

Deputy Mayor Year End Report

Tracy Richardson

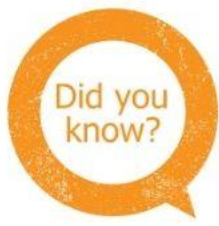
December 12, 2023

Did You Know - Deputy Mayor Project

Goals

- 1. Educate**
- 2. Engage**
- 3. Listen and learn**



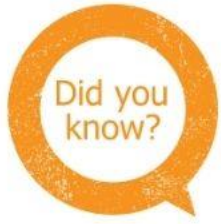


Did You Know - Deputy Mayor Project

Project elements

1. Video series
2. Survey (1)
3. Polls (7)
4. Pop Ups (18)
5. Focus Groups (2)





Did You Know - Deputy Mayor Project

Results*

Educate

4.2K visits to Jump In, Kawartha Lakes project

122K impressions on Facebook

Engage

1905 video views, 133 pop up conversations,

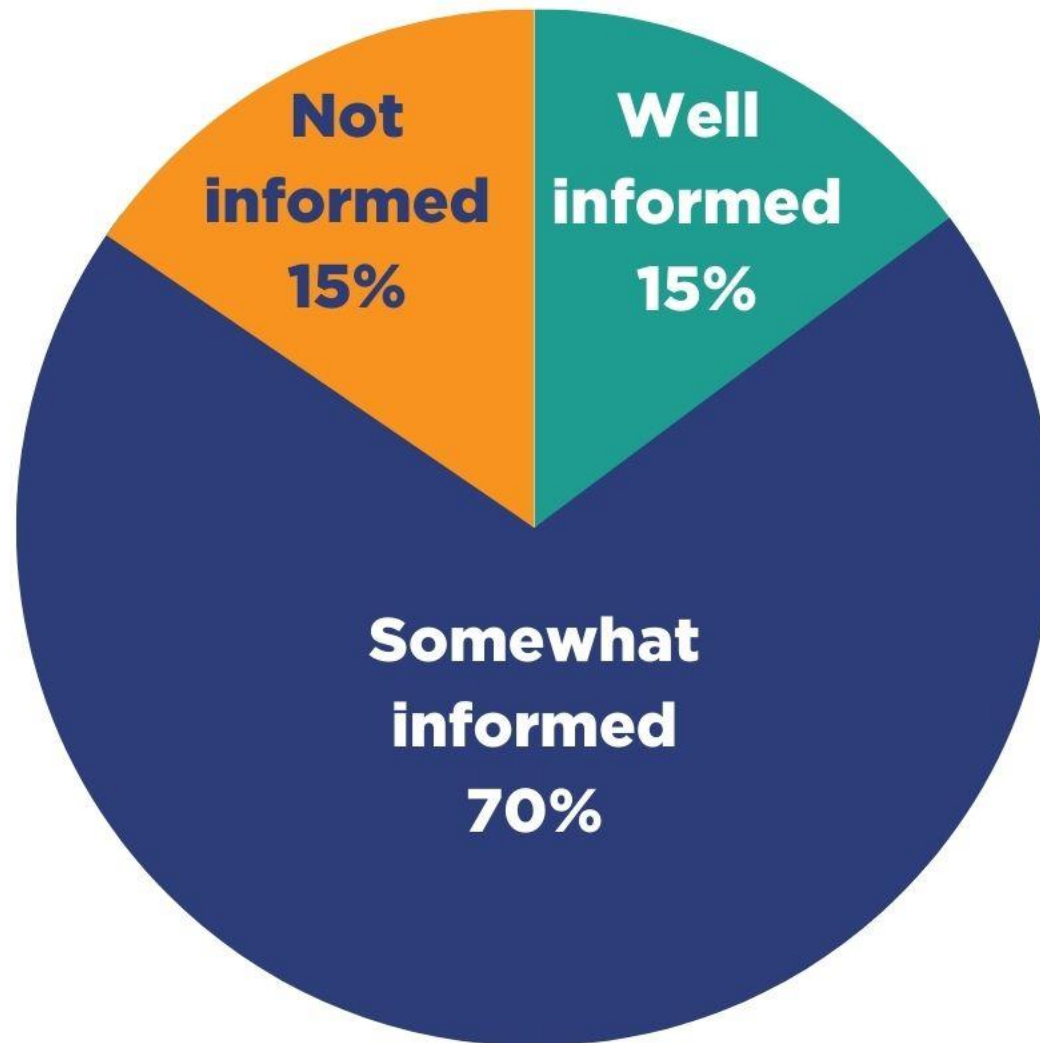
39 new registrations on Jump In

Listen and learn

304 responses to surveys and polls

***August 2 - September 1, 2023**

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



Missing Children Society of Canada Rescu app

- Collaboration with emergency services
- First municipality in Ontario
- Minutes save lives
- Two children found in Lindsay and returned safely home in 2023





Thank You



Missing Children's Society of Canada receives donation from Arbor Memorial Fund 