



Vaughan citizens are encouraged to have their voices heard and be part of the discussion. Council believes that active, engaged citizens make for a more vibrant, positive and welcoming City, while also leading to better decisions. For Vaughan, public engagement includes a variety of ways of bringing people, community organizations, businesses and government together to build the community and provide multiple options for engaging in municipal public participation initiatives.

Enhance Civic Pride Through A Consistent City-wide Approach to Citizen Engagement

LEGEND: ✓ Completed ● On Track ▲ Issue Identified ● On Hold/Not Started

STATUS	ACTIVITIES
●	2016 Citizen Survey
●	City Hall A.V. Equipment Update
●	Vaughan's 25th Anniversary

Key Performance Measures

Activity Status:



- On Track
- Issue Identified
- On Hold / Not Commenced
- Completed

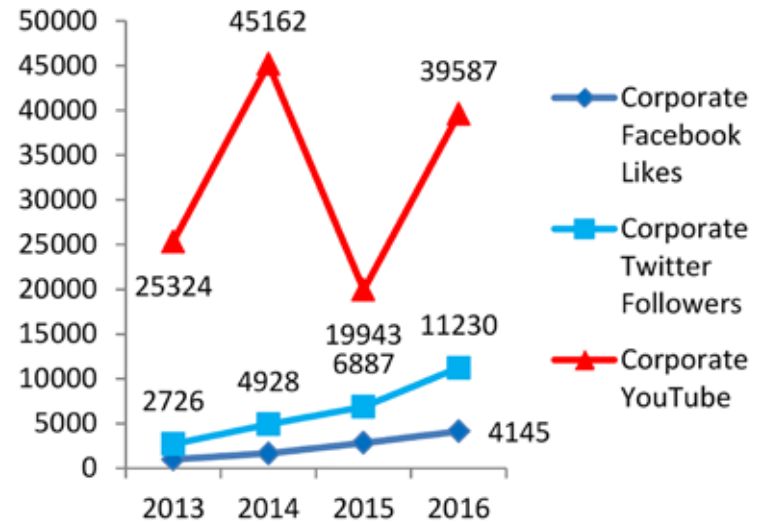
KEY ACCOMPLISHMENTS

- Inaugural Order of Vaughan ceremony conducted for the first 25 recipients
- Over 800 residents came together to celebrate the City's 25th Anniversary at Riviera Parque Banquet and Conference Centre
- 2016 Citizen Survey conducted by phone and online with results being prepared for presentation to Council in Q1 2017

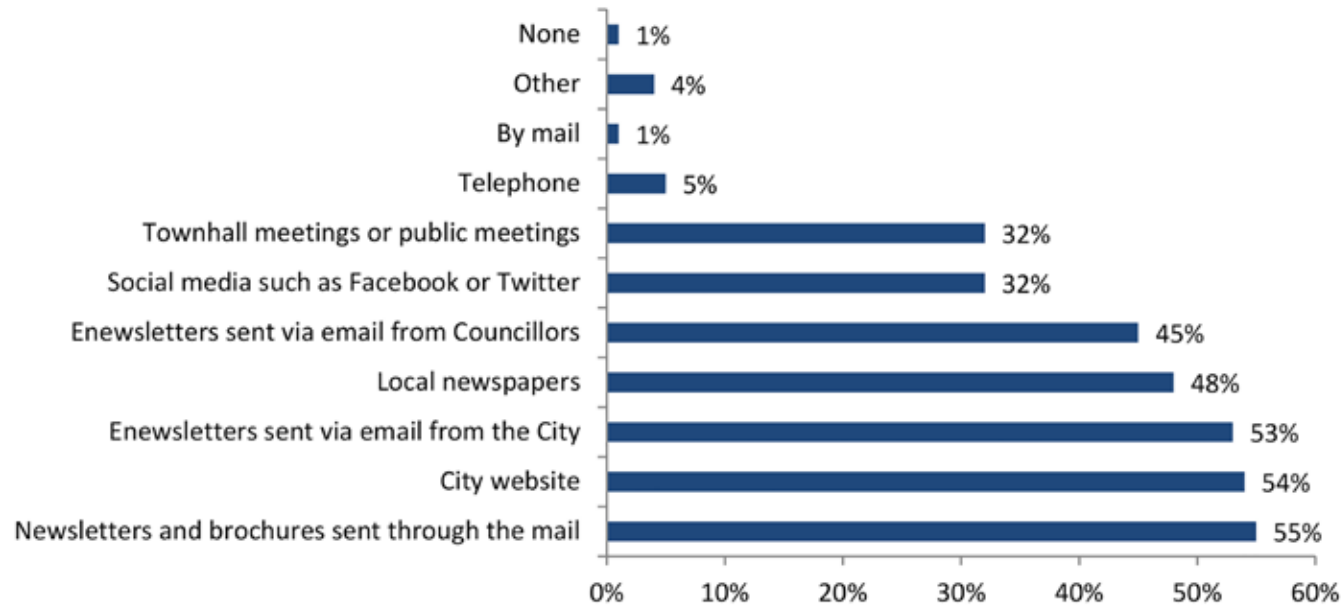
ISSUES

- None

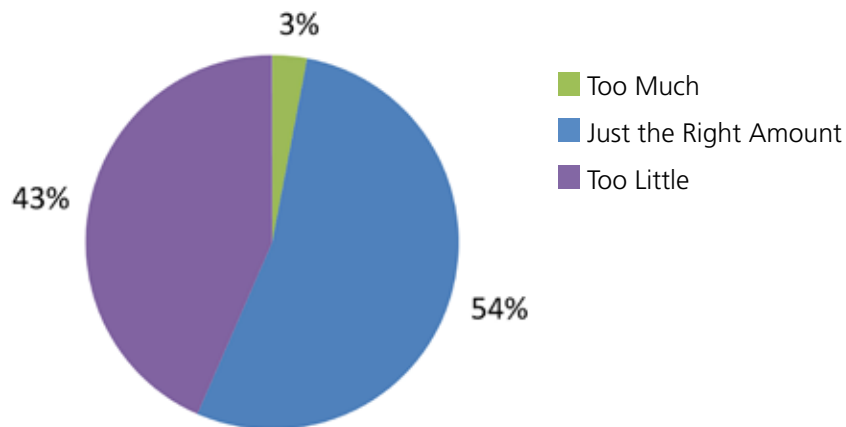
Corporate Social Media Activity



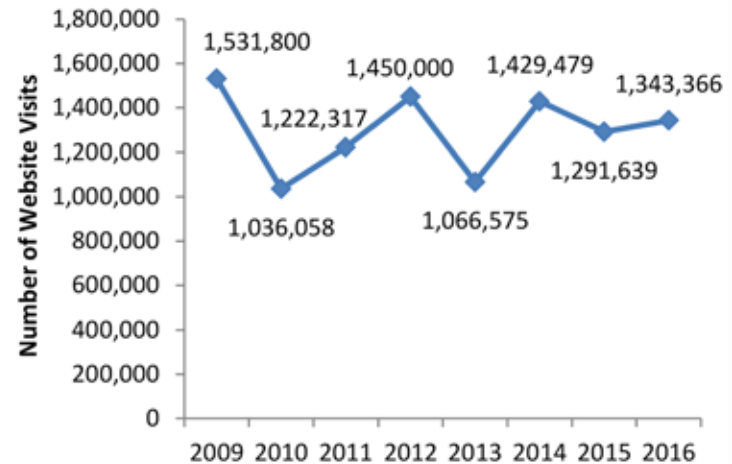
Preferred Methods of Contact with the City



Perceived Amount of Information Received from the City (2016 Citizen Survey)



Corporate Website Activity



HOW IS THE CITY DOING?

The activities supporting this priority continue to be on track.

Corporate website visits continue to grow. The number of website visits was up by four per cent from 2015. Social media contacts continue to grow. 2016 saw a slight increase in website activity and a much greater increase in the number of corporate Facebook likes, YouTube views and Twitter followers.

Citizen survey findings found that most residents (53 per cent) think they receive just the right amount of information from the City of Vaughan. A sizeable proportion of 43 per cent think they receive too little information, while only three per cent think they receive too much. Preferred methods of contact with the City continue to be newsletters and brochures sent through the mail (55 per cent), City website (54 per cent), and enewsletters sent via email from the City (53 per cent).

