

WATERFRONTToronto

Item 4

Public and Government Engagement Committee

Review Results of 2016/17 Public Engagement Plan


Communications & Public Engagement

Mandate

- Awareness
- Understanding
- Engagement
- Support
- Use

- **Raise awareness** and profile of WT; Waterfront steward leading revitalization, providing benefits and value
- **Increase understanding** of and engagement in WT projects, activities, expertise & vision; city-building, economic development, sustainability, design excellence
- **Grow engagement**, including our mailing list / database / social media followers and network with a view to potential mobilization; stronger connections to our supporters and advocates
- **Increase** public support for WT and our mission; empowerment to deliver on our mandate
- **Promote the use of waterfront spaces** and amenities to provide positive experiences for residents and visitors

Recap - Communications goals for 2016-17

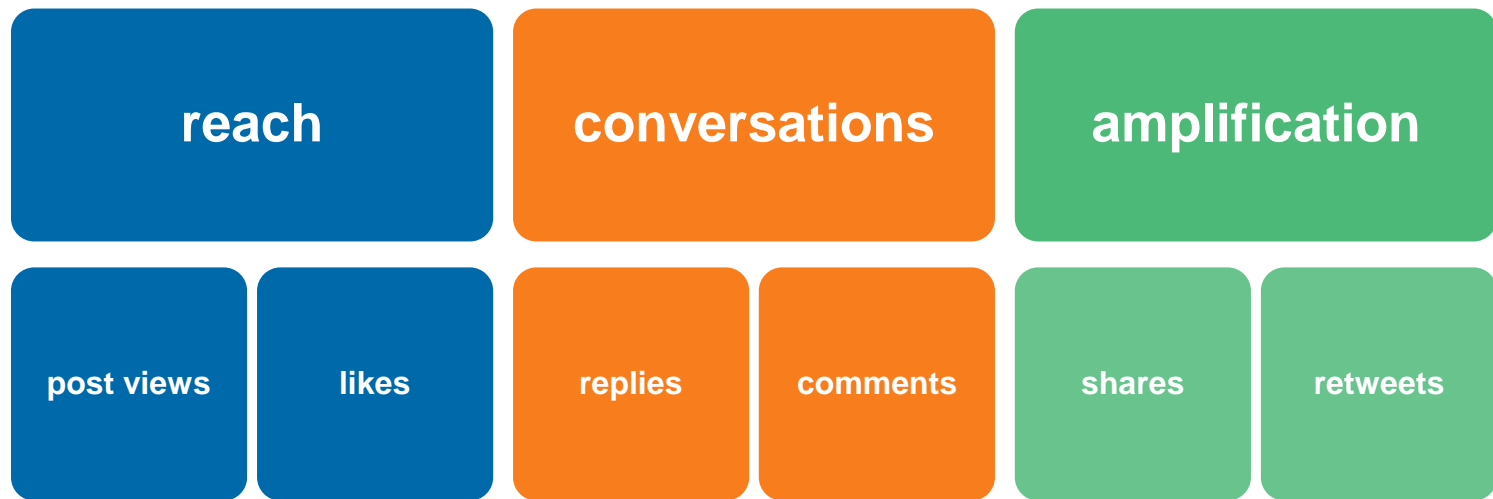
- Profile new CEO: new generation of leadership; keeping the vision
 - Highlight change on the waterfront: Toronto's waterfront has changed for the better; significant, positive, progress across the entire waterfront – connecting formerly isolated areas into a coherent whole
 - Promote future plans: what does the future of the revitalized waterfront look like?
 - Demonstrate value: Waterfront Revitalization is a good investment; positive economic benefits / increasing Toronto's economic competitiveness
 - Highlight the new revitalization, planning and development standards: more sustainable, more beautiful, more functional – and from a transparent and accountable organization that actively engages and consults
 - Promote the waterfront as a place to live, work, learn & play
 - Program & Activate the waterfront, year-round, for residents and visitors of all ages
 - Defend our reputation, proactively and reactively
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Recap - Communications Recap for Q4 16/17

- Due Diligence Report (coordination of content, drafting, review)
 - Updated CSRSR Report
 - Project UnderGardiner (Comms & Engagement Lead)
 - Supporting transition of CEO role
 - Issues Management (Executive Compensation, Queens Quay, Project Under Gardiner Naming)
 - Waterfront Transit Reset (Comms & Engagement Lead)
 - Reputational Risk and Issues Management and Mitigation processes for Board of Directors/Governance
 - Winter Programming Pilot (Sugar Shack at Sugar Beach)
 - Summer Programming Pilot Projects
 - Thought Leadership Pilot Project
 - Support to Strategic Visioning Process (Internal Comms)
 - Essroc Quay Event Coordination (Tri-Gov)
 - Day-to-Day project communications, corporate communications, stakeholder engagement, content creation, social/digital media
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Oct 2015 – Oct 2016 Social Media KPIs

key performance indicators



**measured across all social media networks and on our website*

Facebook - Audience Growth

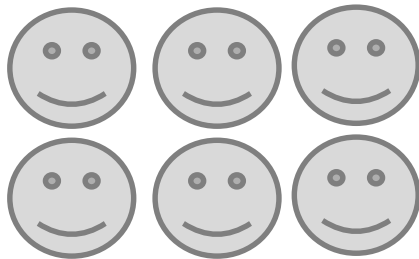
2015

full year

6,086 fans

year-over-year growth of

1,758



2016

as of September 30th

8,789 fans

YTD growth of

2,703



change

+44%



Facebook - Audience Reach

2015

full year

1,319,194

unique users

trend

-50%

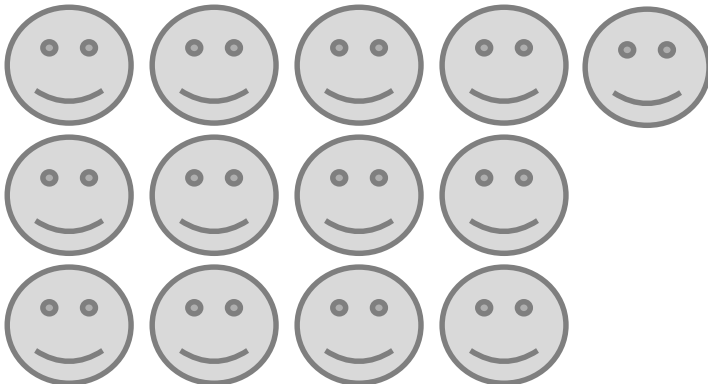


2016

as of September 30th

492,900

unique users



Facebook - Paid promotion of posts

2015

paid support for posts

cost \$2,105

for

798,667

impressions

\$2.64

per 1000 impressions

2016 YTD

paid support for posts

cost \$4,075

for

742,899

impressions

\$5.49

per 1000 impressions



48% less efficient



Twitter - Audience Growth

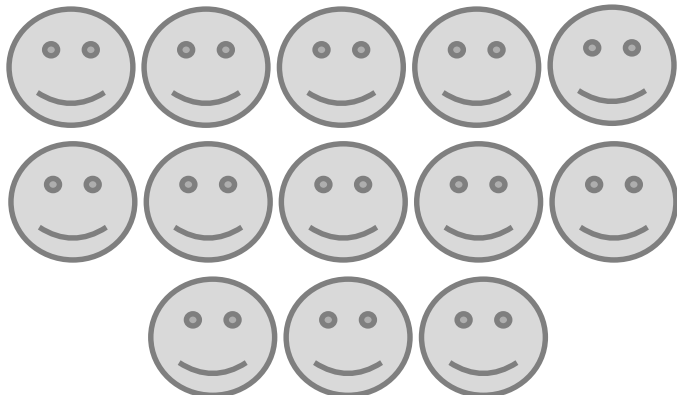
2015

full year

13,671 followers

average daily growth of
10 followers

year-over-year growth of
3,233



change
+12%



2016

as of September 30th

15,377 followers

average daily growth of
10 followers

year-over-year growth of
1,706



Twitter - Mentions & Retweets

2015

1,517,456
impressions

trending
+5%
→

29,261
engagements

trending
-28%
→

2016 YTD

1,192,489
impressions

17,187
engagements

