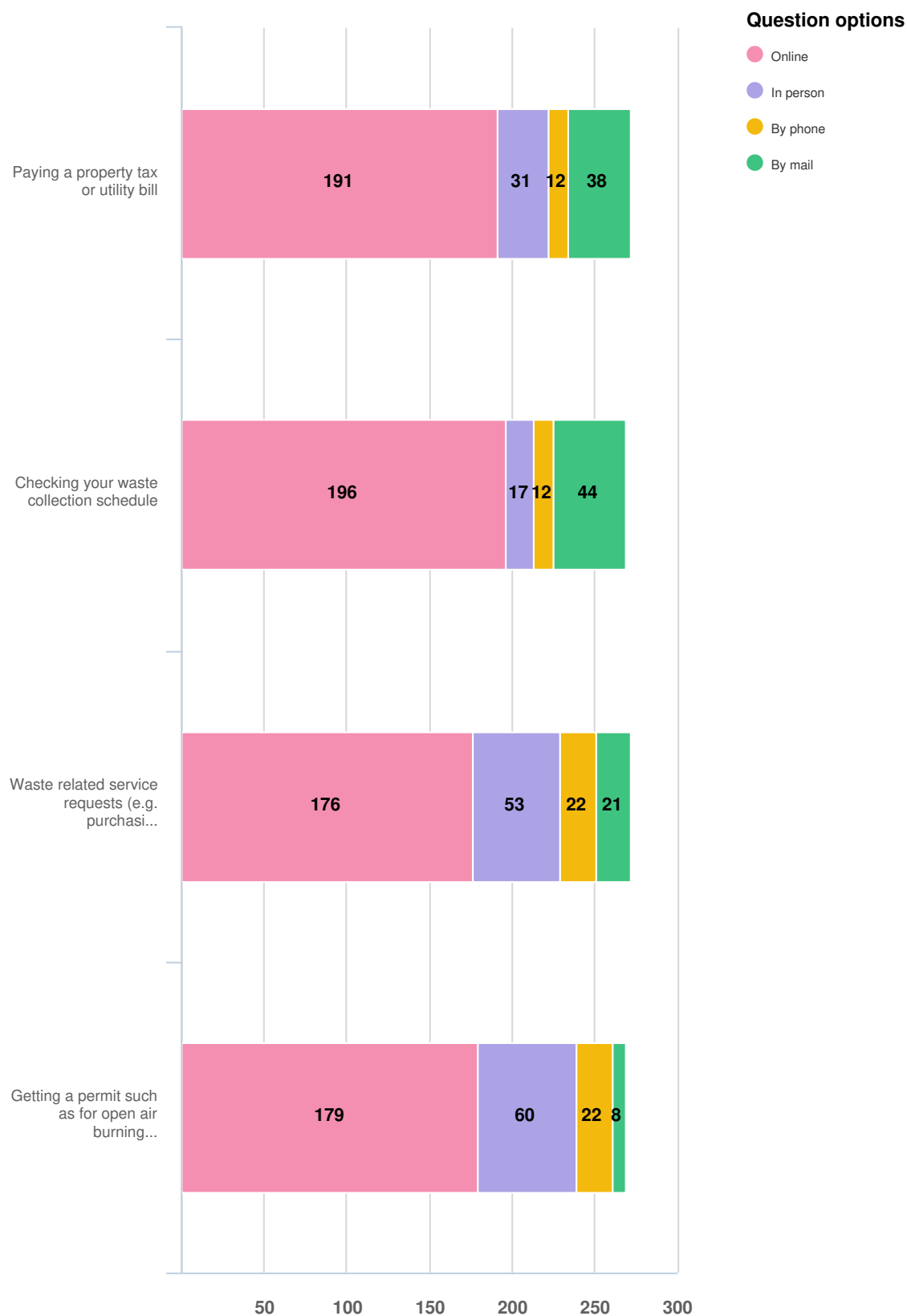
Based on your overall experience to date with Kawartha Lakes' customer service, how would you rate the following:



Optional question (281 response(s), 23 skipped)

Question type: Likert Question

Which method would you prefer to use for....



Optional question (281 response(s), 23 skipped)

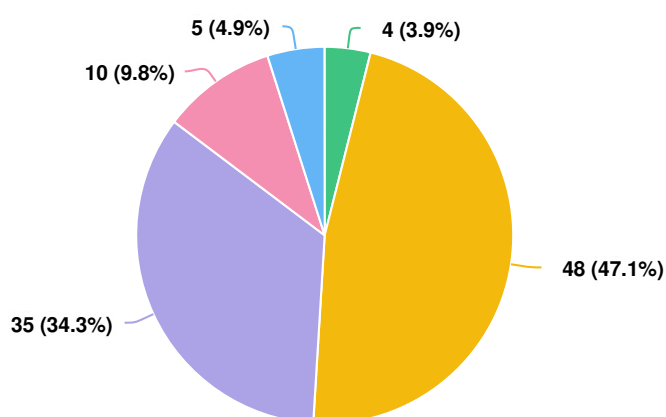
Question type: Likert Question

ENGAGEMENT TOOL: QUICK POLL

Can you typically find what you're looking for on the municipal website: www.kawarthalakes.ca?

Visitors	104	Contributors	95	CONTRIBUTIONS	102
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Can you typically find what you're looking for on the municipal website: www.kawarthalakes.ca?



Question options

☐ Never
 ☐ Rarely
 ☐ Sometimes
 ☐ Usually
 ☐ Always

Mandatory Question (102 response(s))

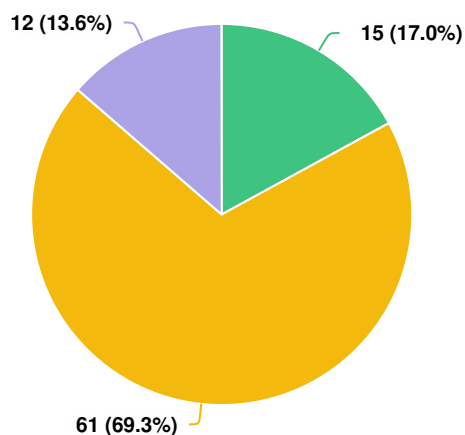
Question type: Radio Button Question

ENGAGEMENT TOOL: QUICK POLL

Are you subscribed to receive the municipal news you want by email?

Visitors 83	Contributors 77	CONTRIBUTIONS 88
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Are you subscribed to receive the municipal news you want by email?



Question options

☐ Don't know
 ☒ No
 ☐ Yes

Mandatory Question (88 response(s))

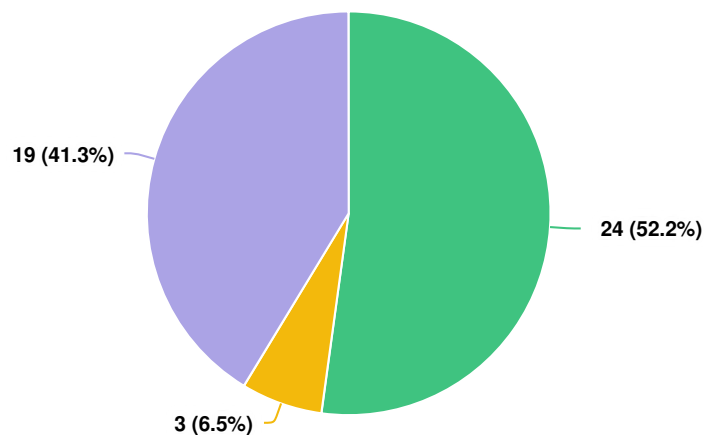
Question type: Radio Button Question

ENGAGEMENT TOOL: QUICK POLL

How do you prefer to report issues/service requests to the City?

Visitors 42	Contributors 37	CONTRIBUTIONS 46
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How do you prefer to report issues/service requests to the City?



Question options

☐ Online
 ☐ In person
 ☐ By phone

Mandatory Question (46 response(s))

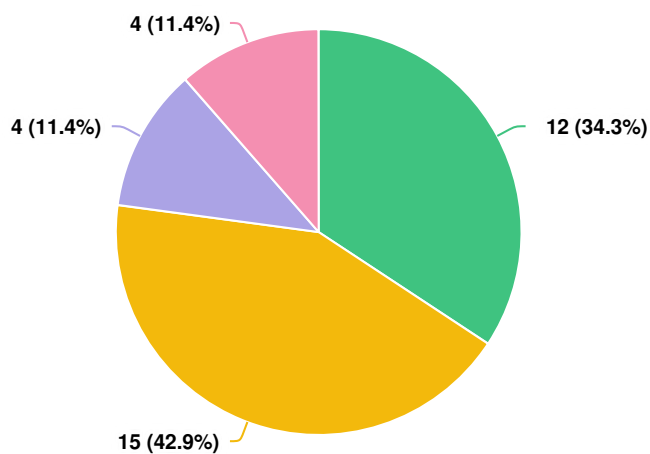
Question type: Radio Button Question

ENGAGEMENT TOOL: QUICK POLL

How do you prefer to receive communications from the municipality?

Visitors 28	Contributors 24	CONTRIBUTIONS 35
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How do you prefer to receive communications from the municipality?



Question options

☐ Printed materials
 ☐ Mobile app
 ☐ Municipal website
 ☐ Social media

Mandatory Question (35 response(s))

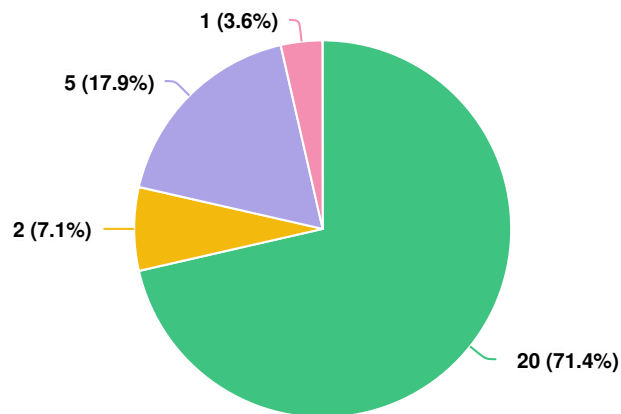
Question type: Radio Button Question

ENGAGEMENT TOOL: QUICK POLL

What social media do you use most?

Visitors 26	Contributors 22	CONTRIBUTIONS 28
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What social media do you use most?



Question options

☐ Other
 ☐ Instagram
 ☐ Twitter
 ☐ Facebook

Mandatory Question (28 response(s))

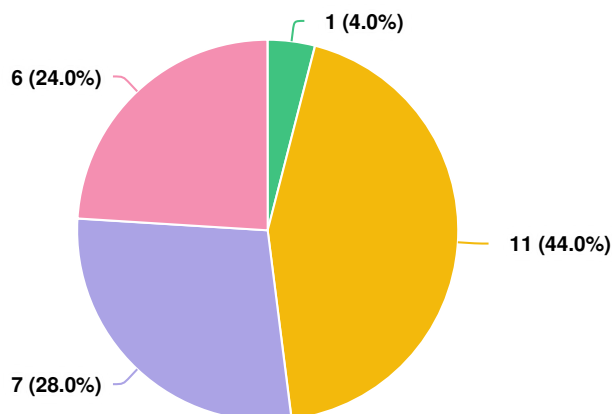
Question type: Radio Button Question

ENGAGEMENT TOOL: QUICK POLL

Do we address your concerns and service requests in a timely manner?

Visitors 23	Contributors 20	CONTRIBUTIONS 25
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Do we address your concerns and service requests in a timely manner?



Question options

☐ Never
 ☐ Sometimes
 ☐ Most of the time
 ☐ Always

Mandatory Question (25 response(s))

Question type: Radio Button Question