



GENERAL GOVERNMENT SERVICES COMMITTEE AGENDA

**Monday, June 24, 2013, 4.45p.m.
55 Zina Street, Orangeville – Sutton Room (2nd Floor)**

Declarations of Pecuniary Interest by Members

REPORTS

1. GENERAL GOVERNMENT SERVICES – June 24, 2013 – ITEM #1
Timetable for 2014 Budget

A report from the Treasurer dated June 24, 2013 to propose a timetable for meetings devoted to the 2014 County Budget, the final budget in this term of Council.

Recommendation:

THAT the Treasurer’s report on Timetable for the 2014 Budget be received;

AND THAT the upcoming meetings be set as follows:

<i>Capital Budget Call to Senior Management</i>	<i>Wed. June 26th, 2013</i>
<i>Capital Budgets to be returned to Treasury by</i>	<i>Fri. July 19th, 2013</i>
<i>Operating Budget Call to Senior Management</i>	<i>Fri. July 12th, 2013</i>
<i>Operating Budgets to be returned to Treasury by</i>	<i>Fri. August 9th, 2013</i>
<i>Budget Reviews with CAO and Department Heads</i>	<i>Sept. 3rd to 6th, 2013</i>
<i>Council Goal-setting & Priorities for the 2014 Budget (at regular meeting)</i>	<i>Thur. Sept. 12th, 2013</i>
<i>Full Budget Packages to Council (at regular meeting)</i>	<i>Thur. Oct. 10th, 2013</i>
<i>Detailed Reviews at Standing Committees</i>	<i>October 22-28, 2013 Normal Committee Cycle</i>
<i>COW Budget Discussion / Public Consultation</i>	<i>Nov. 14, 2013</i>

<i>COW Budget Discussions (as necessary)</i>	<i>Dec. 12, 2013 plus extra dates if required</i>
<i>Regular Council Meeting - Approval of 2013 Budget</i>	<i>January 9, 2014</i>

2. GENERAL GOVERNMENT SERVICES – June 24, 2013 – ITEM #2
County Reserves and Final 2012 Operating Surplus

A report from the Treasurer dated June 24, 2013 with respect to County Reserves and the 2012 Operating Surplus.

Recommendation:

THAT the Treasurer’s report on Reserves and the 2012 Surplus be received;

AND THAT the 2012 operating surplus be transferred into the County’s reserves as outlined in the Report.

3. GENERAL GOVERNMENT SERVICES – June 24, 2013 – ITEM #3
Quarterly Update of Health Unit Capital Projects

A report from the Treasurer dated June 24, 2013 with respect to on the financial activities related to the construction of two new buildings by the Wellington-Dufferin-Guelph Public Health Unit.

Recommendation:

THAT the Treasurer’s dated June 24, 2013, second quarterly report on the progress of the Health Unit Capital Projects, be received.

4. GENERAL GOVERNMENT SERVICES – June 24, 2013 – ITEM #4
Communications Update

A report from the Director of Corporate Services/Clerk dated June 24, 2013 to provide the Committee with an update on the Communication Team’s activities.

Recommendation:

THAT the report of the Director of Corporate Services/Clerk, dated June 24, 2013 regarding an Update on Activities of Communications Team, be received.

CORRESPONDENCE

5. GENERAL GOVERNMENT SERVICES – June 24, 2013 – ITEM #5
Municipal Delegations at AMO Conference 2013

Email correspondence from the Ministry of Municipal Affairs and Housing to remind Municipalities of the July 12, 2013 deadline for the submission of requests for delegations with Ministers at the Association of Municipalities (AMO) Conference in August 2013. Information about delegations and a link to the request form is now available online at <http://www.mah.gov.on.ca/Page10261.aspx>

Next Meeting: August 26, 2013 – 4.45 p.m.
55 Zina Street, Orangeville – Sutton Room



REPORT TO GENERAL GOVERNMENT SERVICES

To: Chairman W. Maycock and the Members of General Government Services Committee
From: Alan Selby, Treasurer
Meeting Date: June 24, 2013
Subject: **Timetable for 2014 Budget**

Purpose

To propose a timetable for meetings devoted to the 2014 County Budget, the final budget in this term of Council.

Background & Discussion

Here is the proposed timetable for 2014 budget development.

Capital Budget Call to Senior Management	Wed. June 26 th , 2013
Capital Budgets to be returned to Treasury by	Fri. July 19 th , 2013
Operating Budget Call to Senior Management	Fri. July 12 th , 2013
Operating Budgets to be returned to Treasury by	Fri. August 9 th , 2013
Budget Reviews with CAO and Department Heads	Sept. 3 rd to 6 th , 2013
<u>Council discussion</u> : Goal-setting & Priorities for the 2014 Budget (at regular meeting)	Thur. Sept. 12 th , 2013
Full Budget Packages to Council (at regular meeting) <u>PLUS</u> Budget Workshop, review of the opening position; at regular time 7 pm	Thur. Oct. 10 th , 2013
Detailed Reviews at Standing Committees	October 22-28, 2013 Normal Committee Cycle
COW Budget Discussion / <u>Public Consultation</u>	@ Council Nov. 14, 2013
COW Budget Discussion #2, 3, etc. (as necessary)	@ Council Dec. 12, 2013 plus extra dates if required
Regular Council Meeting - Approval of 2013 Budget	<u>January 9, 2014</u>

A complete budget package, Capital plus Operating combined, will be included with the normal materials (sent out, as usual, in advance of the meeting) for October 10th.

A brief workshop meeting will be held at County Council at 7 p.m., to introduce the contents of the budget package, highlight specific points of interest, and take a high-level overview of the 2014 starting position.

One new item being proposed in this timetable is an initial discussion at September Council of the priorities that members might be looking to achieve in the 2014 budget, and also if there can be a consensus on goal-setting for the 2014 year, in terms of taxation levels or other areas. There would be no disclosures made of the as-yet incomplete 2014 figures at this meeting. These 2014 goals do not need to be “hard-and-fast goals” but rather targets coming from Council, to strive for, that may not be reached but perhaps we could come close to. This would be helpful as guidance to staff when the final touches are put on the budget package in September, to make some late changes to reach the Council’s goals, or at least provide some options on ways to get closer to those goals.

Local Municipal Impact

Local municipalities will often take into consideration the County Budget details when setting their local budgets. Therefore, it is in their best interest that the County Budget is set in a timely manner, to avoid undue delays in setting local budgets.

Financial, Staffing, Legal, or IT Considerations

The 2014 County Budget will officially authorize the taxation levels and spending for all activities and projects of the County for 2014.

Recommendation

THAT the Treasurer’s report on Timetable for the 2014 Budget be received;

AND THAT the upcoming meetings be set as follows:

Capital Budget Call to Senior Management	Wed. June 26 th , 2013
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Regular Council Meeting - Approval of 2013 Budget	January 9, 2014



REPORT TO GENERAL GOVERNMENT SERVICES

To: Chairman W. Maycock and Members of General Government Services Committee

From: Alan Selby, Treasurer

Meeting Date: June 24, 2013

Subject: **County Reserves and Final 2012 Operating Surplus**

Purpose

To recommend actions for allocating the final, audited 2012 Operating Surplus to multiple County Reserves.

Background & Discussion

The audit for year 2012 is complete and the County of Dufferin realized an operating surplus of just slightly more than \$1.0 million. This positive result is consistent with recent years (2011 was \$1.14 million, 2010 was \$1.72 million). The Health Unit levy was the largest negative result (uncontrollable) in 2012, being \$194,000 over its budget, otherwise the 2012 surplus would have been closer to \$1.2 million. County practice has been to transfer any surplus into County reserves.

The departments which contributed the largest shares of the 2012 surplus were

- Winter Control, in Public Works (approx. \$631,000)
- Public Housing, within Social Housing division (approx. \$203,000)
- Waste Management (approx. \$221,000)
- Land Ambulance (approx. \$204,000)
- Child Care (approx. \$197,000)

Looking at existing reserves for these departments, there are already solid reserves in place for Winter Control, Public/Social Housing and Child Care. However, reserves are inadequate in the Waste Management and Land Ambulance areas. There is also a need for more reserves for roadway rehabilitation projects.

In past years, most of the surplus has always gone into the Rate Stabilization reserve (RSR). This year there is a particular need to build RSR even more, because the County plans to borrow from its RSR to finance Dufferin County's share of the two major Health Unit building projects now underway (see separate reports on this strategy).

Land Ambulance needs reserves for both capital projects and for operational pressures coming from its Ministry of Health grant support. Waste Management has only very moderate amounts in reserve, for either operations or capital projects. Likewise, the reserve for roadwork is less than \$100,000 currently, but the capital needs are very large. The reserve for Winter Control is currently adequate (\$350,000); it was increased last year from the 2011 surplus.

It is recommended to allocate the 2012 operating surplus to:

- Waste Management reserve \$100,000
- Roads Rehabilitation reserve \$200,000
- Land Ambulance Capital Projects reserve \$100,000
- Remainder to RSR, approx. \$600,000

Local Municipal Impact

none

Financial, Staffing, Legal, or IT Considerations

The Dufferin County combined level of reserves (including Reserve Funds), compared to other Counties on a per-capita basis, is low. See the chart below.

	\$\$\$	Per Capita
Dufferin County, end of 2009	8,497,085	\$ 153.10
Dufferin County, end of 2010	10,471,129	\$ 186.98
Dufferin County, end of 2011, popu. 56,881	11,251,455	\$ 197.81
Dufferin County, end of 2012, popu. 56,881	11,146,748	\$195.97
<i>The County amount for 2012 is BEFORE adding the 2012 Surplus of approx. \$1 million</i>		
Renfrew County, end of 2011 popu. 77,693	26,226,805	\$ 337.57
Wellington County, end of 2011, popu. 93,641	60,699,380	\$ 648.21
Bruce County, end of 2011, popu. 60,264	17,375,360	\$ 288.32
Haliburton County, end of 2011, popu. 16,256	4,282,938	\$ 263.47
Simcoe County, end of 2011, popu. 279,766	54,479,665	\$ 194.73

Recommendation

THAT the Treasurer's report on Reserves and the 2012 Surplus be received;

AND THAT the 2012 operating surplus be transferred into the County's reserves as outlined in the Report.



REPORT TO GENERAL GOVERNMENT SERVICES

To: Chair Maycock and Members of General Government Services Committee

From: Alan Selby, Treasurer

Meeting Date: June 24, 2013

Subject: **Quarterly Update of Health Unit Capital Projects**

Purpose

This is the second in a series of quarterly updates coming to the Committee on the financial activities related to the construction of two new buildings by the Wellington-Dufferin-Guelph Public Health Unit (referred to as the HU below).

Background & Discussion

The Health Unit is constructing new facilities in Guelph and Orangeville in 2013/14. These projects are being financed under Financing Agreements signed by the HU and the three funding partners Dufferin County, Wellington County and City of Guelph. Dufferin County Bylaw 2013-05, passed by County Council in January 2013, spelled out the terms of financing.

Financial staff from the HU and from the three partners held their second regular meeting on May 7 in Guelph. After each of these meetings, there will be an update provided to the members of GGS for information, and depending upon the contents of the update, some recommended actions may be suggested from time to time.

The target completion date for the two HU buildings remains March, 2014.

Local Municipal Impact

Indirect impact only, based on the results that the financial arrangements made by the County of Dufferin, for its share of the project, will have on the future annual budgets (years 2014 and beyond) of the County of Dufferin.

Financial, Staffing, Legal, or IT Considerations

The three partners agreed that each would find their own sources of funds for their share of the HU projects, thereby avoiding the HU itself doing any borrowing in the

external marketplace. The HU would instead show, after project completion, a long-term debt owing to the three partners, and not to external lenders. The reason for this strategy was that the partners could each make their own lower-cost borrowing arrangements that would be less expensive than what the HU would be able to find on its own.

The following table summarizes figures given by the HU:

	Dufferin only 21.4% share	Wellington plus Guelph	TOTALS	
Qtr. 1 advances - January	\$ 1,215,283	\$ 4,463,608	\$ 5,678,891	
Qtr. 2 advances - April	134,899	495,468	630,367	
Prov. one-time subsidies			<u>1,284,866</u>	
Subtotal, cash available			\$7,594,124	
Actual costs to March 31			-3,182,514	
Cost estimate April-October			-13,601,302	
Allowance for conting., Qtr. 3			<u>-339,000</u>	
Expected Cash Needs			-9,528,692	
July 15, 2013 advance, Qtr. 3	<u>2,039,140</u>	<u>7,489,552</u>	9,528,692	
Advances made	\$ 3,389,322	\$12,448,628		

The chart shows the next advance from the three partners is due July 15 and it is substantial, as we enter the “heart of the construction period”, namely the 3rd quarter of 2013. The amount to come from Dufferin, by July 15, is \$2,039,140. When the HU projects are complete in early 2014, the total amount advanced by Dufferin will reach about \$4.433 million.

Throughout 2013, cash advances paid to the HU will be carried on the County books as capital project work-in-progress, awaiting permanent funding. Funding sources will be discussed in more detail, in future reports to GGS. It remains the intention of Dufferin County to fund its 21.4% share through its own reserves/reserve funds. During 2013, no externally borrowed funds are expected to be required by the County to pay its cash advances; instead, they will effectively be “borrowed” from existing County cash-flow.

Dufferin County has, at the end of 2012, about \$12.1 million in Reserves (\$7.1 million) and dedicated Reserve Funds (\$5 million). The only impact to the County during 2013 will be slightly lower revenue from interest earned, because the County has less cash on hand thanks to the advances being sent to the HU. However, the second 2013 cash advance, made in April, was smaller than expected, thanks in part to the HU being successful in obtaining some one-time grants. This reduced the impact to the County in 2013 on its interest earnings.

Future repayment by the County, restoring its own reserves/reserve funds, will dictate the impact of this HU project on County of Dufferin ratepayers, starting in the County Budgets of 2014 and beyond. The County itself will be in the position of controlling the terms of reserve repayment, both the timing and the amount. This flexibility is the advantage the County has gained by borrowing from its own funds.

Recommendation

THAT the Treasurer's second quarterly report on the progress of the Health Unit Capital Projects, be received.



REPORT TO GENERAL GOVERNMENT SERVICES

To: Chair Maycock and Members of the Committee

From: Pam Hillock, Director of Corporate Services/Clerk

Meeting Date: June 24, 2013

Subject: **Update on Activities of Communications Team** - January to June, 2013

Purpose

The purpose of this report is to update Committee on the activities of the Communications Team.

Background & Discussion

In 2012, a cross-functional team with members from various departments (Corporate Services, Public Works, Community Services and Museum) was created to implement a social media policy and to create a Dufferin County presence in social media. The team lead is the Clerk.

The team created a draft social media policy that covered both personal and professional use of social media. The policy was reviewed by Senior Management and approved by Council in September, 2012.

Several Social Media Accounts were created and are now used on a regular basis. A software application called Sprout Social is used to manage the social media accounts. The software enables staff to monitor the interaction with followers and shows areas for improvement.

Twitter:

@DufferinCounty (741 followers)

@Dufferin EM (538 followers)

@DufferinWaste (492 followers)

Facebook Pages:

Dufferin County (166 Fans)

Dufferin County Emergency Management (647 Fans)

Dufferin County Waste Services (212 Fans)
Ontario Early Years – Dufferin (55 Fans)
Jean Hamlyn – group created for parents and staff only

Others that had been created:

Roads @DufferinRoads (866 Followers), used for road closures
Museum @Dufferin Museum (381 Followers) and Facebook Page Dufferin County Museum & Archives (333 Fans)

The role of the team evolved over time and it now deals with several communications-related matters across the board. New initiatives are vetted through the team and input/comments and approval are given through that channel and Senior Management Team, if necessary.

2012 Accomplishments:

- New website created
- Corporate Identity Project
- Three Twitter Accounts created and maintained
- Five Facebook Accounts created and maintained
- One You Tube Channel created and maintained
- Co-ordinated approach to social media by using software to pre-schedule posts
- Creation of a social media policy
- Corporate Identity Policy created

In very short period of time, we were able to reach 100's of residents who are following us on social media. Several areas have accounts with followers specific to the area, for example, @Dufferin Roads has people following that want to know when roads are closed.

Measurement

Through the software, Sprout Social, and through Google Analytics, we are able to track the activity on all of our sites.

The attached schedules show the activity on our website as well as our social media sites but here are some fun facts:

January 1 to June 15, 2013:

47,912 – visits on dufferincounty.ca
139,319 – page views on dufferincounty.ca
Careers page received the most visits (9,525)
A number of visitors to the website come from social media

51% of Twitter Followers are female 49% Male
73% of Facebook Fans are female 27% Male

2013 Work Plan

- Look at Best Practices for communicating both internal and external
- Improve Inter-Department Communications
- Staff Training
- Assist with Official Plan Roll Out
- Investigate and Establish Team's role in Emergency Planning

Local Municipal Impact

There is no local municipal impact; however, staff is always available to assist and share information with our local partners.

Financial, Staffing, Legal, or IT Considerations

There is no financial, staff, legal or IT considerations as a result of this report.

Recommendation

THAT the report of the Director of Corporate Services/Clerk, dated June 24, 2013 regarding an Update on Activities of Communications Team, be received.

Respectfully Submitted,

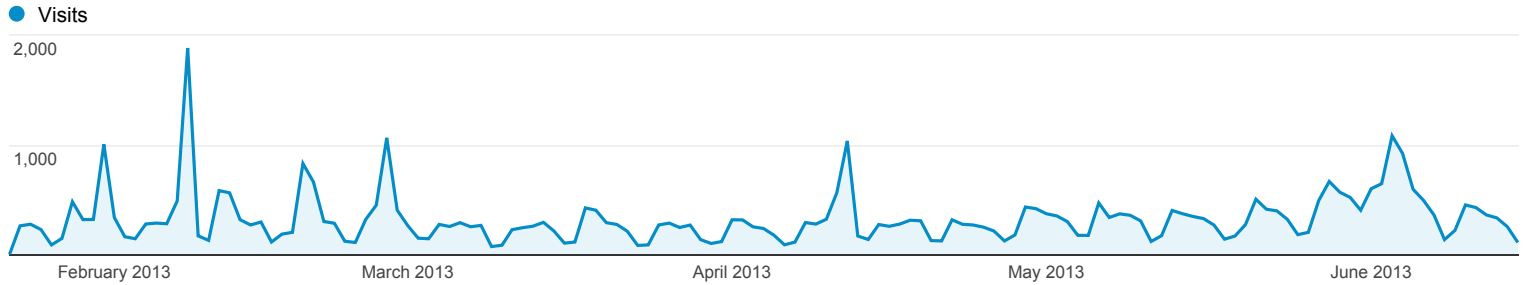
Pam Hillock
County Clerk/Director of Corporate Services

Audience Overview

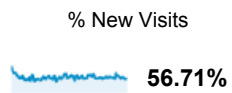
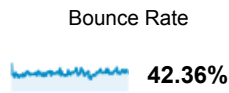
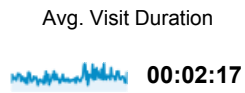
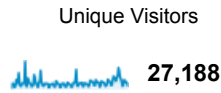
Jan 22, 2013 - Jun 15, 2013

% of visits: 100.00%

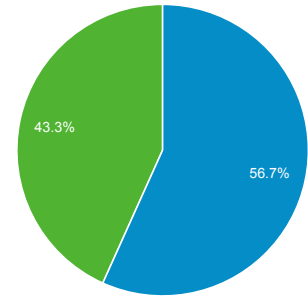
Overview



27,188 people visited this site



■ New Visitor ■ Returning Visitor



City	Visits	% Visits
1. Orangeville	12,797	26.71%
2. Toronto	8,182	17.08%
3. Guelph	3,250	6.78%
4. Barrie	2,095	4.37%
5. Kitchener	2,049	4.28%
6. Brampton	1,738	3.63%
7. Mississauga	1,224	2.55%
8. Alliston	1,071	2.24%
9. Waterloo	1,048	2.19%
10. Hamilton	934	1.95%

[view full report](#)

GROUP REPORT

from January 1, 2013 - June 16, 2013

@DufferinEM	@DufferinWaste	Dufferin County Em...
@DufferinMuseum	Dufferin County Wa...	Ontario Early Year...
@DufferinCounty	Dufferin County	Dufferin County Mu...

GROUP STATS

across all Twitter and Facebook accounts

Incoming Messages	7,003		<p>7,450 INTERACTIONS</p> <p>BY 4,645 UNIQUE USERS</p> <p>1,412,430 IMPRESSIONS</p>
Sent Messages	1,364		
New Twitter Followers	741		
New Facebook Fans	1,055		

TWITTER STATS

across all Twitter accounts

FOLLOWER DEMOGRAPHICS

49% MALE FOLLOWERS

51% FEMALE FOLLOWERS

Age Group	Percentage
18-20	~15%
21-24	~10%
25-34	~35%
35-44	~25%
45-54	~20%
55-64	~5%
65+	~0%

TWITTER STATS

741
New Twitter Followers in this time period

376 Link Clicks

260 Mentions

473 Retweets

DAILY INTERACTIONS

@MENTIONS 260 **RETWEETS 473**

Month	Mentions	Retweets
Feb '13	~10	~50
Mar '13	~10	~50
Apr '13	~10	~130
May '13	~10	~20
Jun '13	~10	~50

OUTBOUND TWEET CONTENT

539 Plain Text

59 Links to Pages

22 Photo Links

FACEBOOK STATS across all Facebook pages

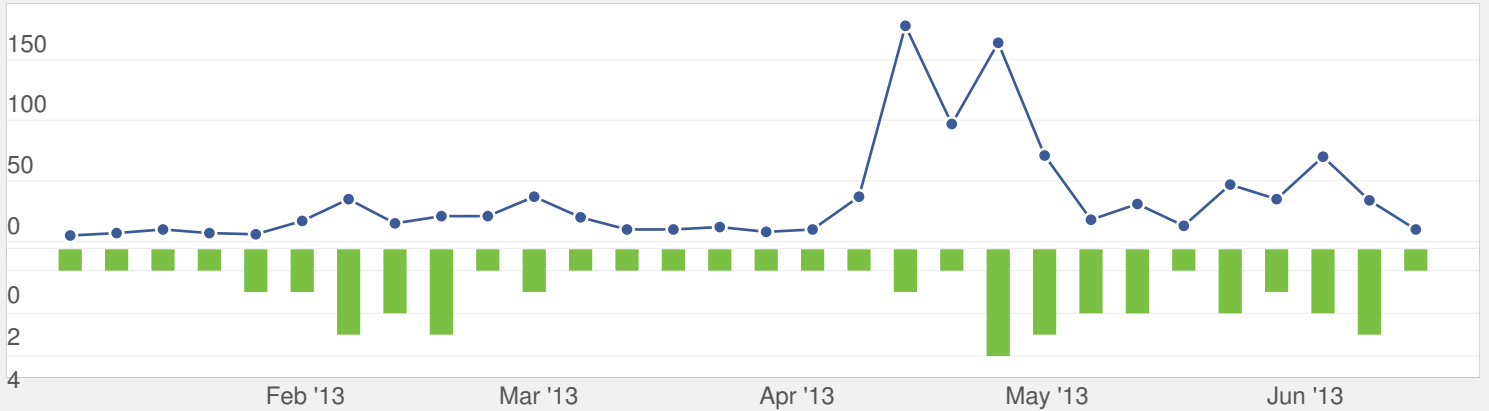


My Facebook Pages

1.41k Total Likes, and 171 people talking about this

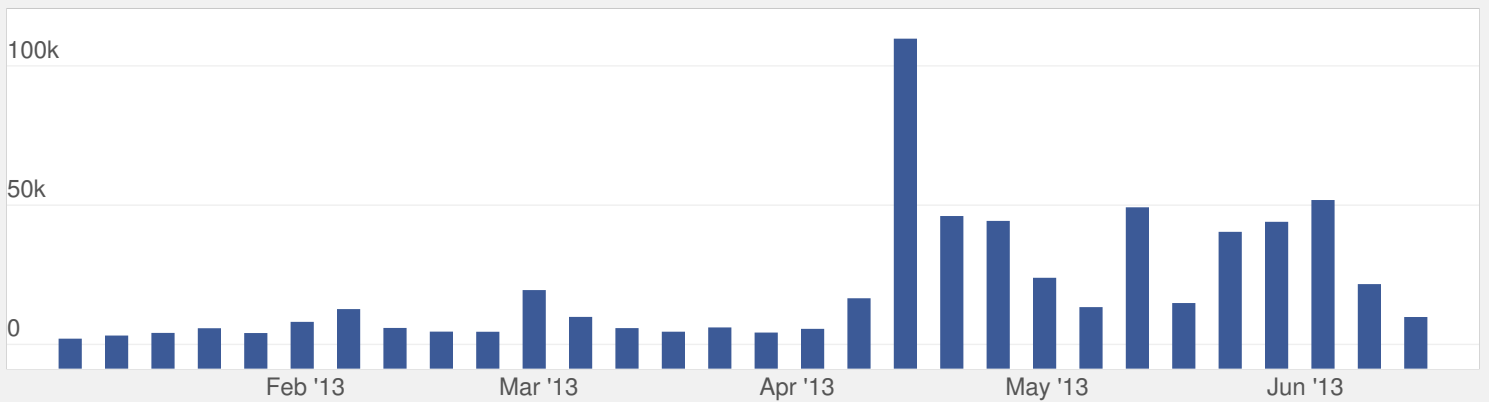
FAN GROWTH

New Fans 1.1k Unliked your Page 31

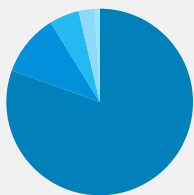


PAGE IMPRESSIONS

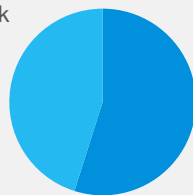
Impressions 596,623 by 158,531 users



IMPRESSIONS



- Page Post 212.9k
- Fan 28.3k
- User Post 13.7k
- Other 7.4k
- Mention 1.9k
- Checkin 307



- Paid 0
- Organic 322.9k
- Viral 265.3k

BY DAY OF WEEK

AVG

TOTAL

Day	Avg	Total
Sun	2.4k	57.3k
Mon	3.4k	77.6k
Tue	4.0k	95.1k
Wed	3.6k	85.6k
Thu	3.9k	92.5k
Fri	5.8k	138.3k
Sat	2.1k	50.3k

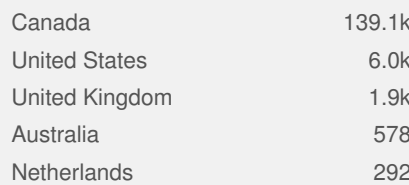
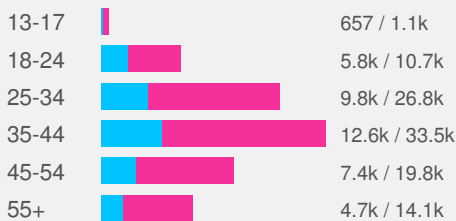
IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER


TOP COUNTRIES

TOP CITIES

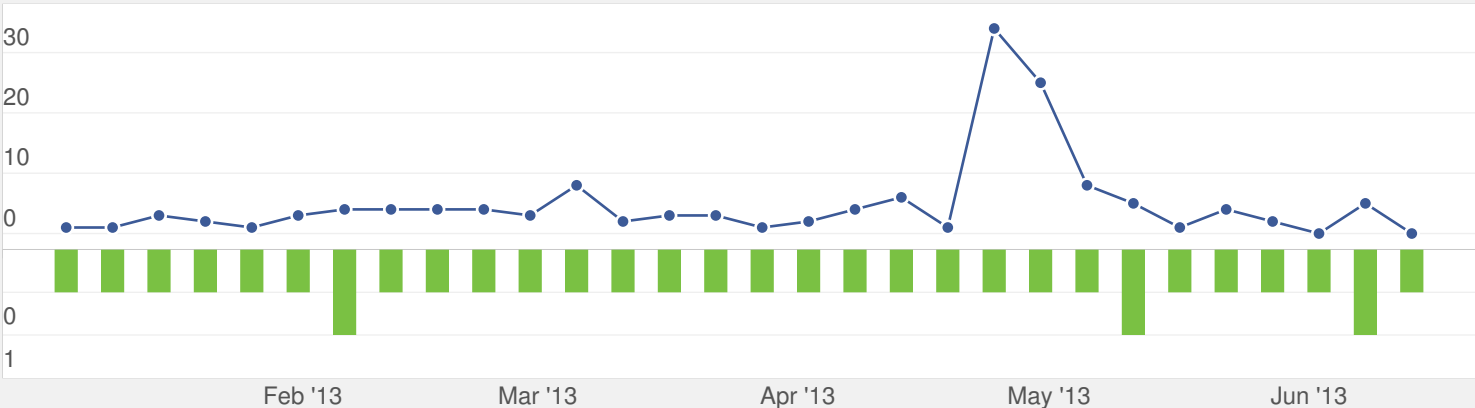


FACEBOOK PAGE REPORT

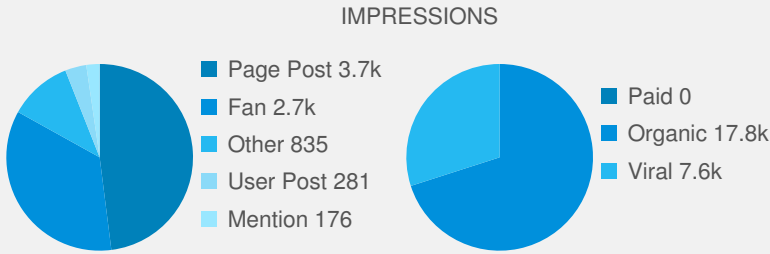
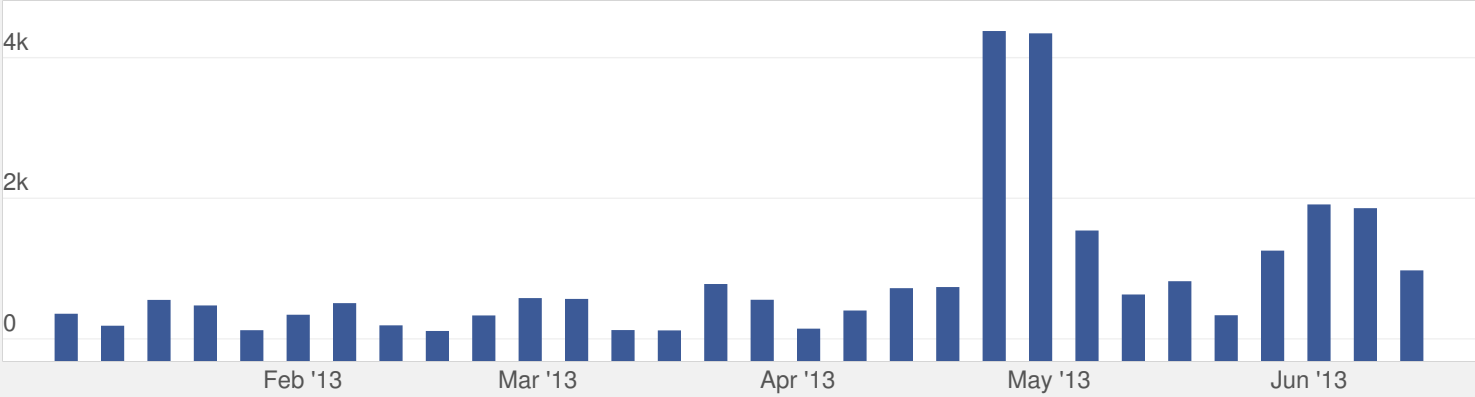
from January 1, 2013 - June 15, 2013

 **Dufferin County**

FAN GROWTH 166 Total Likes, and 2 people talking about this New Fans 144 Unliked your Page 3



PAGE IMPRESSIONS Impressions 25,972 by 7,265 users



	BY DAY OF WEEK	AVG	TOTAL
Sun		61.7	1.4k
Mon		254	5.8k
Tue		212.8	5.1k
Wed		140.6	3.4k
Thu		186.2	4.5k
Fri		154.2	3.7k
Sat		85.9	2.1k

IMPRESSION DEMOGRAPHICS Here's a quick breakdown of people engaging with your Facebook Page

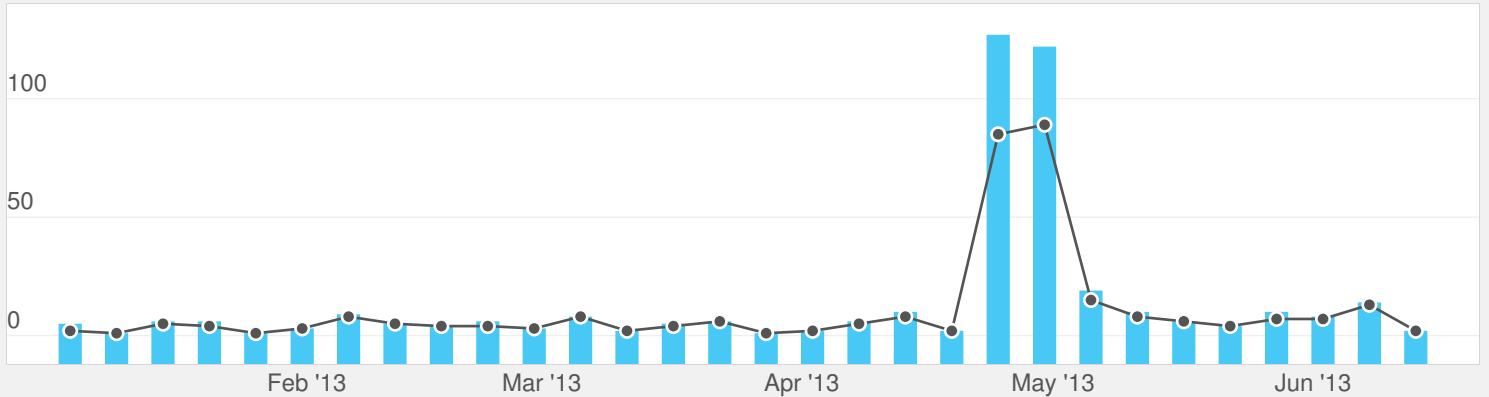


SHARING

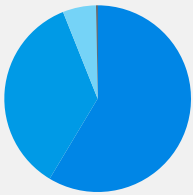
how people are sharing your content

STORIES

Stories Created **413** by **314** users



SHARE TYPE



- Page Post 242
- Fan 146
- User Post 24
- Mention 1

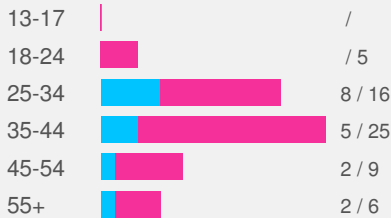
BY DAY OF WEEK

Day	Avg	Total
Sun	0.7	16
Mon	4.7	107
Tue	3.7	89
Wed	2.4	58
Thu	2	49
Fri	2.8	66
Sat	1.2	28

SHARER DEMOGRAPHICS

Here's a quick breakdown of people creating stories on your Facebook Page

AGE & GENDER



TOP COUNTRIES

Country	Count
Canada	76
Romania	1
United States	1

TOP LOCALES

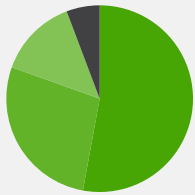
Locale	Count
English (United States)	64
English (United Kingdom)	13
Romanian (Romania)	1



YOUR CONTENT

a breakdown of the content you post

BY STORY TYPE



- Link 46
- Status 24
- Photo 12
- Video 5

AVG TOTAL

Reach	84.02	7.31k
People Talking About This	4.04	210
Engagement	7.85%	6.98%

CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
06/15/13	Market On Broadway today (Saturday) 8...	37	--	0	--	--	--	%
06/13/13	Shelburne Farmers Market today (Thurs...	103	3	1	1	--	--	2.91%
06/13/13	County Council meets tonight (Thursda...	58	1	0	--	--	--	1.72%
06/12/13	Amaranth Farmers Market today (Wednes...	108	--	0	--	--	--	%
06/08/13	Market On Broadway today (Saturday) 8...	43	--	0	--	--	--	%
06/07/13	The agenda is now available for the J...	45	--	0	--	--	--	%
06/06/13	Shelburne Farmers Market today (Thurs...	102	--	0	--	--	--	%
06/06/13	Shelburne Farmers Market today (Thurs...	470	10	6	4	1	2	2.13%
06/03/13	Don't forget the Amaranth Farmers Mar...	119	4	3	3	--	--	3.36%
06/03/13	Has your garbage day changed? Double...	56	1	0	--	--	--	1.79%
06/02/13	Many retailers have been selling out ...	101	--	0	--	--	--	%
06/01/13	Many retailers have been selling out ...	118	4	2	--	2	--	3.39%
05/31/13	Many retailers have been selling out ...	103	--	0	--	--	--	%
05/30/13	Join us for a walk in the Dufferin Co...	65	1	0	--	--	--	1.54%
05/30/13	Many retailers have been selling out ...	110	2	1	1	--	--	1.82%
05/29/13	In the Orangeville area this weekend ...	92	3	1	1	--	--	3.26%
05/28/13	Join us for the Museum Board meeting ...	67	--	0	--	--	--	%
05/27/13	The Community Development Committee m...	58	1	0	--	--	--	1.72%
05/27/13	Countdown for the new waste program! ...	126	5	0	--	--	--	3.97%
05/18/13	Out and about in Orangeville? Check ...	66	--	0	--	--	--	%
05/15/13	Council In Brief for May 9th http://...	67	1	0	--	--	--	1.49%
05/14/13	The winner of our 72 Hour Emergency K...	97	6	2	2	--	--	6.19%
05/14/13	And the winner of our Forestry Gift P...	78	6	3	3	--	--	7.69%
05/08/13	An often overlooked aspect of emergen...	79	5	0	--	--	--	6.33%

TWITTER GENERAL STATS

from January 1, 2013 - June 16, 2013



@DufferinCounty
Dufferin County

872 total followers
271 connections made in this time period

New Followers	312	
You Followed	2	

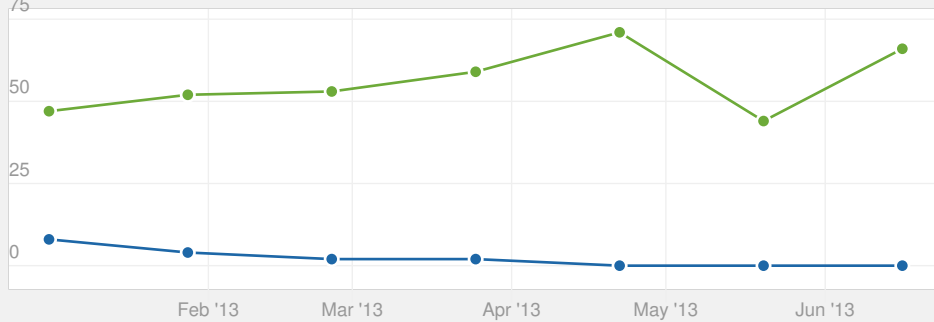
@ Mentions	56	
Messages Sent	74	
Messages Received	60	
Clicks	204	
Retweets	65	

KEY INDICATORS

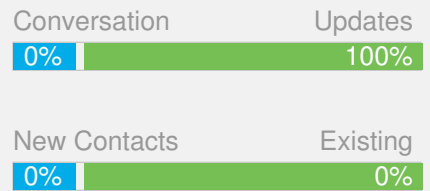
Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 66 ENGAGEMENT 0



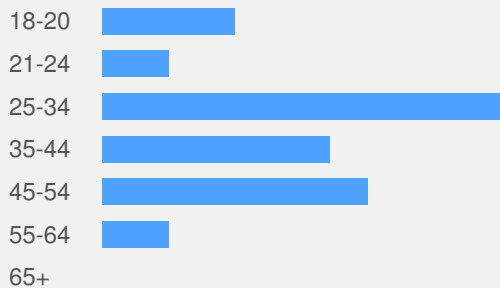
TWEETING BEHAVIOR



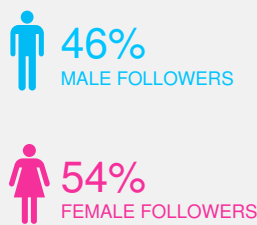
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER

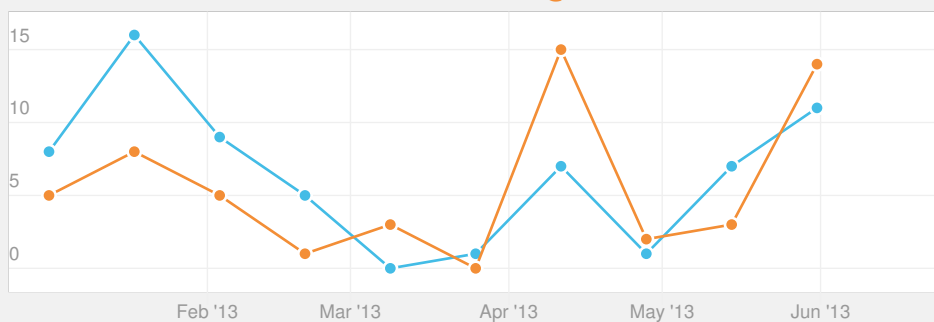


PUBLISHING

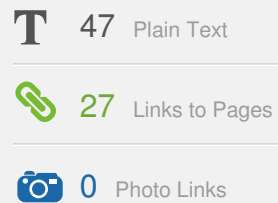
Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 56 RETWEETS 65



OUTBOUND TWEET CONTENT



From: Krepostman, Suzan (MAH) [<mailto:Suzan.Krepostman@ontario.ca>]

Sent: May-21-13 1:32 PM

To: Delegations (MAH)

Subject: FW: Municipal Delegations at AMO Conference / Délégations municipales au congrès de l'AMO

Please be advised that the Municipal Delegation Request Form for the Association of Municipalities of Ontario (AMO) 2013 Annual Conference is now available online. Information about delegations and a link to the form are available here: <http://www.mah.gov.on.ca/Page10261.aspx>. The deadline to submit requests is Friday, July 12, 2013.

Veillez noter que le Formulaire de demande d'une délégation municipale au congrès annuel 2013 de l'Association of Municipalities of Ontario (AMO) est maintenant disponible en ligne. Les renseignements sur les délégations et un lien vers le formulaire sont disponible ici: <http://www.mah.gov.on.ca/Page10274.aspx>. La date limite pour présenter votre demande est vendredi, le 12 juillet 2013.

Suzan Krepostman
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