



## Third Crossing Project Community Engagement Report: 2020

### Highlights from 2020

The information below highlights the project team’s outreach and public engagement activities throughout 2020 with the broad community as well as with key stakeholders and community groups.

### Key highlights

- Community meetings - Although some of the traditional ways in which the IPD team engages and consults with key stakeholders and the general public have changed due to COVID-19, the team continues to communicate with residents through well-established channels and has seen many communication and engagement successes throughout 2020. The team had 14 onsite meetings with key stakeholders, meeting with 44 residents.
- Community e-newsletter – The number of subscribers continues to grow with a 31 percent increase over the year for a total of 1,289 subscribers. The open rate remains to be the highest average for all City digital newsletters with an open rate of 51 percent. A total of 13 newsletters were issued in 2020 with a total of 35 being issued since 2018.
- Email correspondence with residents – The dedicated email address continues to be a main connector for residents to the project team. For 2020, the project received and responded to 338 emails from residents. Connect with us at [thirdcrossing@cityofkingston.ca](mailto:thirdcrossing@cityofkingston.ca)
- Project website – Traffic to the website continues to grow with an increase of over 100 percent from 2019 with over 50,000 total page views in 2020 compared to about 19,000 in 2019. Top visited pages are the home page, photo gallery and video page, and about the bridge page.
- Social media – Social media remains an important channel to amplify the work and progress of the project. Throughout 2020, Facebook, Twitter and Instagram engagement

(shares, likes and comments) has tripled compared to 2019 (46,694 engagements for 2020 compared to 5,742 engagements in 2019). Using the hashtag #ThirdCrossing, analytics for the project are tracked to ensure targeted messaging reaches and is shared by the Kingston community. Some examples of community sharing on social media for 2020 are as follows: there has been 1,276 shares of content on Facebook, 850 shares (likes and retweets) on Twitter, and 3,130 likes of Third Crossing content on Instagram.

- Videos – A total of 19 videos from 2016 to 2020 have been released. For 2020 a total of 7 videos have been released with over 22,000 views in total.

For a full list of project engagement activities, visit our [Project Engagement](#) webpage.

### **Stay informed**

Learn more about Third Crossing at our website: [ThirdCrossing.CityofKingston.ca](http://ThirdCrossing.CityofKingston.ca)

Contact the project team through email: [thirdcrossing@cityofkingston.ca](mailto:thirdcrossing@cityofkingston.ca)

Join our e-newsletter at our website: [thirdcrossing.cityofkingston.ca](http://thirdcrossing.cityofkingston.ca)

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