

Appendix A – 2022 Engagement, Communications and Volunteer Statistics and Support Information

Projects and Initiatives Where Engagement Occurred (Public)

- 2021 Community Survey Results presented in 2022. Statistically valid survey that measures satisfaction of City services, value for tax dollars, transit use and engagement and communications.
- 2022 Municipal Election. The ultimate in engagement is an election where the public holds the full power of decision making.
- 2022 and 2023 Budget
- 2022 Summer Camp satisfaction surveys
- 2022 Food for Feedback event
- 2022 March Break Camp satisfaction survey
- Across Canada scan of engagement post COVID
- Burlington Housing and Development Liaison Committee – collaborative solution-based approach with development industry stakeholders to provide clarity on how to continuously support City building (approvals, processes, and policy initiatives) in a timely manner to enhance customer service delivery.
- Burlington Housing Strategy
- Burlington Youth Super Council (reps from student councils across Burlington)
- Burlington Transit – routes and ridership
- Burlington.ca website redesign
- City-wide outdoor patio program – engagement with 3 distinct groups – public, businesses that have had/have an outdoor patio and the business community that do not/have not had an outdoor patio
- City-wide parking permits
- Civic recognition
- Clerks committee feedback
- Climate Action Plan
- Climate Resilient Burlington
- Coyote awareness, education and safety
- Customer feedback survey (each time residents interact with Service Burlington launched in 2022)
- Development application – pre-application public meetings
- Development projects
- Downtown Burlington Heritage Study and Engagement Program
- Elected Officials ward meetings and drop ins on a variety of topics
- Electric Mobility Strategy – 3 separate engagement initiatives for scooters, electric vehicles, and e-bikes
- Former Robert Bateman High School

- Inclusion survey – community input to help develop recreation programs that are inclusive for all ages and abilities.
- Integrated Mobility Plan
- Major Transit Station Areas - MTSAs (Aldershot, Burlington and Appleby and input in general about MTSAs)
- Municipal Election feedback survey on the experiences of voters and non-voters alike to make improvements for future elections
- Park re-design – various parks, including leash-free areas
- Public art
- Sheldon Creek Neighbourhoods Traffic Management
- Street lighting and traffic calming in various neighbourhoods
- Urban Forest Master Plan
- Vegfest
- Waterfront Hotel Planning Study
- Woodland Management Strategy

Projects and Initiatives (Internal)

- Burlington.ca website redesign
- Council workshop – An Engaging City
- Culture survey follow up
- Customer Experience – Learn@work
- Customer Relations Management (CRM) users
- Election surveys – feedback from staff that worked the election
- Engagement Marketplace (virtual event where City staff learned about engagement tools, topics and techniques)
- Enterprise Business Planning Feedback Session
- Enterprise Resource Planning (ERP)
- Food for Feedback staff survey
- Future of Work
- General satisfaction surveys – regarding internal customer service/support
- Internal communications research (best practice survey and scan of various Canadian municipalities and global research on internal communications in a municipal hybrid environment)
- Land acknowledgement
- Leadership and Management Team engagement initiatives
- Municipal election research with national scan of municipal elections learnings and voter engagement outcomes. This included multiple municipality interviews and literature review.
- Risk Management - 4 sessions held that worked on the area of engagement and belonging. Identified risks and created goals and measures.

- Social media presentation to department colleagues on current best practices and trends.
- Staff helped to moderate and set up council workshops.
- Staff helped to moderate and set up workshops for McMaster renewable energy engagement workshops.
- Staff town halls to share information and updates, deal with staff questions and concerns.
- Summer staff feedback surveys
- Zoning by-law – planning for the project

Training

- Reconciliation training – 4 Seasons of Reconciliation – training for the workplace – variety of staff across numerous departments have completed the training
- Hosted a virtual version of the Engagement Marketplace – asked staff the topics they would like to learn about and created sessions based on the feedback. The sessions were: Hosting Virtual Meetings 101, Get Involved Burlington Engagement Portal – Beyond Surveys, and Post COVID Engagement. Recorded the sessions for those staff that could not attend.
- Engagement staff attended two hybrid meeting trainings – one through International Association of Public Participation (IAP2) North America and the other through the IAP2 Great Lakes chapter on how to conduct these well and when you should consider having separate in person and virtual meeting options. Depending on the type of meeting, hybrid may not always be the best model.
- Engagement staff took Indigenous training through IAP2 (Engagement Methods for Indigenous Contexts and Indigenous Inclusion - Putting the Truth and Reconciliation Calls into Action)
- Diversity and Inclusion training
- Beyond Jim Diers - follow up on community and neighborhood development model, Community Table. How we can develop communities and better engage.
- GIS (Geographic Information System) Day Event - using locational data to enable decision making and improve the delivery of services to the public
- Staff became committee members on the Indigenous Relations advisory committee and attended a meeting with the Hamilton Regional Indian Centre (HRIC) to discuss relationship building and engaging with the indigenous community.
- Environment staff presented climate plans at BACCC (Bay Area Climate Change Council) and hosted community webinar - Ask me anything event; Queens University Masters Enviro Class. Burlington Matters on environment issues; Retrofit Canada conference - panel on municipal buildings and energy retrofits
- Environment staff were part of a panel for ICLEI (International Council for Local Environmental Initiatives) Canada project - Advancing Adaptation Planning Cohort; QUEST and Pollution Probe to create a Framework for Community Energy Plans,

which includes guidance on identifying and working with stakeholders; interviews with university students on projects.

- Green Energy Conference - panel re: municipal initiatives (webinar); - Climate Resilient Burlington - City staff department management teams, Burlington Leadership Team, City Council via Committee of Council, probus group of Burlington.
- Media relations training to identified staff spokespeople.

Volunteer Update

Volunteers are one of the greatest strengths of a community and a key factor to a community's success. The level of volunteering in a community is also a great measure for how engaged a community is.

The statistics below represent volunteers in City of Burlington direct delivered programs and services, knowing that Burlingtonians also volunteer in many other sectors and causes within Burlington.

On July 25, 2022, a new online corporate volunteer management portal for the City of Burlington was launched. This portal and the volunteer management program was designed to support volunteer opportunities across the organization and provide a consistent approach to volunteer management including application, recruitment, training, and recognition. Currently across the City, there are 11 units that offer volunteer roles for the community.

In 2022, the following units were launched:

1. Advisory Committees (application only)
2. Aquatics
3. Child, youth and family
4. Festivals and events
5. Neighbourhood rinks (application only)

By the end of Q2 2023, the remaining units will be launched:

6. Adult programs
7. Animal services
8. Community gardens
9. Skate
10. Student Theatre
11. Tyandaga Golf Course

By the end of 2022, there were 495 people that created profiles within the system accounting for 433 volunteer hours. Interviews are being completed for Advisory Committees in 2023 and the Neighborhood Rinks program was partially implemented due to inclement weather conditions.

Prior to the centralized volunteer program, each unit was responsible for their own volunteers. This was a major risk to the corporation, which needed to be managed. By having a centralized volunteer program, led by the Manager of Engagement and Volunteers and implemented by the Engagement and Volunteer Coordinator, the city is helping to mitigate any potential risk.

Within the new volunteer program, residents complete an application and online training, and view any shifts available for a role within their area of interest. If there are none currently available, they can sign-up to be notified when future roles are open.

We will continue to grow the program and add to our list of volunteer opportunities for the public.

Digital Copy Centre Statistics

All engagements processed by the DCC are delivered directly to individual mailboxes in Burlington, including condos and apartments. Research has revealed that 74 per cent of Canadian consumers always or sometimes notice advertising in direct mail, 81 per cent read their mail the same day they receive it and 85 per cent will open mail if it looks interesting.

2022 Notices and flyers

- City Talk Newsletter - 80k (x2)
- Election Flyer - 80k
- Leaf Collection Brochure - 52k
- Coyote Feeding Postcards - 80k
- Orchard and Alton Snow Notice - 12k
- TelePals and Adult Program booklets - 12k
- Council Newsletters - 45k
- Committee of Adjustment Notices - 7,000
- Construction Notices - 37k
- Event Notices - 57k
- Parks Notices - 16k
- Planning Notices - 25k

Total - 583,000 engagement pieces delivered

Impact of Engagement

Hearing from the public in not only formal engagement opportunities, but informal such as calls to staff, members of council, emails, while out in the community etc., helps the

City to prioritize initiatives and budgets. Budgets are more than dollars and cents. They impact residents directly through the many City programs and services received. Each time you have your road plowed, use a City park or trail, or cool off in a municipal pool or splash pad, you are seeing your tax dollars at work. The following list highlights many but not all of the more formal impacts of engagement.

- The proposed 2023 budget was created in 2022 and aimed to include programs and services valued by residents. As an example – coyotes were identified as an on-going issue, so the approved budget includes additional by-law and animal services staff. We know through both formal and informal feedback as our city grows that more space is needed for recreation, hence the funding for two new community centres (Skyway Community Centre and the former Robert Bateman High School).
- New funding for dedicated cycling infrastructure.
- Committee of Adjustment has seven members and two alternates who are all residents of the City of Burlington. Their role is to be an independent body appointed by Council to review and make decisions on applications for; minor variances to the Zoning Bylaw, land divisions and changes to land configuration, the enlargement or extension of a building or structure that is legally non-conforming and validations of title and power of sale.
- Enhancing frontline service delivery with additional firefighters and transit operators to respond to resident concerns.
- Automated speed reduction program to address local traffic concerns.
- Free transit for youth on evenings and weekends.
- Almost all of the statistically valid quality of City services surveys over the years have indicated not only high levels of satisfaction but high levels of importance to things such as parks and greenspaces and community centres. \$72.6 million of capital investment in 2023 to keep assets like buildings, roads and parks in a state of good repair.
- Feedback about accessibility issues with the 2022 Food for Feedback location prompted the creation of a thorough set of criteria to be used to assess the feasibility of locations, including accessibility for future events.
- After concerns brought forward about coyotes, prior to the attacks, members of council posted to social media offering free whistles and arranged pick-up locations over a two-week period. Over 2,000 whistles were provided to residents.
- When staff asked about receiving the Get Involved newsletter, they confirmed they received it, enjoy reading it and find it very informative. Keeps them updated on what's happening in Burlington.
- myvote.burlington.ca – Burlington's first ever dedicated election microsite – info for voters (how to vote, list of candidates), candidates (how to register, timelines etc.), third party advertisers, election results, staffing for election, election news and information feeds with subscription notifications, etc.
- Created a communication and engagement plan to:

- Support voter turn out
- Make residents aware of voting locations and all voting options
- Welcome newcomers
- Try new things like – create a voting plan
- Hired a consultant to do a best practice review to bring new ideas to Burlington.
- Re-designed burlington.ca launched July 25, 2022. Engagement included site navigation “treejack” testing with the public and staff to help evaluate the findability and hierarchy of website content prior to site re-design. The site underwent a major navigation change as a result of these findings and helped to reduce over 1,800 ineffective site searches on previous site down to 123 on new site in under six months.
- Additional engagement for web re-design project was completed to allow residents to choose which homepage layout concept (out of 3) was preferred.
- Changed the name to Public Engagement calendar from “Get Involved Burlington” calendar for plain language and better reflect what can be found in the calendar. Also, based on user feedback, added a field for “engagement opportunities”. Allows for opportunities to be included that did not meet the criteria for a “meeting or survey”.
- Park renewals based on engagement: Brant Hills Splash Pad, Sherwood, Nelson Park, Mountain Gardens Parkette, Irving Parkette, Ireland Park, Hidden Valley Park, Elizabeth Gardens Parkette, Maplehurst Park, Roly Bird Park, Tuck Park, Taywood Park, Leighland Park
- Installation of orange crosswalk based on requests from the community in honour the children of Canada's residential school system.
- Changed day camp locations for 2023 based on feedback from caregivers that they would be willing to travel for summer programs.
- Park Renewals influence on design, work with community for the Orchard Hub operation, sport users on the implementation of the Framework and components for decision making.
- Public engagement helped shape our entire Climate Resilient Burlington plan (vision, principles, and actions) with 17 community groups and 12 City departments involved throughout the process as well as community surveys and a chance to comment on the draft plan. We partnered with Burlington Hydro to offer free test drives for electric vehicles. It has been shown that doing so helps to increase acceptance and possibly purchase of EVs as people can get their questions by a neutral party answered in a stress-free environment. Having residents present who also own EVs to highlight their experiences is also helpful. Community engagement surveys were conducted to help contribute to the development of the Electric Mobility Strategy. The first survey was general input from the community in their interest and experience with electric vehicles, e-bikes, and e-scooters (stand up kick scooters); the second survey involved obtaining feedback on the proposed themes and actions for the strategy, helping to finalize the final document presented to Council in September 2022. A community survey was also posted in partnership with McMaster University to gauge the interest of residents as well as identify barriers

and opportunities in supporting and expanding the use of renewable energy in the community. This survey contributed information to a white paper completed by students on best practices to support renewable energy installations in Burlington, presented to Council in September 2022.

- Specifically for marketing, we wanted to learn more about how residents were getting their transit information. This will be used to shape our marketing plan in 2023 and beyond.
- Get Involved Burlington subscriber suggested that we change the newsletter so that the “header” links directly to the engagement portal – we accommodated this.
- Engagement allowed staff to connect with the public on process (forestry program). Often, the frustration is based on a lack of understanding of the complications that come with growing trees in a challenging environment. The result of engagement has been to connect with more residents and an honest desire from residents to work with the Forestry section in achieving council goals through a collaborative, grass roots effort.
- Leash free engagement resulted in Central Park leash free park opening.
- Coyote management recommendations approved by council
- Whistles given to residents for coyote management
- Woodlot management study began
- In January 2022, hosted a COVID town hall based on feedback from the community. This method was preferred by some segments of the population that needed up to date COVID information.
- Community survey results were shared showing an increase in approval
- Sweetgrass park name was voted on and chosen by the public, approved and new signage was placed
- Purchase of Robert Bateman and a public meeting was hosted to address questions and concerns.
- Waterfront Hotel study was reintroduced
- Burlington Annual Customer service survey was completed, with improvements made based on feedback
- 500 free tree giveaways occurred
- Many requests from residents for more pickleball courts through Mayor’s office. 2 courts were added to ease the demand.
- Electric vehicle test drive
- Pride banners posted along Brant Street as part of the City’s pride recognition
- Plains Road bikeways and resurfacing project was completed as part of the cycling plan
- Officially launched the corporate volunteer program and site
- Launched a new customer satisfaction feedback survey (Nov. 2022) every time a person has an interaction with Customer Experience staff. Feedback is assessed each week and adjustments are made based on the feedback heard.

- Food for feedback was held in September 2022 with a total of 640 people attending the event, with 12 booths of various City projects and 3 food truck vendors. Feedback and insights are/will be used by staff.
- From planning staff - Engagement at Food for Feedback was meant to raise awareness of our project and allow staff to check in with the community and gauge whether the Interim and Final Reports cover the themes that matter most to residents when planning for complete communities. The feedback we received confirmed that we are on the right track. Feedback from this event may be used to help shape how we present and engage on the area-specific plans in the future (e.g., drawing out the aspects of the plan that we heard matter most to residents).
- Get Involved main page was updated to refresh the site with a new look and style complementary to the burlington.ca website redesign project.
- Web architecture review - engagement with staff on customer facing solutions, to understand current situation, future goals, pain points/challenges.
- Free menstrual products in city facilities in 2022 based on a need from the community.
- The 2023 proposed budget also directly addresses feedback heard from residents. This includes the need for more bylaw enforcement staff more animal services staff and education to support our coyote management strategy. It also includes automated speed enforcement to deal with local traffic concerns, additional firefighters, and more transit operators.
- Based on feedback, the City simplified right-of-way occupancy permits.
- Work done in 2022 for launch in 2023 - The City of Burlington is simplifying how right-of-way occupancy permits are processed. As of Jan. 1, 2023, a separate Road Occupancy Permit for construction projects is no longer needed and will be included in the Municipal Consent permit. This will provide better road, sidewalk and boulevard management during a construction project. This is good news for residents to lessen impacts in their neighbourhood. The change will also make it easier and faster to process an application. This will better serve our development community, utility owners and regional partners.
- Internal communications study with other municipalities. Results will be used to enhance our internal communications.
- Brought back in-person meetings and made sure there are also virtual options. Started to use the hybrid model based on public preference for both options.
- Staff town halls: received feedback from staff wanting less of a presentation at the beginning of the meetings to leave more time for questions. We have made this change.
- Mayor's Mailbag was launched based the trends of similar questions pop up in our inbox, so we created a weekly post on the Mayor's blog with a common question and the full answer. The post would be amplified on social media and could be a link sent to resident's if the question came up again in the inbox.

- Budget Briefs: Social media posts around the time of the 2023 budget to help explain how the budget was working for residents. It would highlight initiatives like additional funding for MTSA project, supports for parks, etc.
- Employed social media/blog as part of updating the community about the questions we were getting asked.
- Created Deputy Mayor portfolios to help create an identifiable point person to the community on a wide variety of items.
- Between May 30 and June 29, 2022, more than 1,200 people visited the Burlington's Urban Forest Master Plan project page on Get Involved Burlington. Through the engagement tools posted to the project page, Burlington residents identified 50 locations where they either particularly value or otherwise want to improve the urban forest. In addition, 465 people responded to the public survey. Through your responses, we have learned that most would like to live on a street with regularly spaced, large trees. This is despite few respondents currently living on such a street. In addition, more than 80% of respondents want canopy cover to increase in Burlington and would be willing to pay at least a little more in taxes to support these efforts.
- By engaging with youth councils, we have been able to generate information and ideas in the areas of engaging with youth and easing barriers to volunteering/employment such as:
 - Let student council know what projects are happening so they can help promote
 - Offer volunteer hours for participating in open house and surveys
 - Look at social justice groups within schools and let them know of projects
 - Reiterate that decisions made today are going to affect them as adults
 - Posters in schools or on announcements and in electronic announcements
 - What are some incentives that would help youth to apply for employment or volunteering with the City?
 - Free experiences
 - Free stuff
 - Comfortable uniform (sweatshirt)
 - Flash your badge program (free attendance at City sports programs, swims, etc.)
 - Mentorship program
 - Where do you look for opportunities?
 - City website
 - Social media
 - School
 - Guidance office
 - Announcement poster
 - Student success teacher
 - List of local opportunities
 - View volunteer opportunities without having to make an account
 - Parents share opportunities with their children

Web Modernization Project

- The core purpose for the Web Modernization project was to complete a fulsome review and refresh to burlington.ca, burlingtontransit.ca and calendar.burlington.ca to design one seamless site with an emphasis on online services, inclusive design, and an improved user experience.
- Project priority was to better promote and connect users to Service Burlington (and our Customer Relationship Management software). This improvement was attained by promoting “Service Burlington” on our site header with a phone icon. This has resulted in a reduction of over 1,800 ineffective site searches (down to just 123) during a six-month period. “Service Burlington” being our single biggest “ineffective search” issue on previous site.
- Feedback indicated better navigation, the new website reduced overall clicks for finding content within their navigation because content was easy to read and structured in short pathways.
- Boosted and connected transit content/searches on main website, increasing from 136k to 160k pageviews. Six months post launch, accomplished significant growth and traffic to the online platform and services, reaching:
 - 614k to 735k users
 - 592k to 719k new users
 - 3.3m to 3.5m pageviews despite a reduction of over 1,000 pages.
- Increased page views for “Service Burlington” from 3,183 to 11,720 (Aug 2021 – Feb 2022 to Aug 2022 – Feb 2023 comparison)
- Dedicated quick link to our public engagement webpage added on site header so it’s prominently displayed and accessible on all city webpages.
- The creation of a centralized subscribe portal subscribe.burlington.ca containing dedicated news channels that users can use to manage subscriptions to existing feeds and introduction of new channels to support subscriber updates for ward specific development applications, councillor ward updates, construction and facility projects, park renewal updates, and digital city talk.

Innovation

- For the 2022 municipal election, created the first ever City of Burlington election microsite, myvoteburlington.ca. The microsite was a dedicated source of information for voters, candidates, third party advertisers, and for those wanting to work the election.
- For the 2022 municipal election created a “how to make a voting plan”. Walked eligible electors through all the steps including – checking to see if eligible to vote, check to see if on the voters list, picking a preferred voting option and date, locating

the closest poll. In addition to these easy-to-follow steps, a video was created called “Make a Voting Plan in Five Quick Steps!”. A second video called “How do I vote online?” was also created to show a step by step of how an eligible elector can vote online.

- Worked very closely with Halton Multicultural Council, HMC Connects in how we can be more welcoming and inclusive to those who are eligible to vote. This included two residents who made a voting plan and their tips for busy voters and tips for new voters.
- Hybrid meetings and engagement opportunities in the forms of ward councillor meetings/drop ins, Committee and Council meetings, public and staff meetings. This allowed for the public to attend either in person or virtually at the same time.
- Walking Tours – Ward 2 Councillor walks residents throughout a neighborhood to share information and take questions about things such as proposed developments, planning process etc.
- Farmer's Market Drop Ins: The Mayor hosted a number of drop in events and had a stall set up at the Burlington Farmer's Market in the summer and the fall where residents could come up and ask the Mayor questions while they were shopping.
- Use of Story Maps. This was part of the engagement for the Integrated Mobility Plan.
- Use of break out rooms in both public and staff meetings.
- Stared using Koneveio, this is a software that allows for people to review and make comments on draft documents and generates reports. The software was used for both the public review and staff reviews of documents related to Climate Resilient Burlington, Integrated Mobility Plan, internal documents, etc. Was launched mid-way through 2022 and used in six unique circumstances, had a total of 218 comments and 42 people participated in giving feedback in the documents.
- Corporate Communications and Engagement Intern investigated use of Tik Tok as an engagement and communications tactic *Note at time of writing this report, due to emerging issues, use of Tik Tok will not be pursued at this time.
- Meet with a Planner – used for the Major Transit Station Area projects (Aldershot, Appleby and Burlington GO) for residents to have time to ask questions and make suggestions on the draft precinct plans
- Food for Feedback – a community event where residents can give feedback on a number of city projects in exchange for lunch from a food truck
- Newcomers Outreach & Engagement Group – established. Learn how we can better include and communicate with newcomers. Idea of Instagram reels – started to use these.

- Burlington Youth Student Council – talk about engagement and volunteer opportunities and to get an idea of how they would like to engage.
- Use of Task Force and a Working Group for the creation of the Burlington Housing Strategy. Working Group members represented a variety of demographics, expertise and interests to advise on location issues and be champions for the Housing Strategy
- Use of heat maps to show where engagement is coming from
- Burlington Open Budget, online budget portal that has data in interactive, accessible, easy to understand charts, tables, and graphs. Intended to drive great government accountability and financial transparency. Includes citywide mapping and breakdown of all capital budget projects.
- Navigate Burlington is the City’s online mapping and open data platform for exploring and downloading open data, discovering maps, apps, and stories.
- Engagement Booths, in person conversation, going to where people gather. This also includes “pop ups”.
- Data Walk - Recreation, Community and Culture staff participated in a Youth Data Walk to debrief the Youth Impact Survey results in December 2022. This was in partnership with Our Kids Network. Late December, staff debriefed with team members from Transit and Customer Experience and in 2023, will de-brief with other staff teams about the feedback we received. At the Data Walk we discussed mental health, stress, bullying, discrimination and Burlington neighborhoods. It was a positive engagement and we committed to sharing what we learned with our colleagues, and then cycle back to the group that participated in the Data Walk with an update
- Use of gamification – the process of adding games or gamelike elements to a meeting or task to encourage participation
- Innovation in the Box work mats
- A month-long demonstration of electric vehicles including EV test drives at Central Park in partnership with Plug'n Drive with support from Burlington Hydro

Speaking Engagements, Research and Awards

- The City of Burlington was awarded an "A" grade for disclosure of climate related initiatives by the Carbon Disclosure Project. The City was one of 122 municipalities out of over 1000 reporting who received an A.
- Burlington part of a University of Waterloo study. Conducted by planning professor, planning researcher and Registered Professional Planners (RPP) interested in participatory planning and how this field of practice is changing, specifically as municipalities implement many of the tools and practices associated with IAP2 (International Association for Public Participation).

- City of Hamilton interviewed Burlington on how we do satisfaction surveys as a leader in this area.
- Presented climate plans at the Bay Area Climate Conference.
- Community webinar – As me Anything event
- Queen’s University Masters of Environment class
- Retrofit Canada conference panel member
- Staff lead training for sports user groups.

Get Involved Burlington Statistics

Get Involved Burlington is the engagement portal that has been in place since June of 2018. There are **8,870 registered** to the portal, this number fluctuates as people join, move from Burlington, or unsubscribe.

- 546 new registrations
- Had over 31,200 people visit the engagement portal
- There were 60 newsletters sent in 2022 that were either to all subscribers or to project specific subscribers. The open rate was 66.6% which is much higher than the industry standard for government newsletters/marketing of 19.4% – 28.7% range. We know that the newsletters are working as we always see a jump in things like survey completions immediately following a newsletter being sent.
- 21,194 people visited more than one project page
- 3,280 people downloaded a document from a project page/pages

Election and Delegation Statistics

- There were 120 registered delegations to the 4 Committees of Council and 29 registered delegations to Council for a total of 149.

Of the 142,218 eligible voters in Burlington, 39,217, or 27.6 per cent, voted in the 2022 election, including:

- Advance voting locations (Oct. 15 and 18): 4,018 votes
- Online voting (Oct. 11 to 20): 14,980 votes
- Election Day, 24 voting locations (Oct. 24): 20,219 votes
- In the 2018 municipal election, 39.79 per cent of eligible voters cast a ballot.

myvote.burlington.ca 2022 Analytic reports

Month of October

- 42,743 – Users (The total number of active users)
- 168,136 – Views (The number of app screens or web pages your users saw. Repeated views of a single screen or page are counted)
- 68,752 – Sessions (The number of sessions that began on your site or app)
- 48,173 - Engaged Sessions (The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views)
- 70.07% - Engagement Rate (The percentage of engaged sessions (*Engaged sessions* divided by *Sessions*). **The average Google analytics GA4 engagement rate is 55%**)

Election day (Oct. 24)

- 15,384 – Users (The total number of active users)
- 65,450 – Views (The number of app screens or web pages your users saw. Repeated views of a single screen or page are counted)
- 21,184 – Sessions (The number of sessions that began on your site or app)
- 15,393 - Engaged Sessions (The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views)
- 72.66% - Engagement Rate (The percentage of engaged sessions (*Engaged sessions* divided by *Sessions*). **The average Google analytics GA4 engagement rate is 55%**)