

The Corporation of the Town of Niagara-on-the-Lake

Information Report to Council

SUBJECT: Committee of Adjustment Meetings - Viewership Numbers

Date: October 13, 2016

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Department: Corporate Services

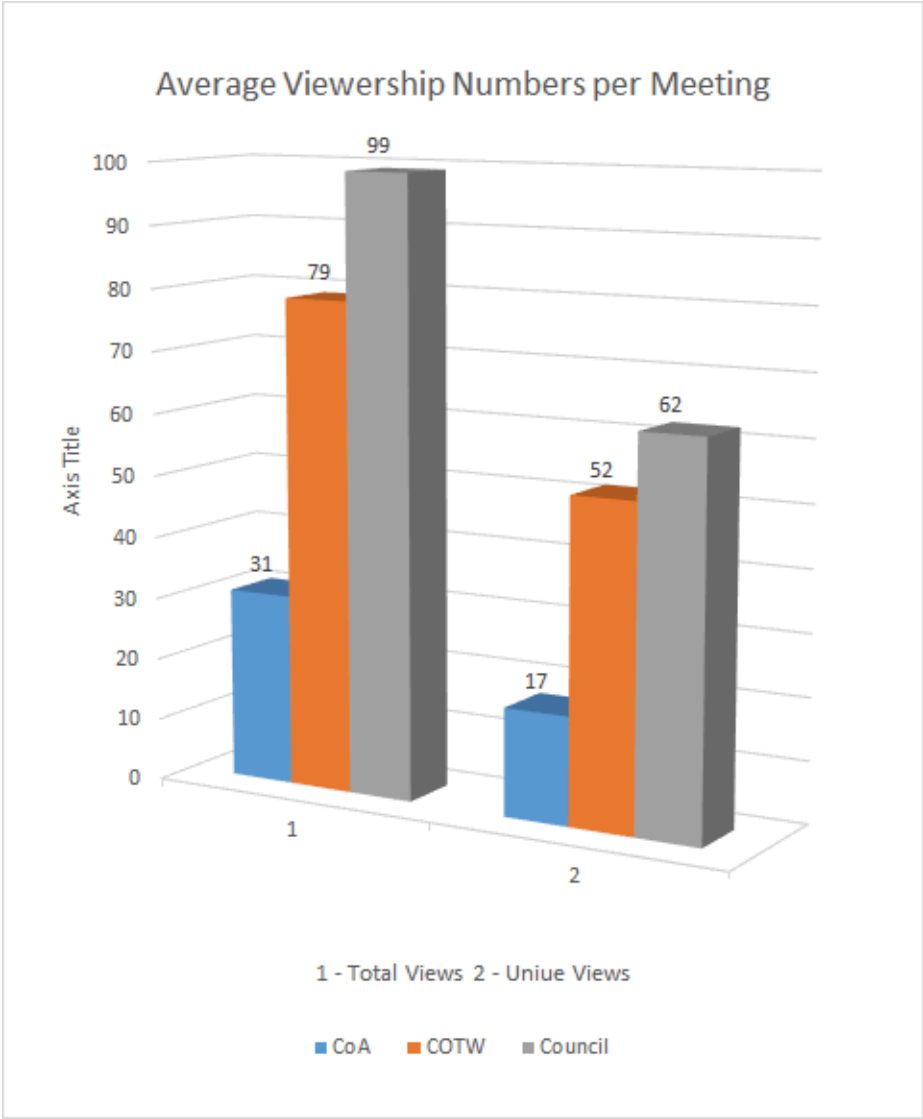
BACKGROUND INFORMATION

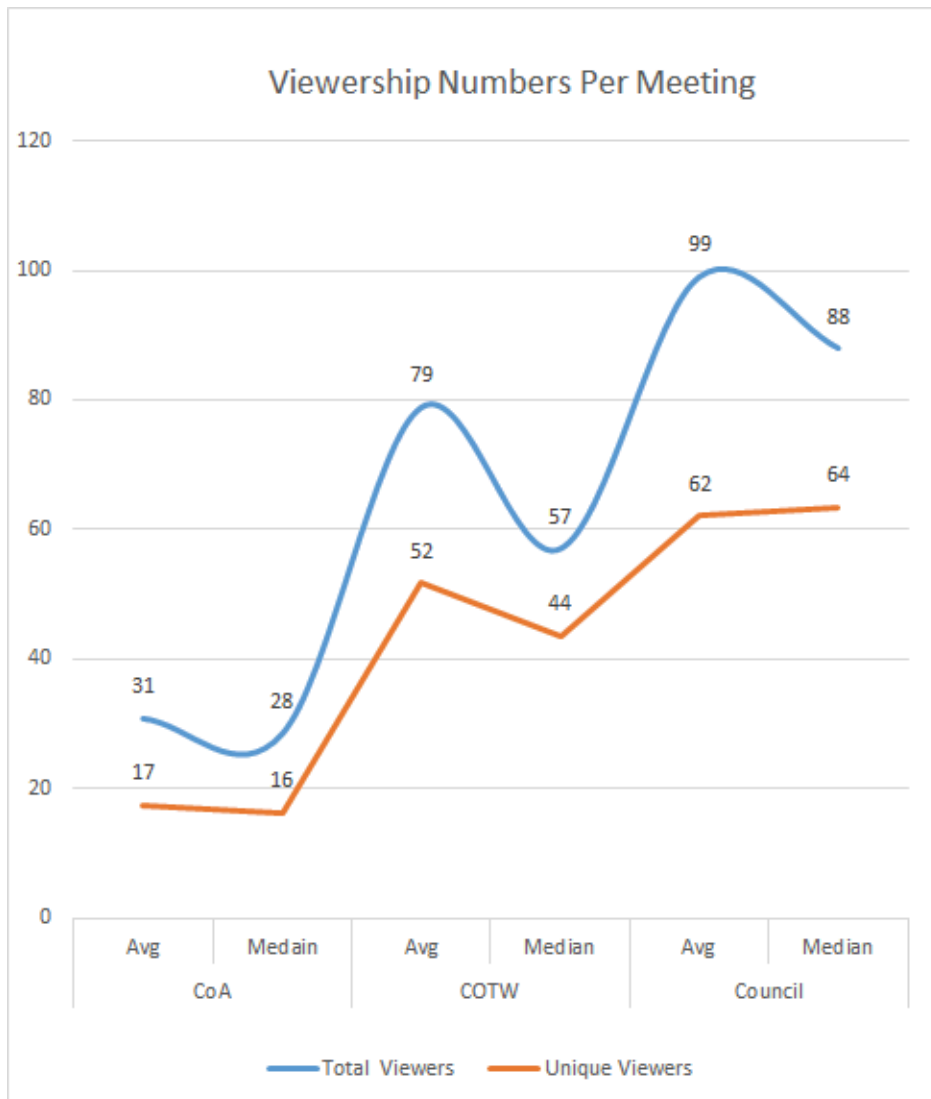
Council approved staff Report CS-16-009 which recommended that staff video record Committee of Adjustment meetings and make available online for the general public.

Staff began recording every Committee of Adjustment meeting starting April 21, 2016 using a stationary camera. The recorded video is then made available to the public the following business day for viewing through the Town's Livestream website. A review of the viewership numbers were to be conducted after six months to see if the numbers reflect that of the Committee of the Whole and Council Meeting viewers.

Analytics collected from the Town's Livestream account show the following based on the last six months:

Average Viewership Numbers per Meeting:





Average Total Views Per Meeting - counts all device connections that watch the event

Committee of Adjustment: 31

Committee of the Whole: 79

Council Meeting: 99

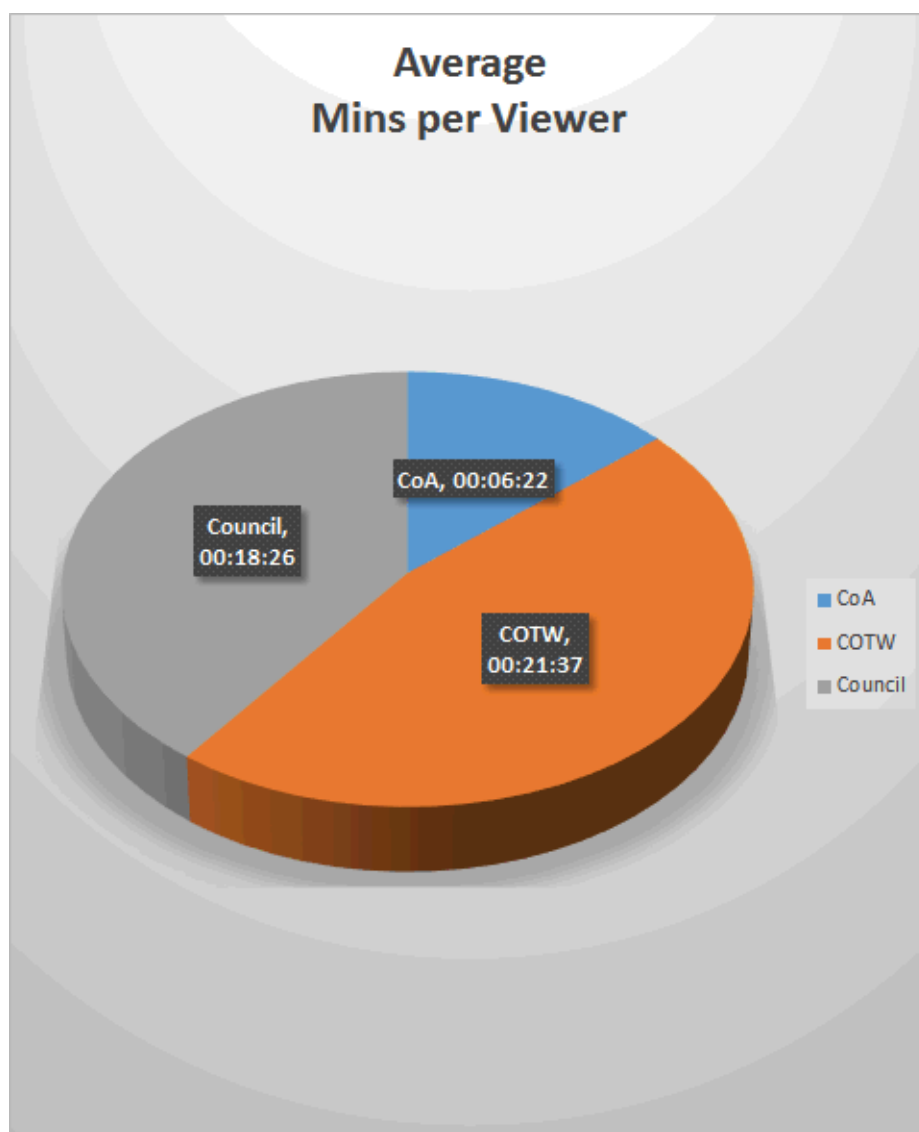
Average Unique Views Per Meeting - true count that only counts unique device connections watching the event (eg. the same mobile device connecting more than once at various times during the meeting are only counted as 1).

Committee of Adjustment: 17

Committee of the Whole: 52

Council Meeting: 62

Average Minutes watched per viewer per event:



Committee of Adjustment: 6 minutes and 22 seconds
Committee of the Whole: 21 minutes and 37 seconds
Council Meeting: 18 minutes and 26 seconds

NEXT STEP / CONCLUSION

Staff will continue to stay the course and post recorded video of Committee of Adjustment Meetings online and report back on viewership in the second quarter of 2017.

ATTACHMENTS