

TOP FACEBOOK POSTS OF 2023

01

CENTRAL BRIDGE CANADA DAY LIGHTS

3127 - Reactions
330 - Comments
212 - Shares
Overall Engagement Tone - Positive



02

CPFD BRAVERY AWARDS

1924 - Reactions
279 - Comments
78 - Shares
Overall Engagement Tone - Positive

03

SPARTAN RIBBON CUTTING

906 - Reactions
83 - Comments
30 - Shares
Overall Engagement Tone - Positive

04

HWY 7/TOWNLINE LIGHTS

691 - Reactions
148 - Comments
90 - Shares
Overall Engagement Tone - Positive

05

CENTRAL BRIDGE RAINBOW LIGHTS

770 - Reactions
82 - Comments
45 - Shares
Overall Engagement Tone - Positive

06

ICE STORM CHARGING STATION

269 - Reactions
68 - Comments
157 - Shares
Overall Engagement Tone - Positive

07

BRIDGE ST REOPENING EVENT

414 - Reactions
24 - Comments
29 - Shares
Overall Engagement Tone - Positive

08

SMOKE EVENT POWER OUTAGE

127 - Reactions
115 - Comments
187 - Shares
Overall Engagement Tone - Neutral

09

SANTA CLAUS PARADE PHOTOS

293 - Reactions
29 - Comments
18 - Shares
Overall Engagement Tone - Positive

CarletonPLACE

highlights

2023 DIGITAL COMMUNICATIONS



3050 SUBSCRIBERS

CP Scoop is seeing a consistent increase in the number of unique subscribers. We are up 500 subscribers since 2022.



CARLETONPLACE.CA

128K Users visited the site in 2023 - down slightly from 134K in 2022.

463,187 Pages were viewed in 2023

Pool & Waste Collection are still the most viewed pages



CANADA DAY

Canada Day saw a noticeable spike in website visits with 1,856 users that day alone. Visits spiked between 8am and 11am and again between 4pm and 8pm.



ONLINE REGISTRATION

Monday, March 20th also saw a spike with 2,716 users - Of that, 1027 visited the Pool page which happened to be the first test of the online swim registration system.



REPORT AN ISSUE

109 Report An Issue Forms were submitted in 2023. The majority of issues reported were typically property standards and By-law related with the occasional report of snow-related concerns.



SITE SEARCH

There were 441,257 searches done in 2023 using the search bar on the website.

SEARCH OUR SITE...



APP DATA

VIRTUAL TOWN HALL

In May of 2022, the Town launched the Virtual Town Hall website which enables residents to view tax and utility accounts online, register pets or renew pet licenses, and set up pre-authorized payments.

- 858 people have signed up and created an account for their property(s).
- 555 people have either added or made a change to a pre-authorized payment method.
- 6,057 tax bills are issued twice annually, and of those, there are approximately 2,779 people (46%) who receive their billing electronically. Residents can sign up for e-billing on the Town's website or through Virtual Town Hall
- 5,404 water bills are issued quarterly, and out of those, 2,203 people (41%) receive their billing electronically. Residents can sign up for e-billing on the Town's website or through Virtual Town Hall

RECOLLECT

- 717 Mobile App downloads in 2023 – 3,990 Total.
- 4.8 Star App Review (155 ratings).
- 11,121 Materials searches in 2023.
- 788 Reminders created in 2023, 4,405 total – the majority are via mobile app
 - of total reminders: Wednesday route has the most with 1,337, followed by Monday route with 1,068, Thursday has 889 and Friday has 565.
- 863 Calendars were printed in 2023.
- 115,089 schedules were looked up.
- The Waste Wizard on our website is outperforming mobile app searches 53.5% to 46.5%.
- Materials searched the most are styrofoam, flower/plant markers & tags, leaves, furniture, paint, motor oil, corrugated cardboard, mattress.