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UPGRADE YOUR PLAY – SEYMOUR PARK

Summary Report

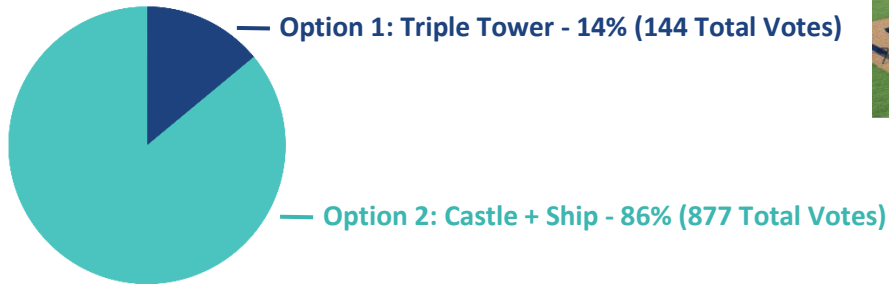
Background

Engagement Period: Wednesday, July 5 – Friday, July 21, 2023

Engagement Platform: Digital – Parks Project Portal

Consensus

Two options were available for community members to vote on.



Option 1 - Triple Tower



Option 2 - Castle + Ship

Engagement

- **1,551 Unique views** of the Seymour Park Playground Plans on the Parks Project Portal
- **1,021 Total Votes submitted** via the Parks Project Portal and Facebook
- Average amount of time spent in the Parks Project Portal: 3 Minutes, 20 Seconds
- Traffic Sources to the Parks Project Portal (during campaign engagement/promotion):
 - o 58% - Social (Facebook/Newsletter)
 - o 35% - Direct Link (Text/Email)
 - o 4% - Organic (BristolRec.com/WFSB News/Bristol Press)
 - o 3% - Search Engines (Google/Bing)

Limitations

- Strictly digital/online engagement
- Only offered in English
- No collection of identifying information
 - o Non-resident participation
 - o No limit to unique user votes