

# **MITCHELL SHIRE COUNCIL**

## **Council Meeting Attachment**

### **DEVELOPMENT AND INFRASTRUCTURE**

**19 JUNE 2017**

**9.1**

#### **ROAD MANAGEMENT PLAN REVIEW**

**Attachment No: 1**

**Road Management Plan Engaging Mitchell  
Summary**

# Summary Report

01 February 2017 - 16 May 2017

## Engaging Mitchell Shire

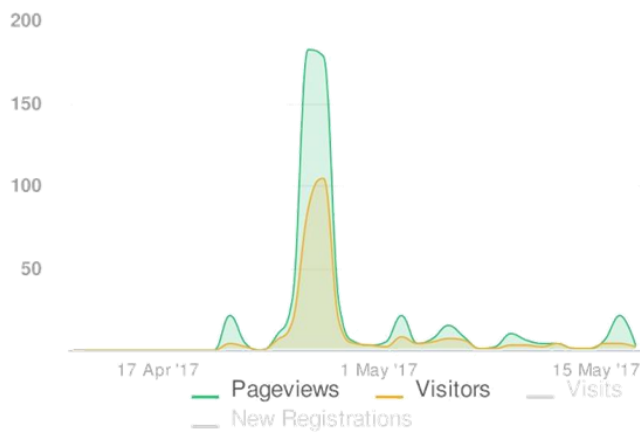
PROJECTS SELECTED: 1

Road Management Plan review

FULL LIST AT THE END OF THE REPORT



### Visitors Summary



### Highlights

TOTAL VISITS	MAX VISITORS PER DAY	
317	104	
NEW REGISTRATIONS		
0		
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
6	104	288

Engaging Mitchell Shire : Summary Report for 01 February 2017 to 16 May 2017

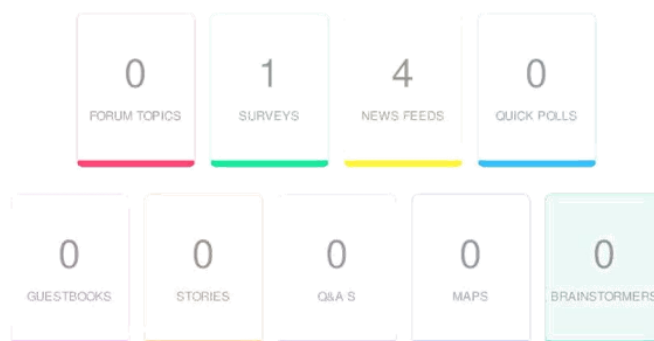
## PARTICIPANT SUMMARY

ENGAGED	6 ENGAGED PARTICIPANTS				TOP PROJECTS	
		Registered	Unverified	Anonymous		Participants (%)
INFORMED	Contributed on Forums	0	0	0	Road Management Plan rev...	6 (2.1%)
	Participated in Surveys	2	4	0		
	Contributed to Newsfeeds	0	0	0		
	Participated in Quick Polls	0	0	0		
AWARE	Posted on Guestbooks	0	0	0		
	Contributed to Stories	0	0	0		
	Asked Questions	0	0	0		
	Placed Pins on Maps	0	0	0		
	Contributed to Brainstormers	0	0	0		
				* A single engaged participant can perform multiple actions		
				* Calculated as a percentage of total visits to the Project		

ENGAGED	104 INFORMED PARTICIPANTS				TOP PROJECTS	
		Participants				Participants (%)
INFORMED	Viewed a video	0			Road Management Plan rev...	104 (36.1%)
	Viewed a photo	0				
	Downloaded a document	60				
	Visited the Key Dates page	12				
AWARE	Visited an FAQ list Page	0				
	Visited Instagram Page	0				
	Visited Multiple Project Pages	88				
	Contributed to a tool (engaged)	6				
				* A single informed participant can perform multiple actions		
				* Calculated as a percentage of total visits to the Project		

ENGAGED	288 AWARE PARTICIPANTS				TOP PROJECTS	
		Participants				Participants
INFORMED	Visited at least one Page	288			Road Management Plan rev...	288
AWARE						
				* Aware user could have also performed an Informed or Engaged Action		
				* Total list of unique visitors to the project		

## ENGAGEMENT TOOLS SUMMARY

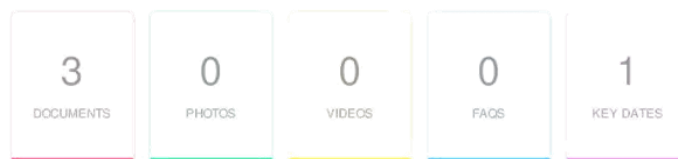


SURVEYS SUMMARY		TOP 3 SURVEYS BASED ON CONTRIBUTORS	
1	Surveys	6 Contributors to Online 223 Submissions (Road Management Plan)	
6	Contributors		
6	Submissions		

NEWSFEEDS SUMMARY		TOP 3 NEWSFEEDS BASED ON VISITORS		
4	NewsFeed	30 Visitors to What roads are the responsibility of Mitchell Shire Council?	4 Visitors to What is a Road Management Plan?	1 Visitors to What is a Section 223 Submission and how do I make one?
36	Visits			
35	Visitors			

## INFORMATION WIDGET SUMMARY



DOCUMENTS	TOP 3 DOCUMENTS BASED ON DOWNLOADS		
3 Documents	53 Downloads	19 Downloads	11 Downloads
60 Visitors	Road Management Plan 2017 (draft)	Council Report - Road Management Plan review	Section 223 submission form (for printing)
83 Downloads			

KEY DATES	TOP 3 KEY DATES BASED ON VIEWS	
1 Key Dates	12 Views	
12 Visitors	Road Management Plan review	
12 Views		

## TRAFFIC SOURCES OVERVIEW

REFERRER URL	COUNT
<a href="http://m.facebook.com/">http://m.facebook.com/</a>	96
<a href="http://m.facebook.com">http://m.facebook.com</a>	47
<a href="https://www.facebook.com/">https://www.facebook.com/</a>	25
<a href="https://www.mitchellshire.vic.gov.au/">https://www.mitchellshire.vic.gov.au/</a>	20
<a href="https://www.google.com.au/">https://www.google.com.au/</a>	6
<a href="android-app://m.facebook.com">android-app://m.facebook.com</a>	3
<a href="https://www.mitchellshire.vic.gov.au/council/news-media-notices/news-updates">https://www.mitchellshire.vic.gov.au/council/news-media-notices/news-updates</a>	3
<a href="http://l.facebook.com/l.php?u=http%3A%2F%2Fbit.ly%2F2oANPe4&amp;h=ATPX6QP0NxZAGhwGgHsqVaG6qYBUWhuv9IHqu6SK-yU8hx0QLKDZp58ZWs6r0ix9Y2ccH3EHRgN_SMxMmH6OM3Wb0qTBx0JjO0bgwrSckS5tdQgOS0-V3hTSZEsktnOOIGSY72peTGiciftFyJTaf20FomZQ60GWAU">http://l.facebook.com/l.php?u=http%3A%2F%2Fbit.ly%2F2oANPe4&amp;h=ATPX6QP0NxZAGhwGgHsqVaG6qYBUWhuv9IHqu6SK-yU8hx0QLKDZp58ZWs6r0ix9Y2ccH3EHRgN_SMxMmH6OM3Wb0qTBx0JjO0bgwrSckS5tdQgOS0-V3hTSZEsktnOOIGSY72peTGiciftFyJTaf20FomZQ60GWAU</a>	2
<a href="https://m.facebook.com/">https://m.facebook.com/</a>	2
<a href="https://www.mitchellshire.vic.gov.au/council/news-media-notices/have-your-say">https://www.mitchellshire.vic.gov.au/council/news-media-notices/have-your-say</a>	2
<a href="http://l.facebook.com/l.php?u=http%3A%2F%2Fbit.ly%2F2oANPe4&amp;h=ATN2XYGJicLsorgDIHMMgVXnx6bfF3UWeH6UQgW1jvachQeDndNLgWxsY7Gdh_073Hlqr_elEIY_ZgqtR5juCpzUf6K1tXriewEVffB29kaC-Btv5Tfz2oU">http://l.facebook.com/l.php?u=http%3A%2F%2Fbit.ly%2F2oANPe4&amp;h=ATN2XYGJicLsorgDIHMMgVXnx6bfF3UWeH6UQgW1jvachQeDndNLgWxsY7Gdh_073Hlqr_elEIY_ZgqtR5juCpzUf6K1tXriewEVffB29kaC-Btv5Tfz2oU</a>	1
<a href="http://l.facebook.com/l.php?u=http%3A%2F%2Fbit.ly%2F2oANPe4&amp;h=ATMi23EiJtiLb5kSNnu7njYfrd7Yh1X36bXjohm0nrbdXsR106Cms4F8xPnWB4_JUWiO66hVytq29DgPV47psPVKlqrBrkgIvmNkt3yRvKwwfiBsSMLr1Q5EX_ljyAaMRQgLzUt9C3DRyWCWyoBg">http://l.facebook.com/l.php?u=http%3A%2F%2Fbit.ly%2F2oANPe4&amp;h=ATMi23EiJtiLb5kSNnu7njYfrd7Yh1X36bXjohm0nrbdXsR106Cms4F8xPnWB4_JUWiO66hVytq29DgPV47psPVKlqrBrkgIvmNkt3yRvKwwfiBsSMLr1Q5EX_ljyAaMRQgLzUt9C3DRyWCWyoBg</a>	1
<a href="http://l.facebook.com/l.php?u=http%3A%2F%2Fbit.ly%2F2oANPe4&amp;h=ATMLegFuiku0R9TmA6ZGYQPp3o2rsFVsVnVLexfloFN6GVskBOWKSb-gtcaFTea8nCjcmS_8_cy8pABmlpkittv6p5AUHZeeZzR62HGy1svEc0B8N_vTTcPAIT-lbh2dRpF38vM">http://l.facebook.com/l.php?u=http%3A%2F%2Fbit.ly%2F2oANPe4&amp;h=ATMLegFuiku0R9TmA6ZGYQPp3o2rsFVsVnVLexfloFN6GVskBOWKSb-gtcaFTea8nCjcmS_8_cy8pABmlpkittv6p5AUHZeeZzR62HGy1svEc0B8N_vTTcPAIT-lbh2dRpF38vM</a>	1
<a href="http://l.facebook.com/l.php?u=http%3A%2F%2Fbit.ly%2F2oANPe4&amp;h=ATPeZXOtU0WeN_oi8tw0IUn0GyKwRU2iu9X7QbmWgcKDC6U7MPw7UBZBMP6RbEb-J85DkLz4EvahSPPIpck_FJj-PGnnRWSpyo_mEGXT_moUNxTYrXwZ6pyPGaBtzO1_PltXKWEddQ09ZbZZdvHHzBc3q9xG7nM_LJ">http://l.facebook.com/l.php?u=http%3A%2F%2Fbit.ly%2F2oANPe4&amp;h=ATPeZXOtU0WeN_oi8tw0IUn0GyKwRU2iu9X7QbmWgcKDC6U7MPw7UBZBMP6RbEb-J85DkLz4EvahSPPIpck_FJj-PGnnRWSpyo_mEGXT_moUNxTYrXwZ6pyPGaBtzO1_PltXKWEddQ09ZbZZdvHHzBc3q9xG7nM_LJ</a>	1
<a href="http://l.facebook.com/l.php?u=http%3A%2F%2Fbit.ly%2F2oANPe4&amp;h=ATOVXkhPdCH4ggaqpr1_jgsBkOXk1uzB4yn97ibFC84Pxm44reGlkgZwHO7DjyGlpKFQ7SsgqRLD5zM2OxElG6Y_cfS6mUS_ihkrBJ-V7ApgcjkreKzroZ111gJcduhPDXirw">http://l.facebook.com/l.php?u=http%3A%2F%2Fbit.ly%2F2oANPe4&amp;h=ATOVXkhPdCH4ggaqpr1_jgsBkOXk1uzB4yn97ibFC84Pxm44reGlkgZwHO7DjyGlpKFQ7SsgqRLD5zM2OxElG6Y_cfS6mUS_ihkrBJ-V7ApgcjkreKzroZ111gJcduhPDXirw</a>	1

**SELECTED PROJECTS - FULL LIST**

PROJECT TITLE	AWARE	INFORMED	ENGAGED
Road Management Plan review	288	104	6