

Did You Know?

Deputy Mayor Project

Summer 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,

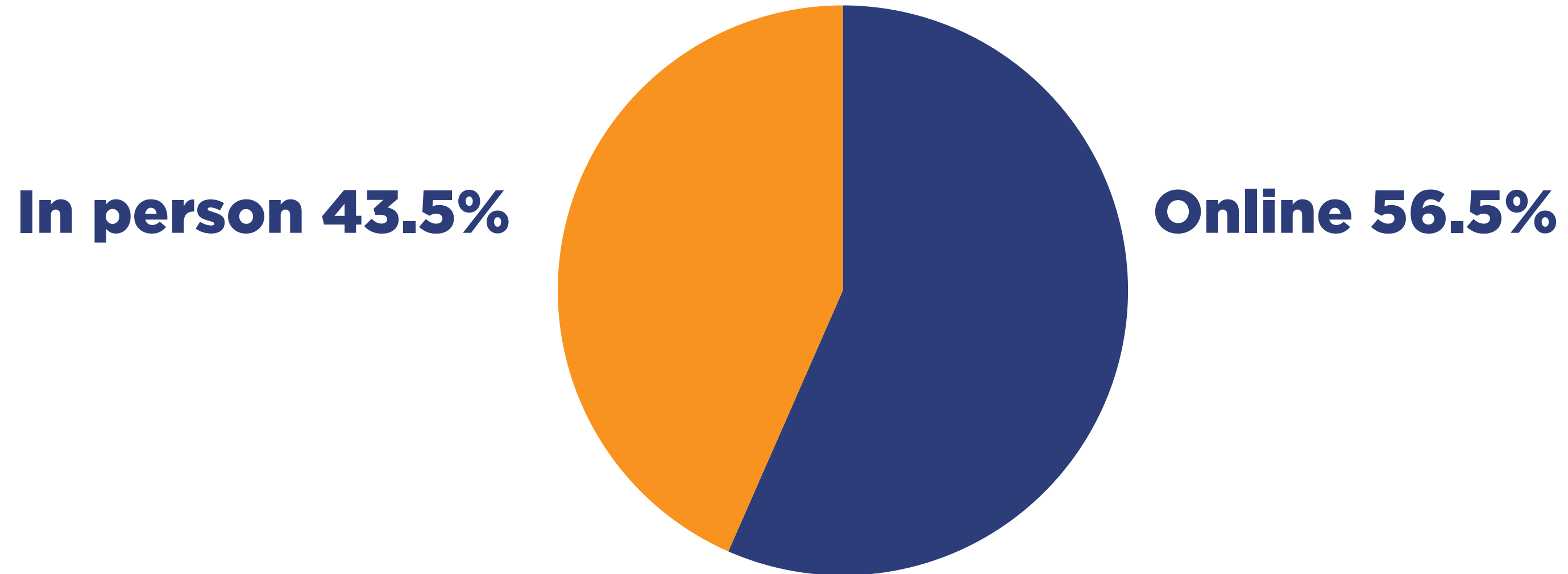
39 new registrations on Jump In

Listen and learn

304 responses to surveys and polls

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

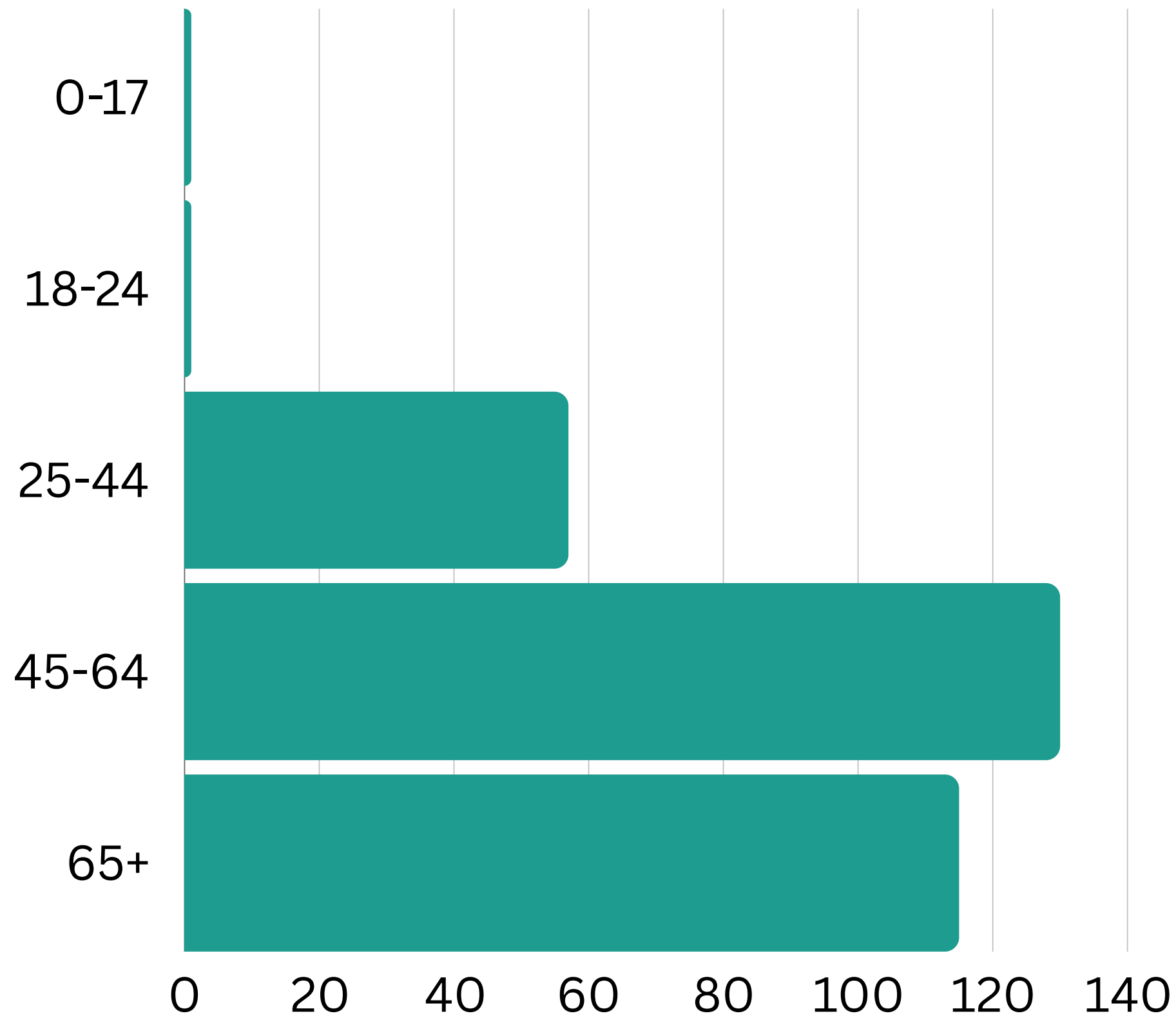
Survey Demographics



Number of completed surveys: 304

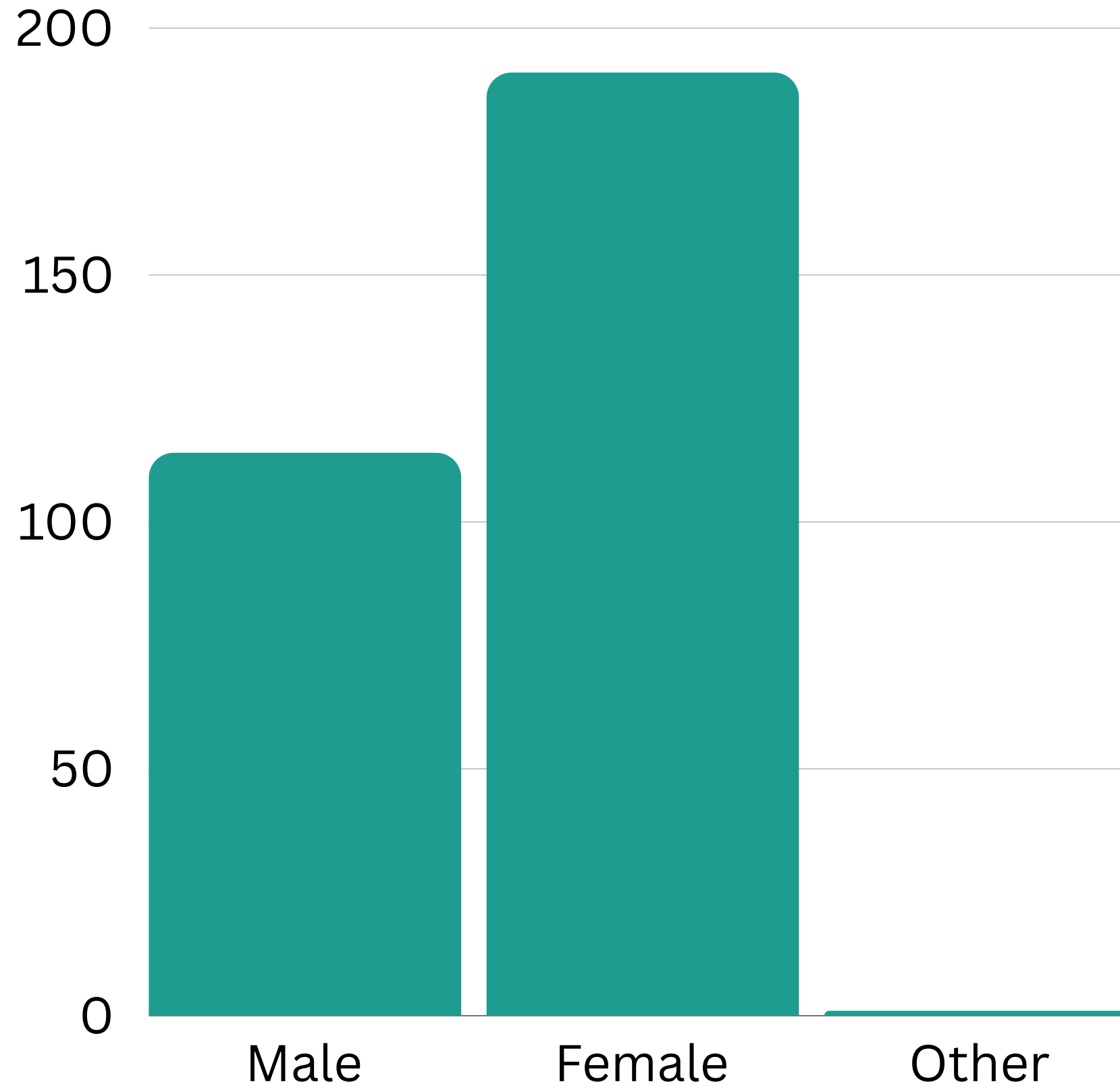
Survey Demographics

Age range



Survey Demographics

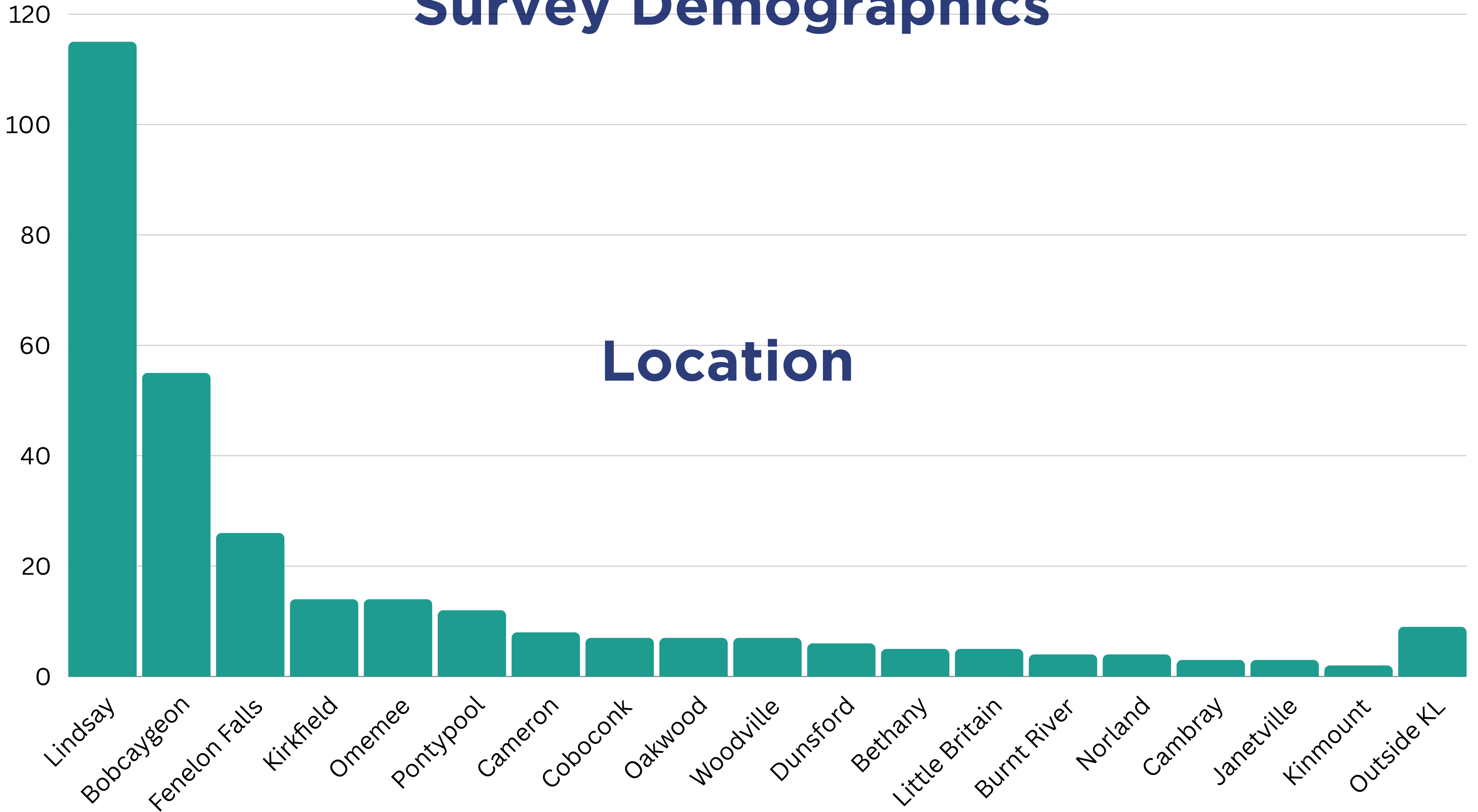
Gender



Number of participants

Survey Demographics

Location



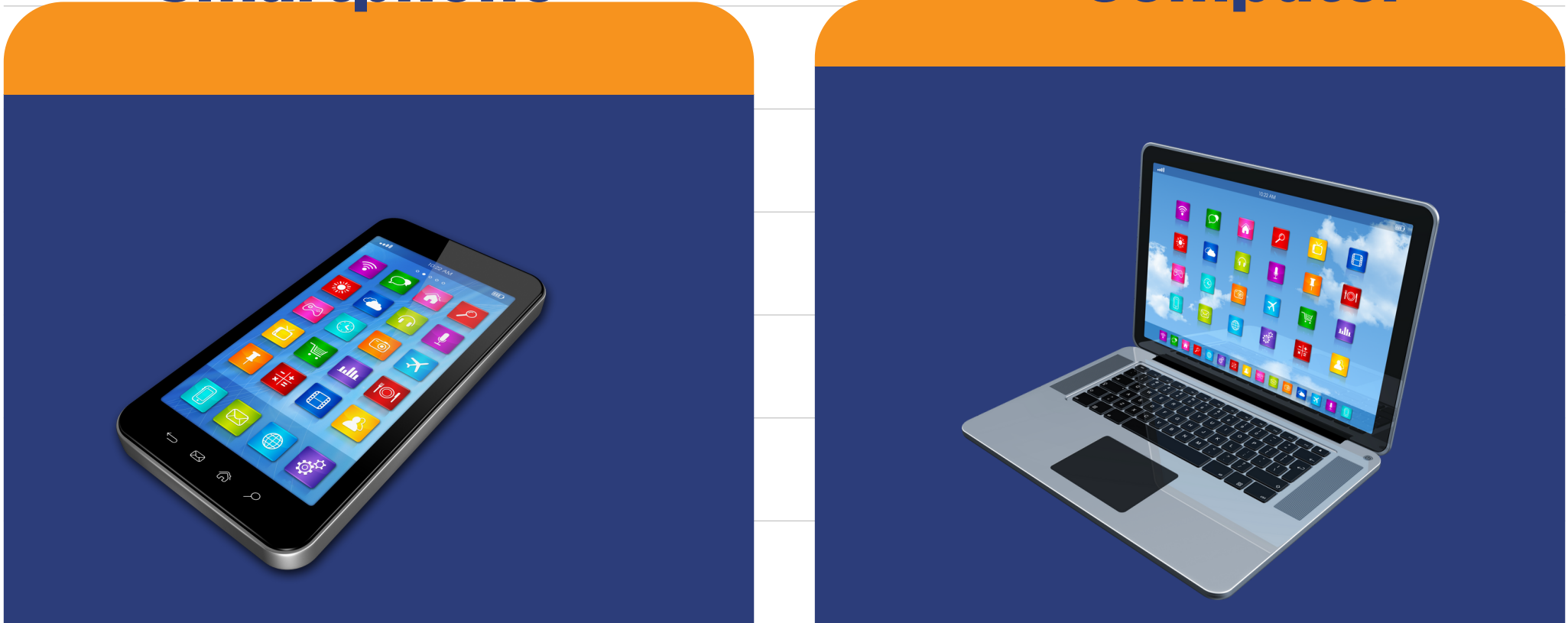
Survey Demographics

Do you have a:

Smartphone

Computer

Yes ●
No ●



85 - 89% of respondents have a computer or smartphone

Of those who don't have a phone or computer:

- 69% were satisfied or very satisfied with efforts to communicate municipal information
- 64% considered themselves somewhat informed
- **Receive their information through:**

Word of mouth and municipal publications (waste calendar, Council message in tax bills)

- **What could the municipality do better in its efforts to communicate and share information with you?**

Meet with residents a few times a year, use billboard/outdoor signage.

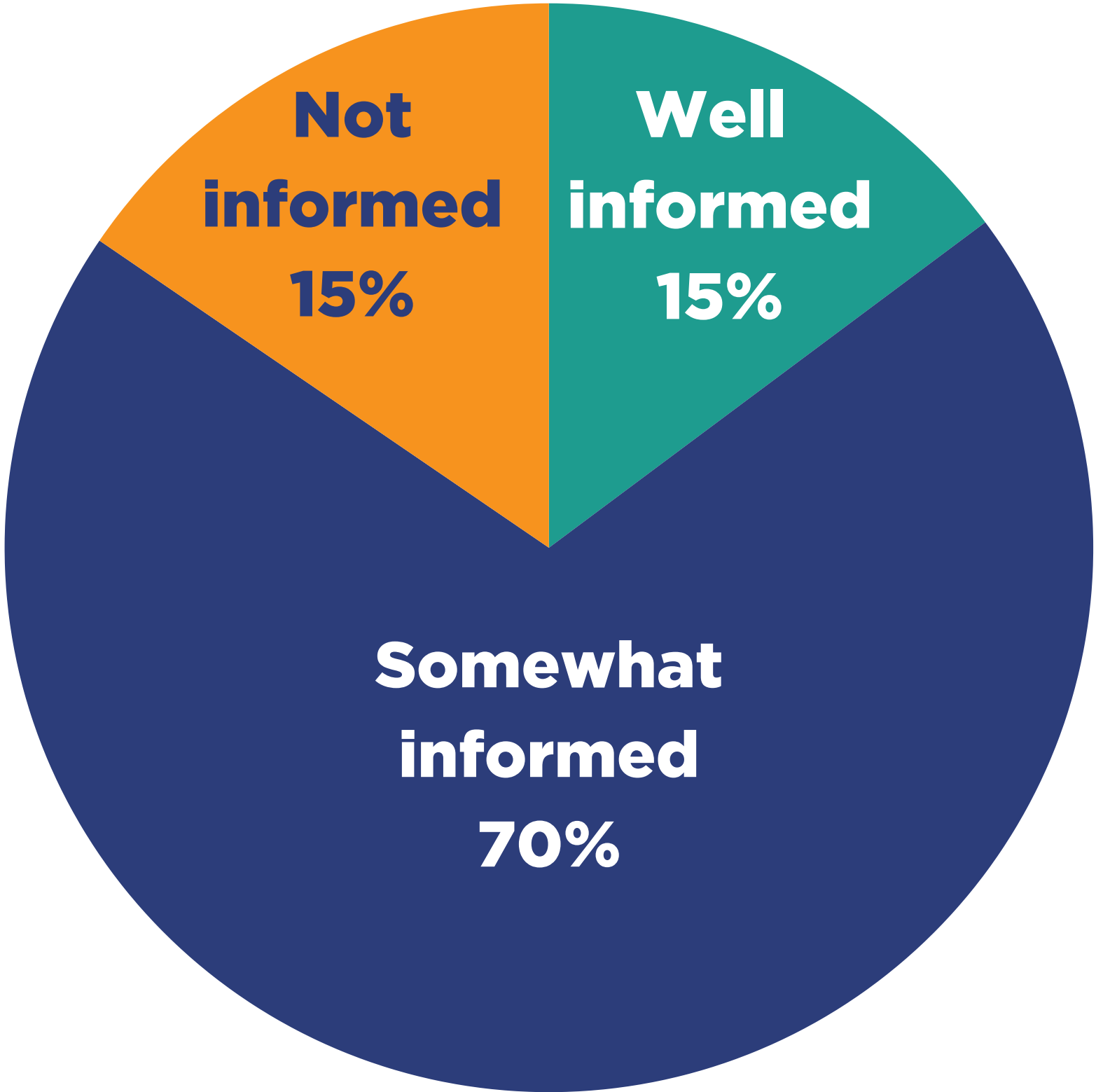
- **Access the website about once a month**

Access through a library kiosk or a friend, mainly to look up information.

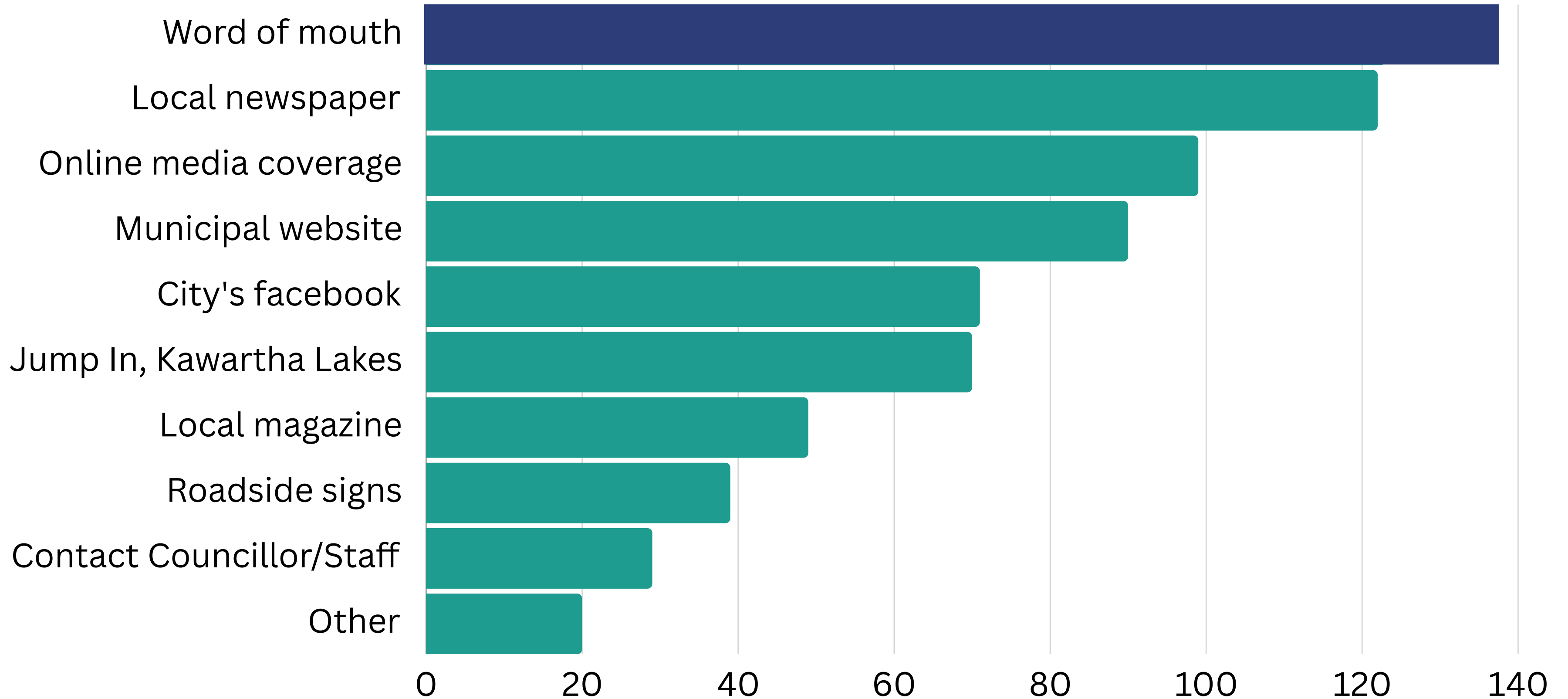


**Satisfied or very satisfied
69%**

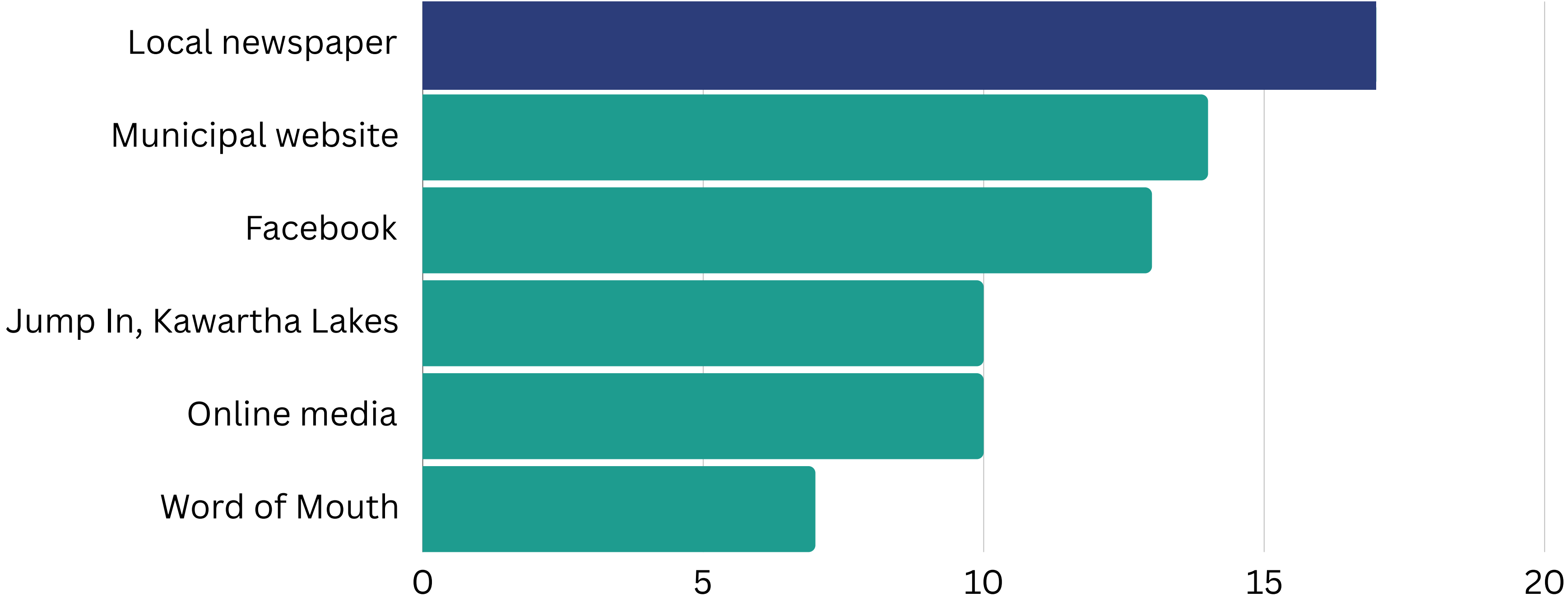
How informed do you consider yourself to be about municipal news and activities?



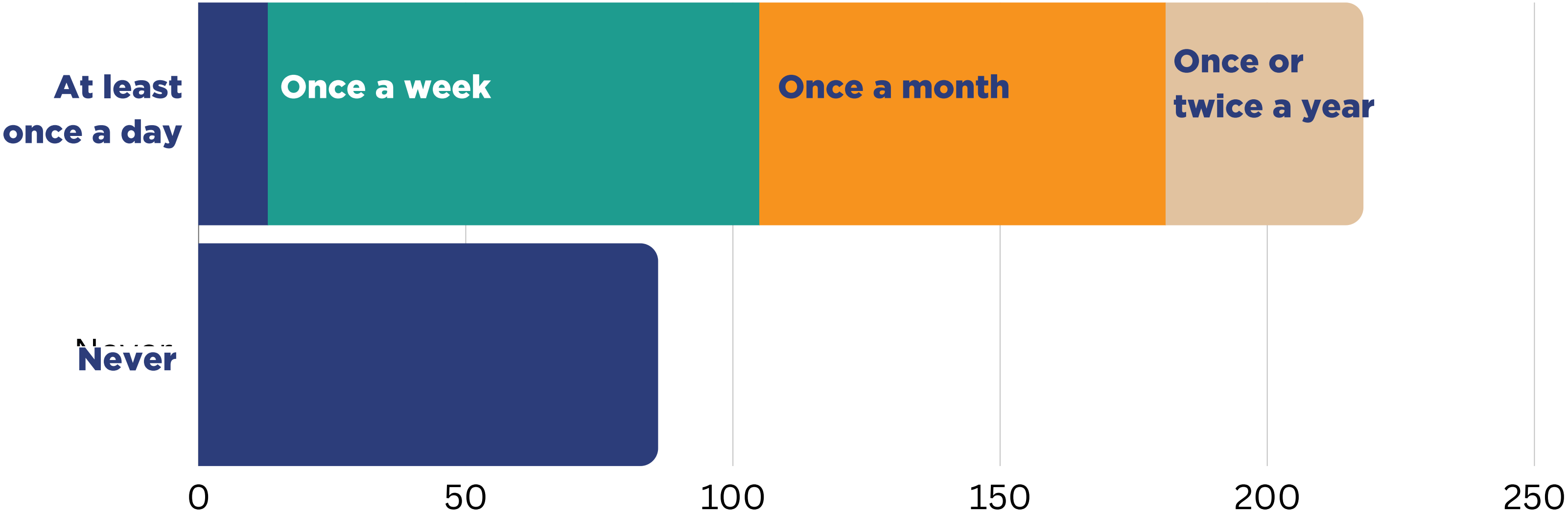
Where do you get most of your information about the municipality? (top 3)



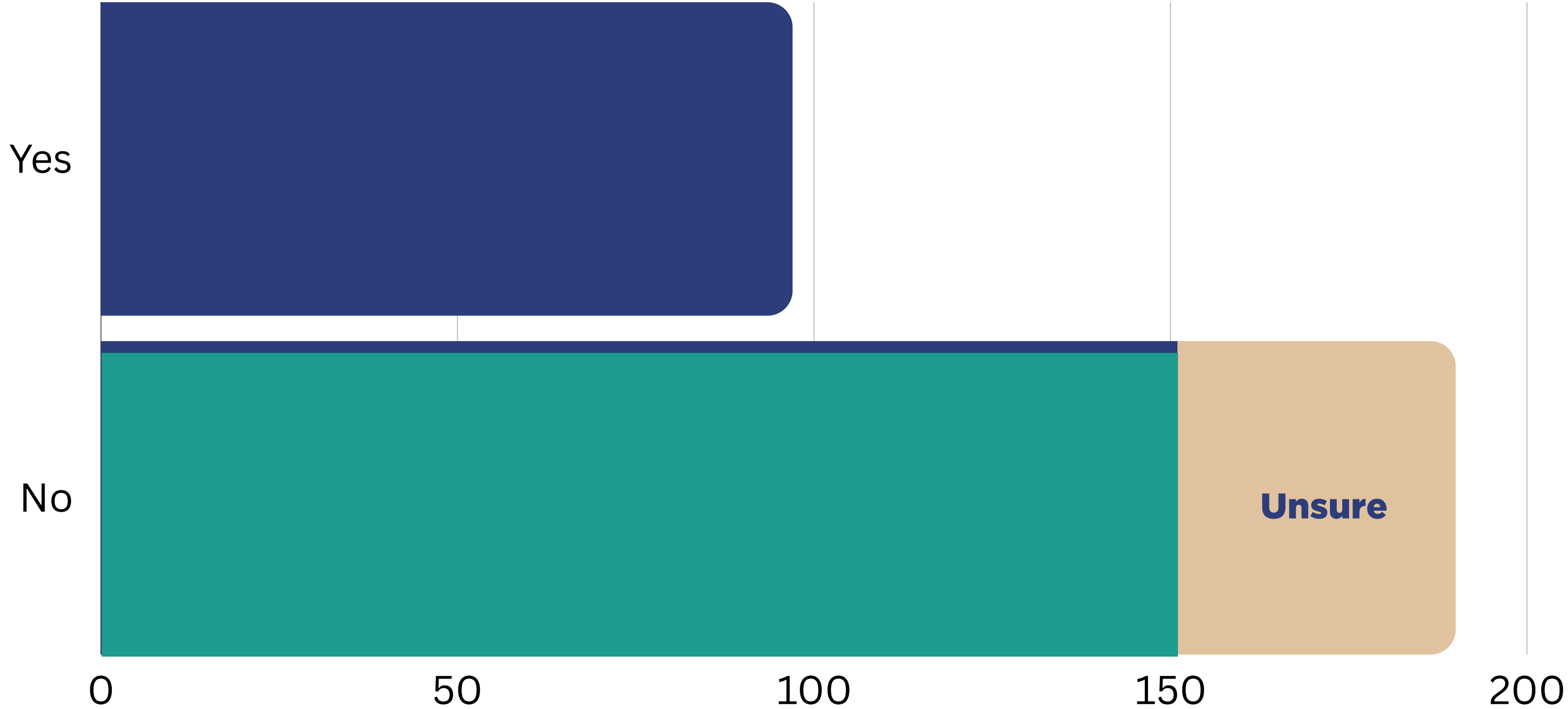
Top 3 sources: Newer residents (less than 5 years)



How often do you access information from the municipality by email (newsletters)?



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

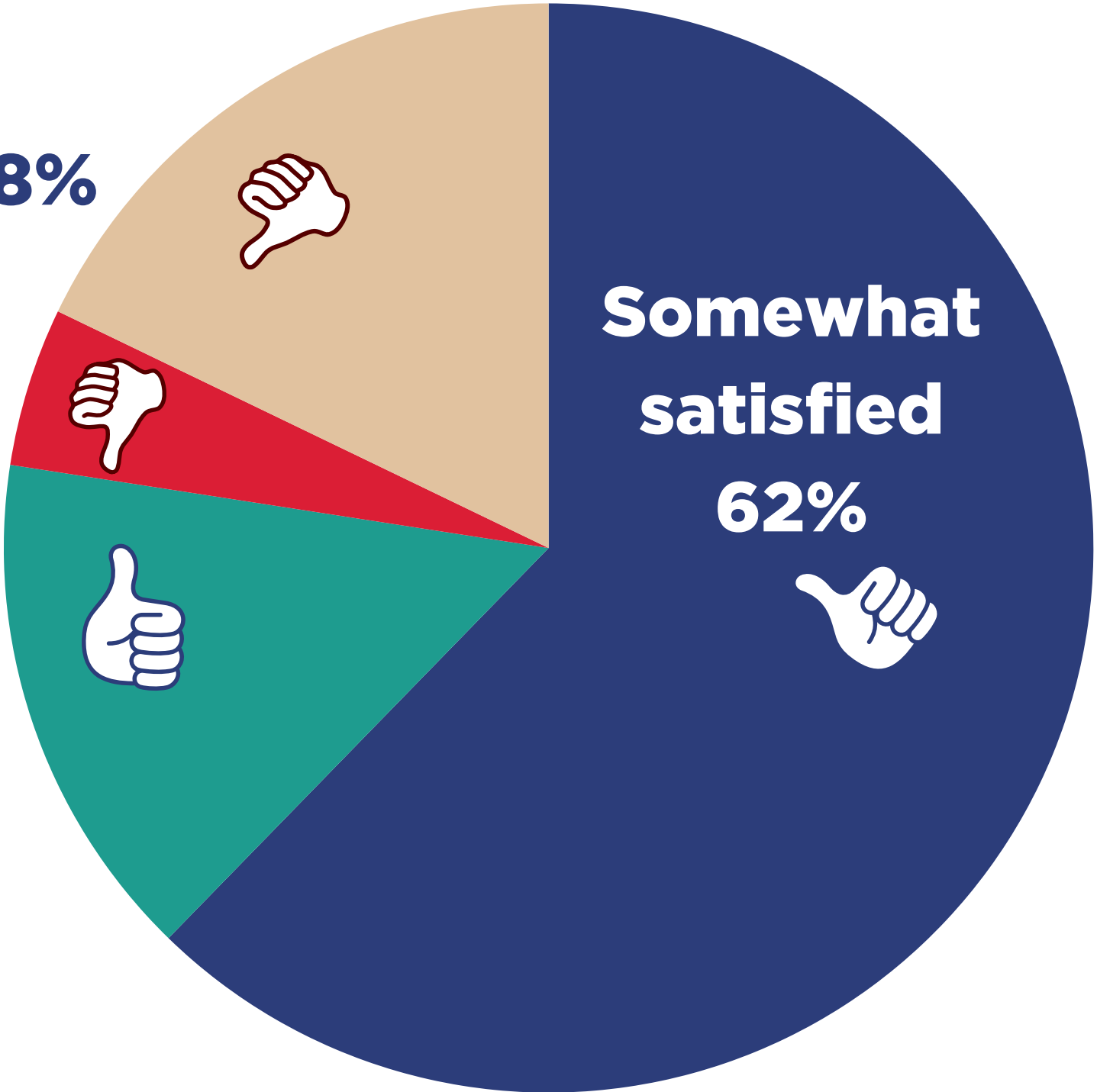


Overall, how satisfied are you with Kawartha Lakes' efforts to communicate municipal information?

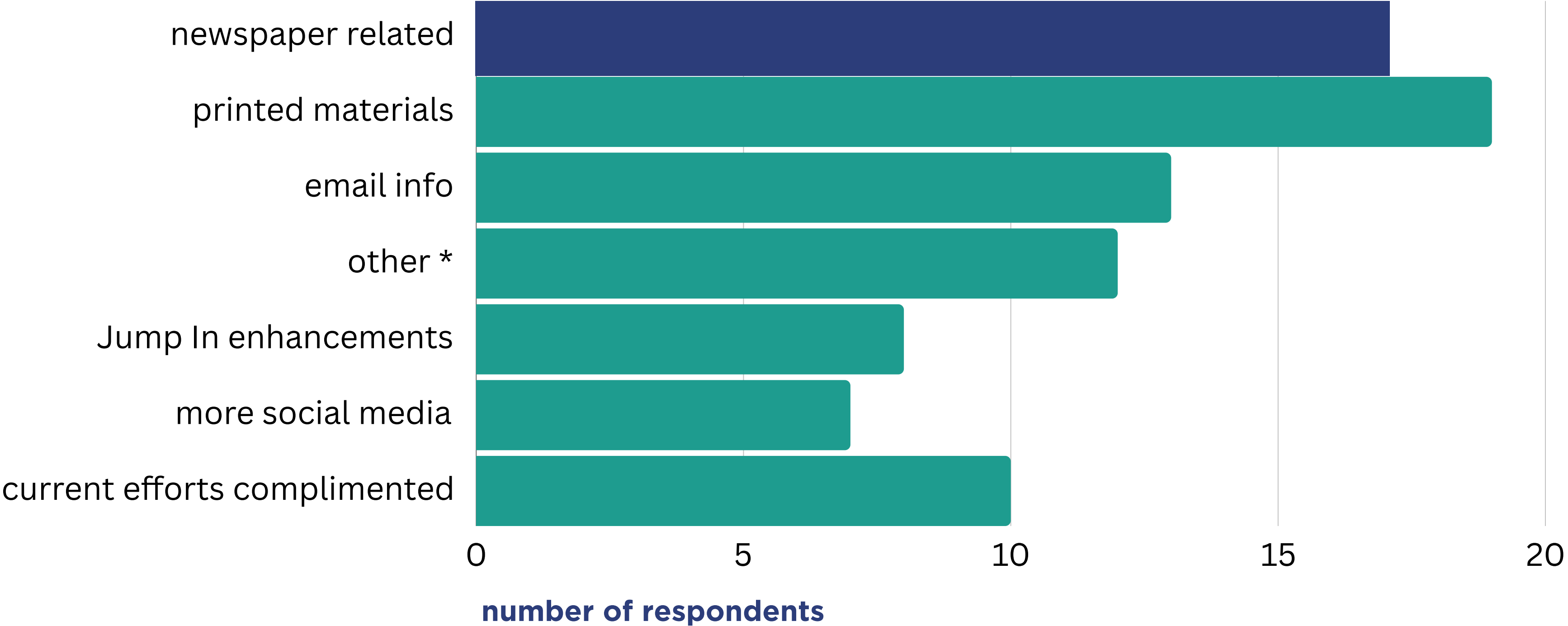
Somewhat dissatisfied 18%

Very dissatisfied 5%

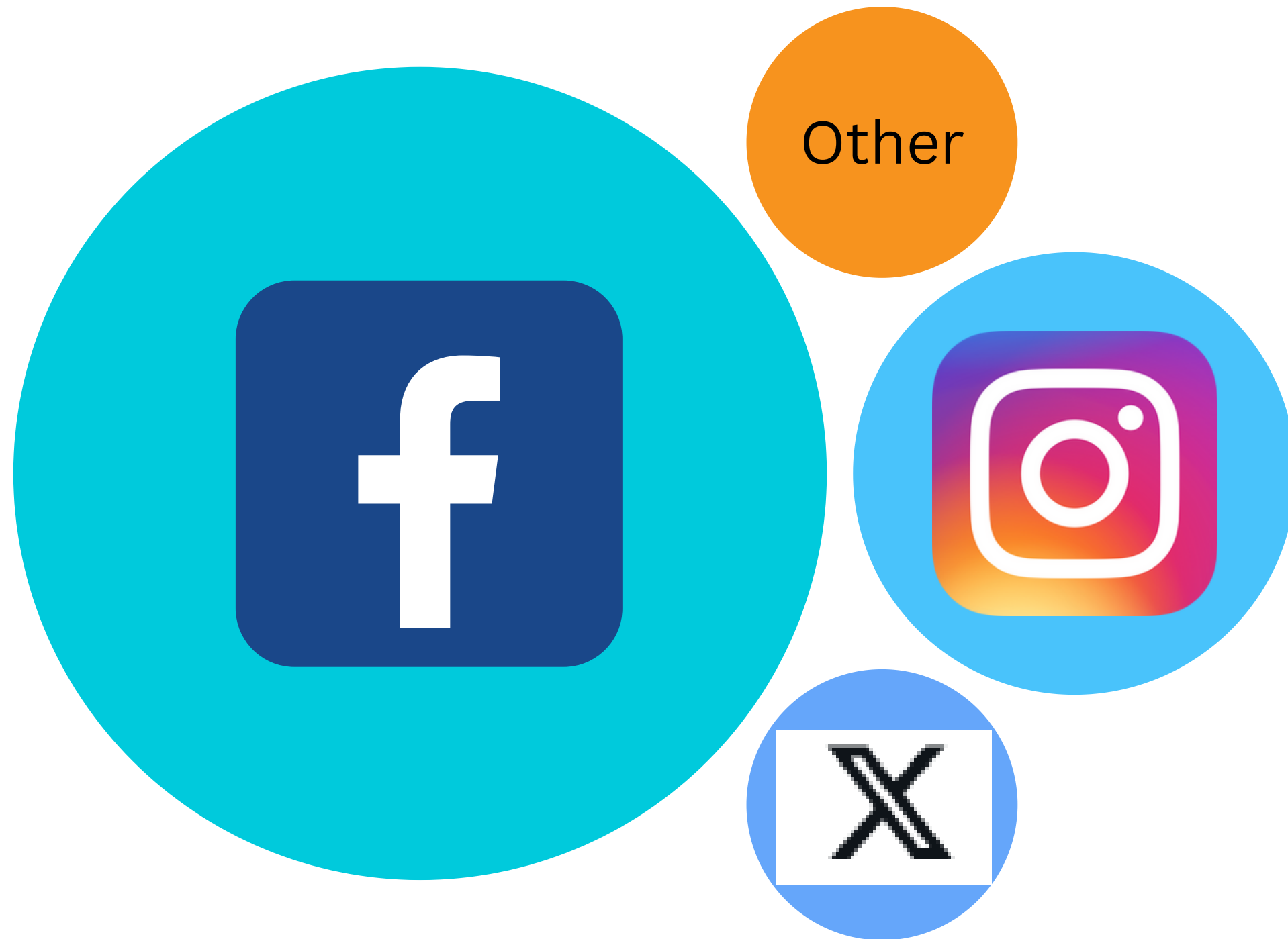
Very satisfied 15%



What could the municipality do better in its efforts to communicate and share information with you?



Quick poll: What social media do you use most?



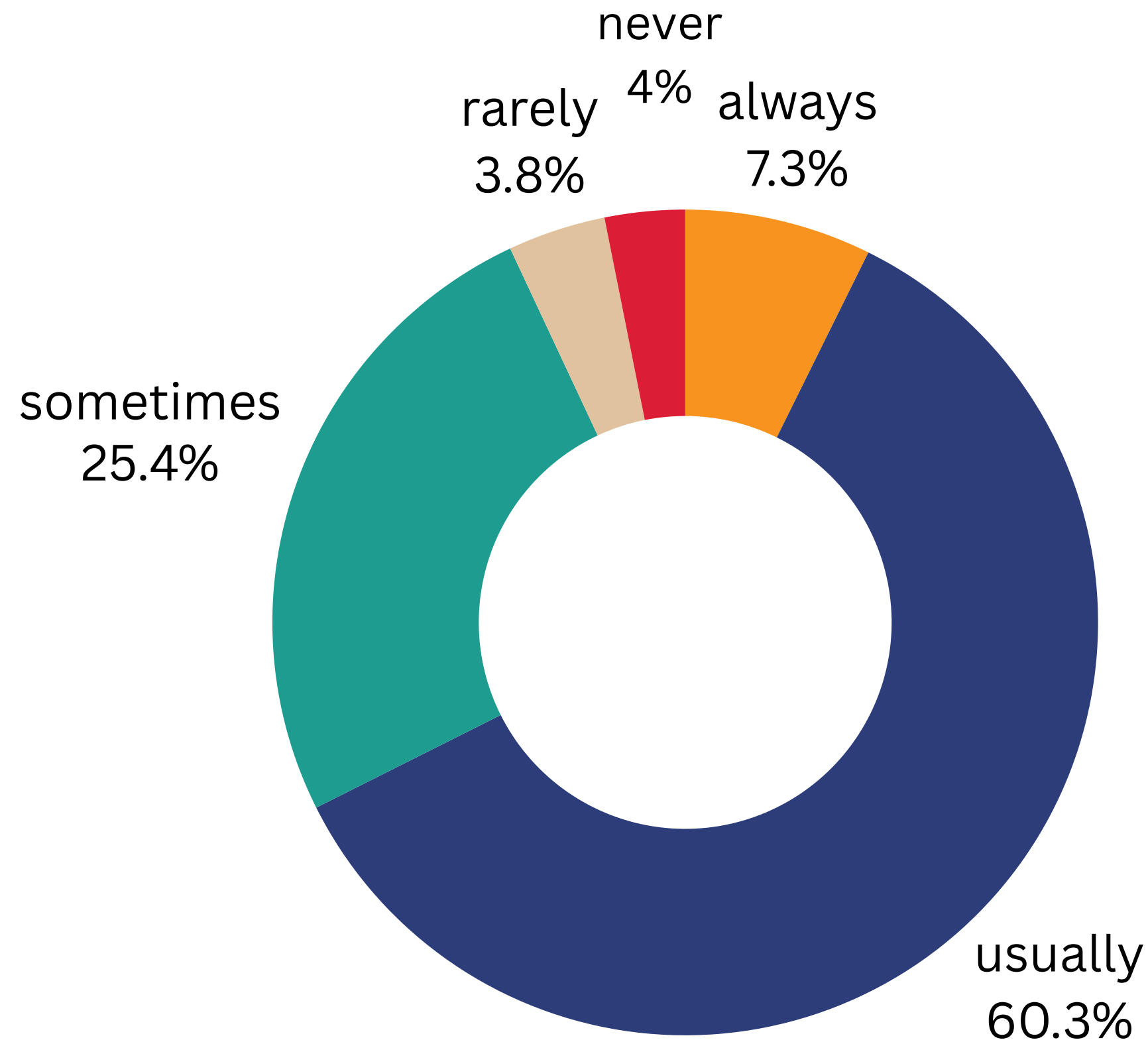


What could we do to enhance communication?

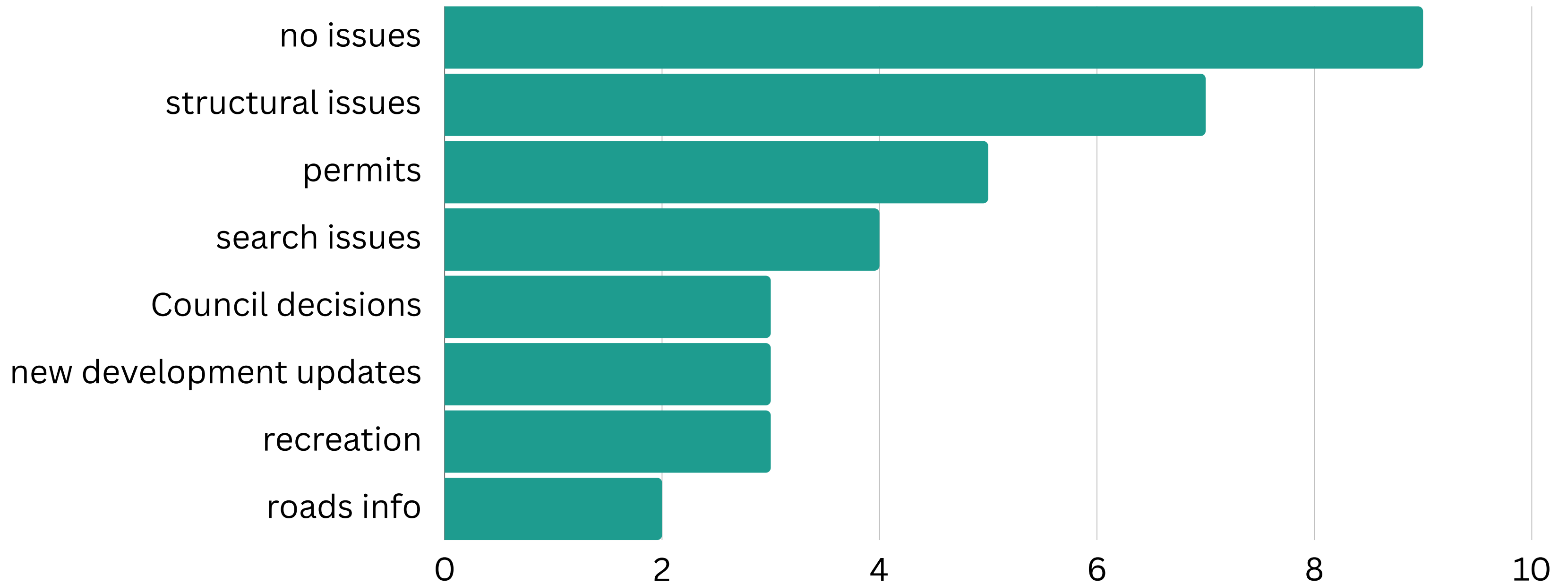
Respondent suggestions

- Town Halls (online and in person)
- Quarterly emailed newsletter
- Expand the Did You Know campaign
- Expand Jump In newsletters
- Municipal app/website that allows personalization
- Bulk text messages/voice messages

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

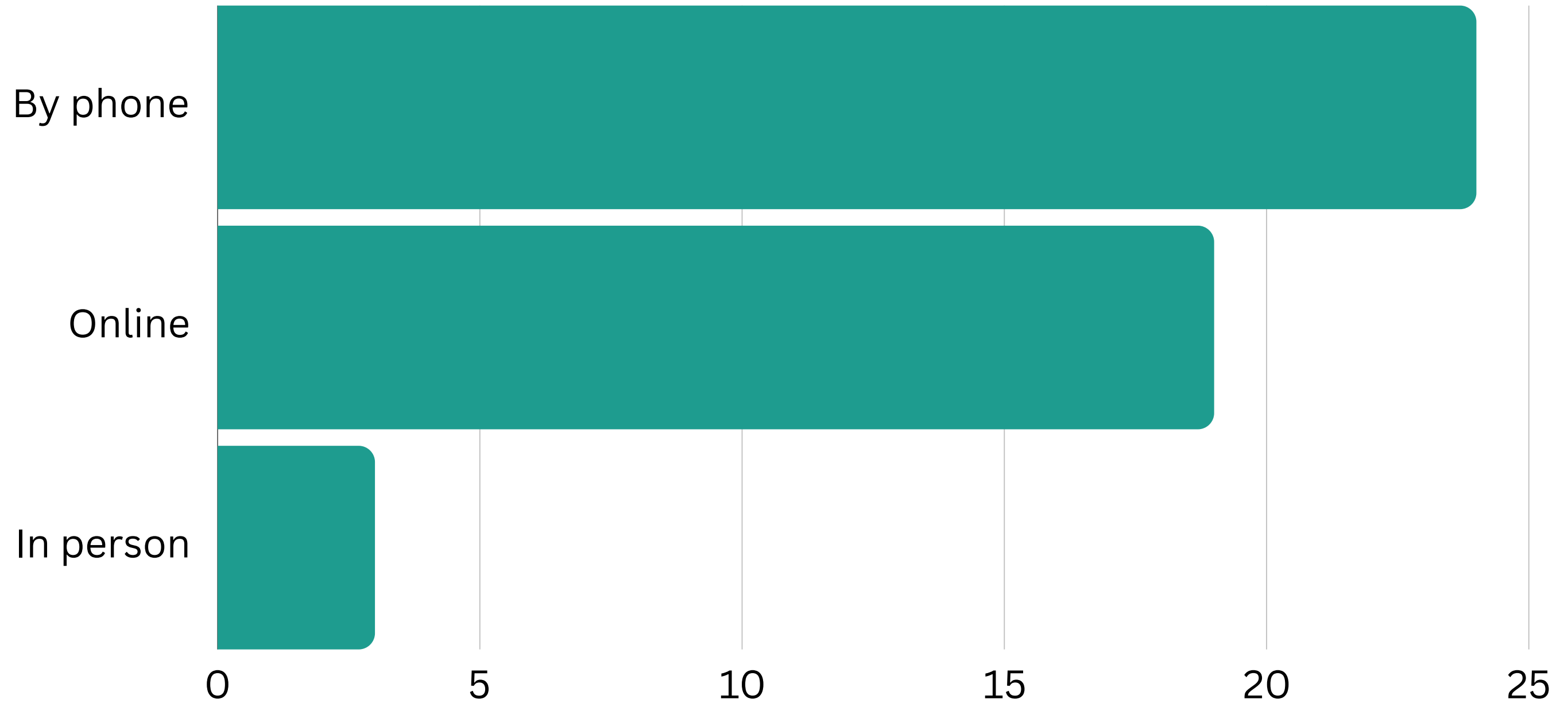


Is there something you can't find/would like to see added to the website?



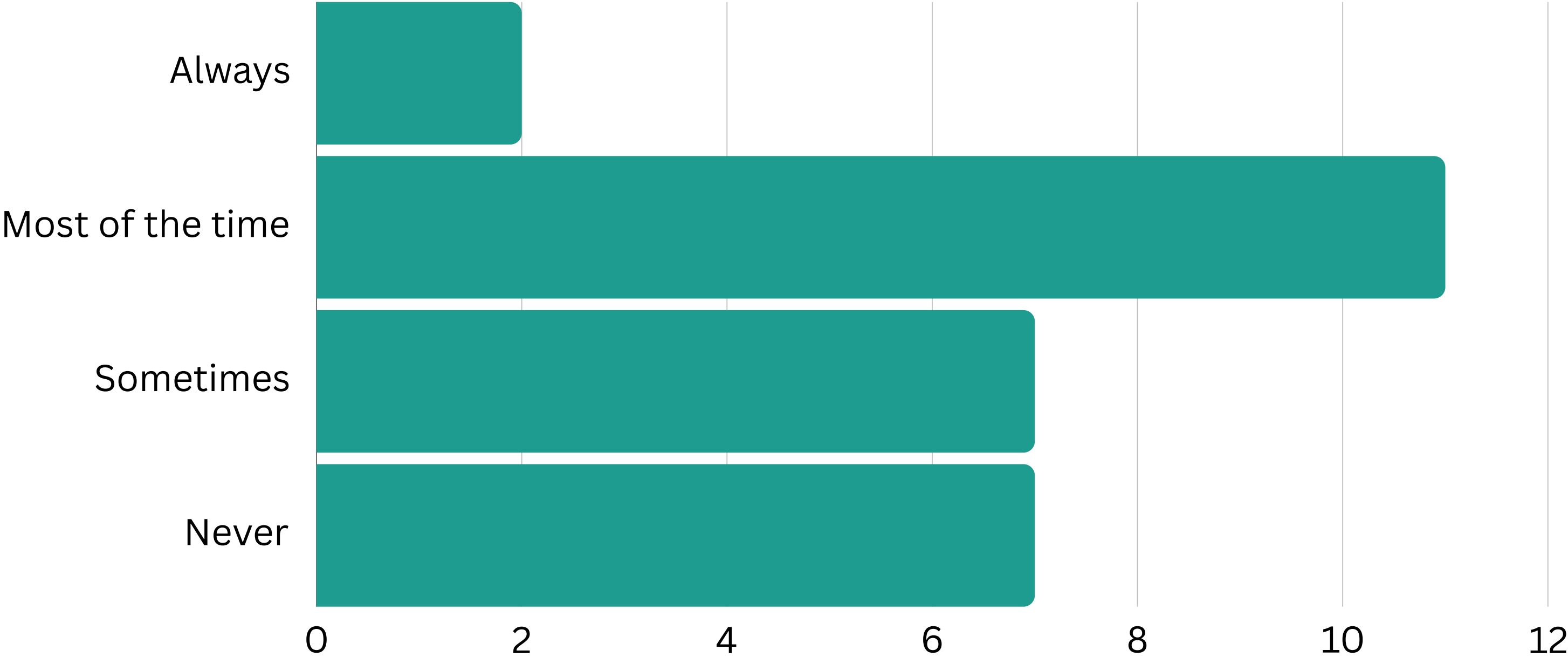


Quick poll: How do you prefer to report service issues?



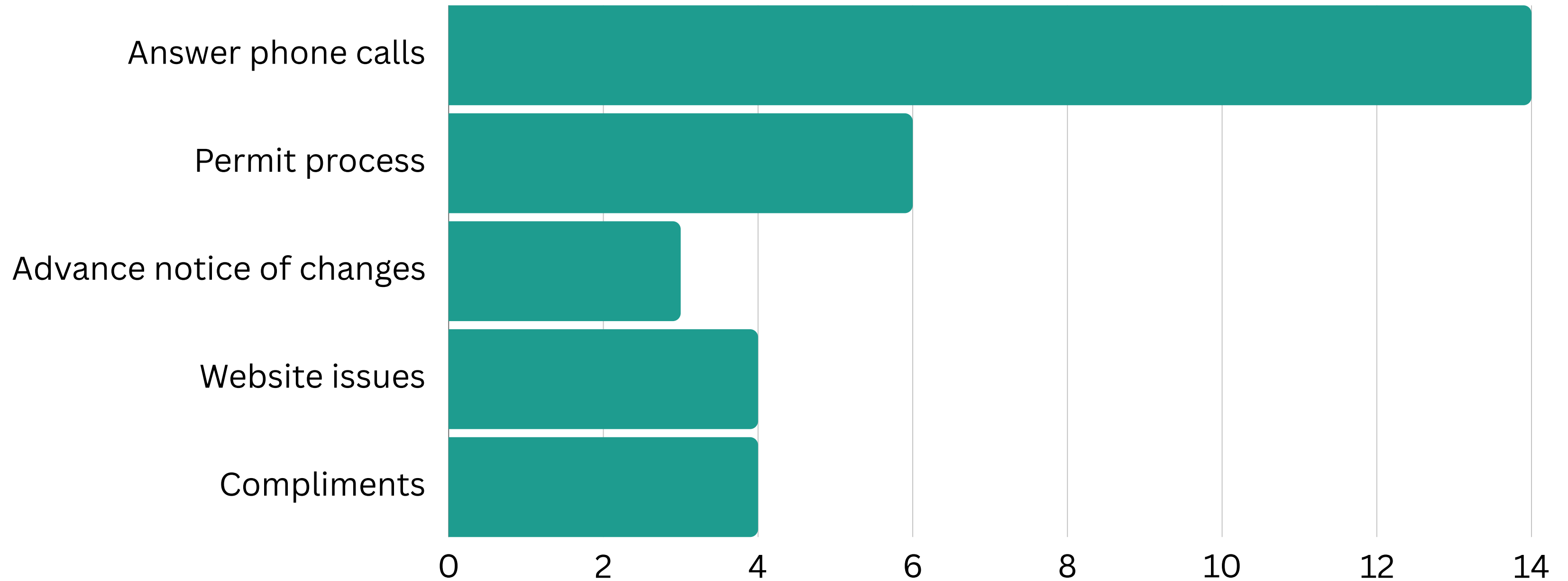


Quick poll: Do we address your service concerns in a timely manner?





Survey responses: Is there anything you'd suggest to enhance your customer experience?





Discussion

- Takeaways
- Questions
- Next steps: Communications and Customer Experience Strategies to be developed