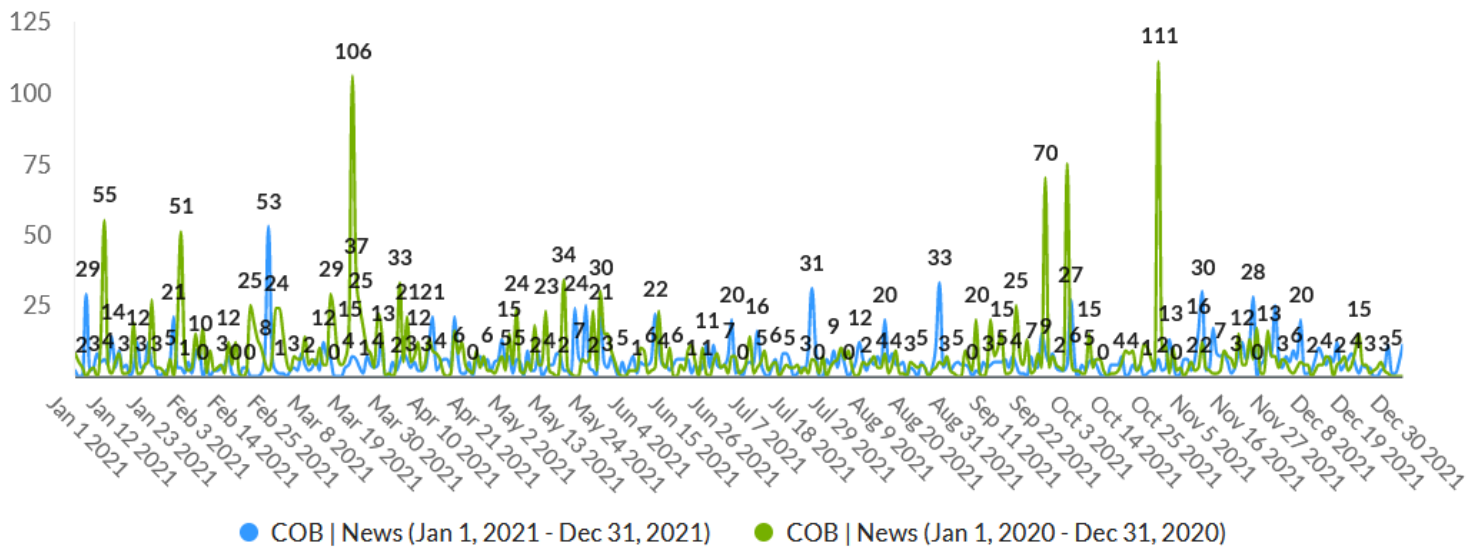


COB Media Monitoring Report 2021 Year in Review

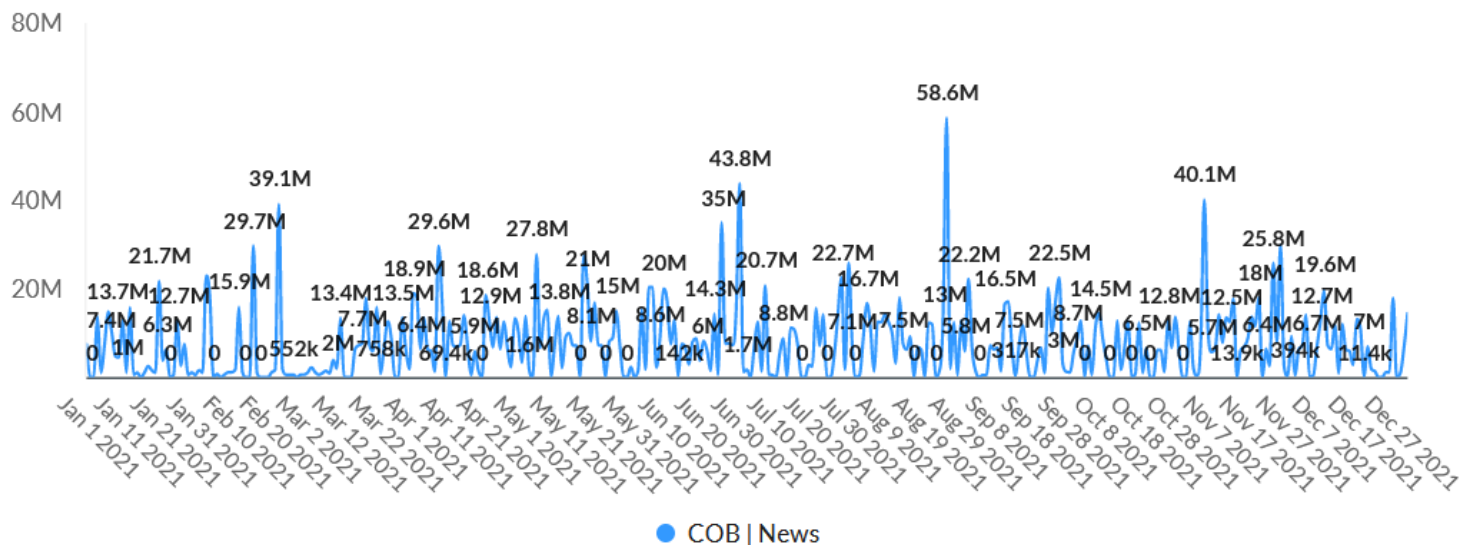
News – year over year



Top 3:

Feb. 25 (53)	2021 budget approved; transit funding from ON government
Aug. 31 (33)	Public meeting for Nelson Quarry; Renaming of Ryerson Park
July 29 (31)	Input on Construction Management guide; Better parking data with puck technology

Potential Reach



Top 3:

Aug. 29 (58.6M)	Public meeting for Nelson Quarry; Renaming of Ryerson Park
June 30 (43.8M)	A call to action on opioid abuse – Big City Mayors
Nov. 7 (40.1M)	“Developers pleased with lifting of downtown Burlington development fees”

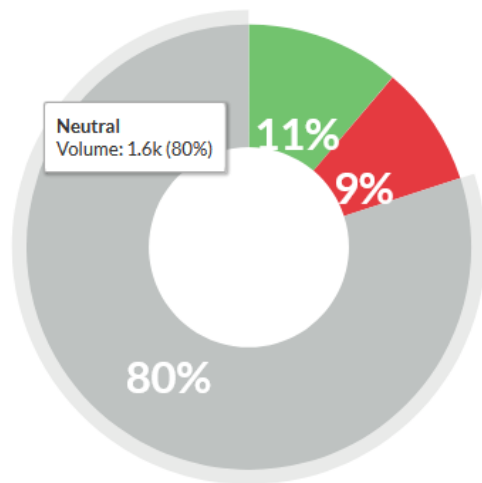
Media Exposure

(2021 vs. 2020)

1.94k

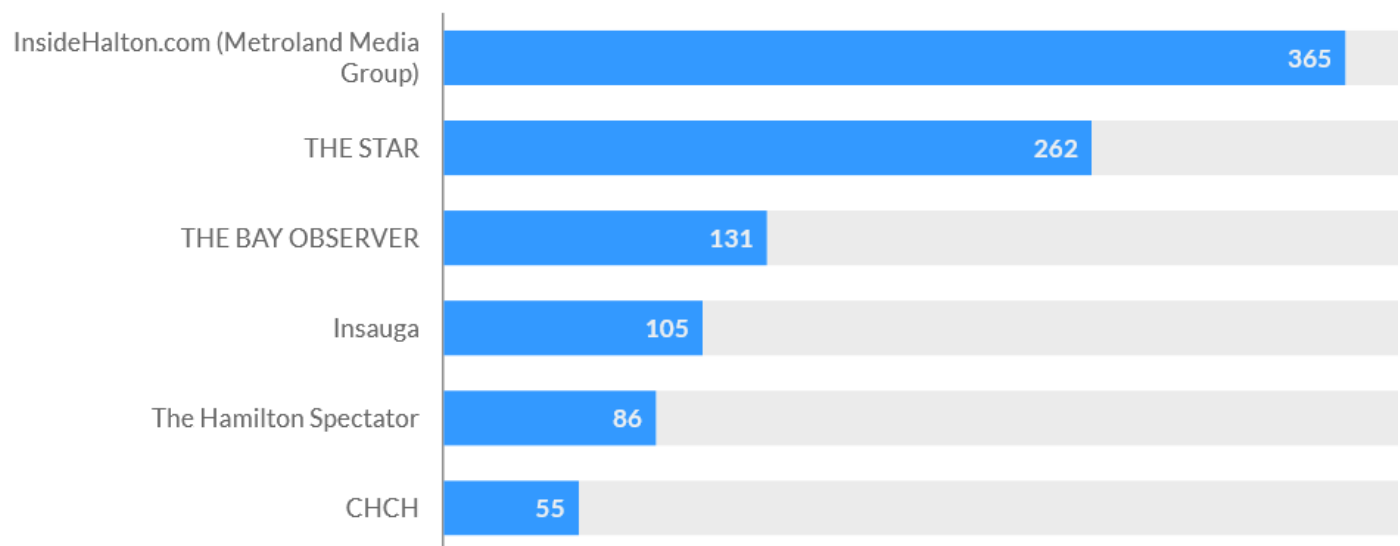
▼ 25%

Sentiment



Positive	217
Negative	171
Neutral	1.6k

Top Sources



Notes: Inside Halton remains top source in 2021. The Star appears as #2 source - was not in Top 6 in 2020. The Spec dropped to #5, from #2 in 2020. CHCH was #6 source – was not listed in 2020.