

City of Greater Sudbury Working for You

A collection of Greater Sudbury statistics to help assess and measure performance over time and across service areas.

Communications and Community Engagement

Website Activity June 17, 2017 – June 17, 2018



generating **3,542,328 page views**



of users are from Greater Sudbury
12 % Toronto
3 % Kitchener



of our users have set their browser language to English
▲ 1 % from 2016



are first-time users based on their IP address
▼ 1 % from 2016



Average visitor found what they were looking for by viewing 2.34 pages in under 2 minutes faster than 2016

Website visitors found us via:



a search engine like Google, Bing
No Change from 2016



social media - 93% of those are from Facebook
▲ 3 % from 2016



referral from another website – top referral was from Sudbury.com
▼ 2 % from 2016



came directly to our site by typing the address or from a bookmarked page
▲ 4 % from 2016

Community Engagement Website March to December 2018

39,374 site visits

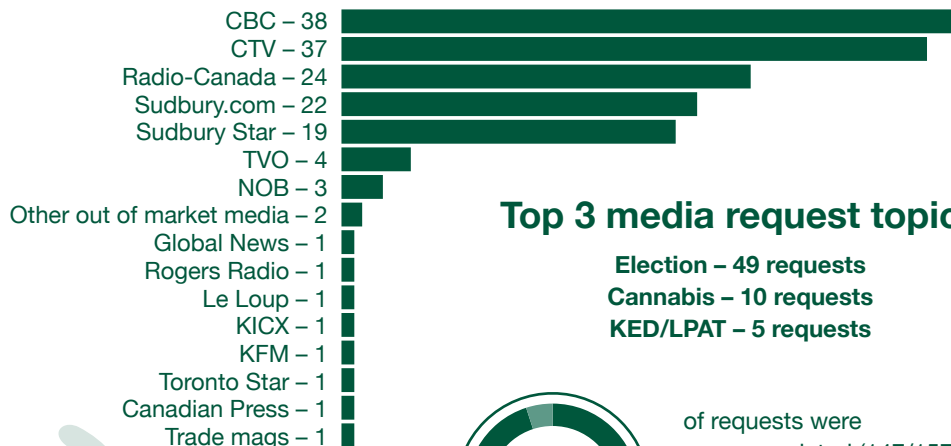
1,562 people created an account

1,462 different users participated in at least one survey or discussion



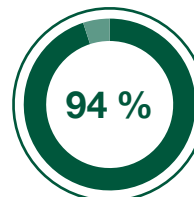
Media – October / November 2018

157 Total Media Requests



Top 3 media request topics

- Election – 49 requests
- Cannabis – 10 requests
- KED/LPAT – 5 requests



of requests were accommodated (147/157)
Unavailability of staff, cancellation of requests contribute to other 6%

In 2017, 361 municipalities were on social media. When Greater Sudbury launched its Facebook page in the fall of 2010, there were 25.

Percentage of Likes vs Population Comparison to Other Ontario Municipalities

(based on 2016 census numbers and December 2018 likes on facebook)

- 10.5 % **Kitchener**
233,222 population
- 8.4 % **Greater Sudbury**
161,530 population
- 7.8 % **London**
383,8255 population
- 4.3 % **Mississauga**
721,600 population
- 3.4 % **Ottawa**
934,240 population



81 %
of Ontario municipalities are on social media.



13,482 Followers



69 %
of messages and questions were responded to within 14 Hours 41 minutes
(includes evenings and weekends not monitored by the City)

Post Engagements

40,286

liked, commented or shared a post.

Nov 15, 2018 - Dec 12, 2018

Which social media channels do Ontario municipalities use?

- 98 %
- 71 %
- 31 %
- 22 %
- 8 %

Greater Sudbury uses all five channels to communicate.

311 Citizen Service

November 2018

15,204

calls answered by 311



942 calls

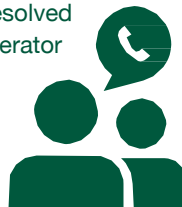
busiest call day was November 13 the day after the long weekend

89 %

of calls answered within 20 seconds

40 %

of calls were resolved by the 311 operator



Most common questions



Sidewalks ▲

winter maintenance plowing schedule



Road Winter Maintenance ▲

plowing schedule, time frame



Potholes ▼



Landfill ▼

hours of operation, location

Get in touch with us: greatersudbury.ca