



Mayor's Progress Report

Mayor's Message

2016 was truly an eventful and memorable year. The heated and polarizing US election campaign transfixed the world; local GTA artists Drake, Alessia Cara, The Weeknd, and Pickering's very own, Shawn Mendes, dominated the global music charts; and both the Raptors and Blue Jays made the 'Final Four' in their respective leagues. A special mention goes out to Pickering-native Cory Joseph for being one of the Raptors' leaders on and off the court.

Locally, Pickering remained a steady hub of activity. From our dynamic City Centre to our shimmering waterfront, Pickering is undergoing a dramatic transformation. While it may be difficult to keep track of all of the exciting projects, developments, and initiatives taking place, we hope this newsletter will help tell the story of Pickering as it continues to unfold.

The Intelligent Community Forum has named Pickering one of the World's Top 21 Smart Communities for 2017. I am very proud of this international recognition as it boldly states that we are making the necessary investments in order to attract the best and brightest residents and businesses to our City. You can read more about Smart21 in this newsletter.

In terms of growth, the community of Seaton in Central Pickering will be making huge strides this year. Seaton will be the largest singular project of its kind in Canadian history. This master-planned community will ultimately see 70,000 new residents along with the creation of 35,000 new jobs come to Pickering.

As Mayor, I look forward to seeing these transformative projects gain momentum over the course of 2017. I am personally looking forward to what's in store for Pickering, and I hope that you can also share in this excitement.

Please remember that my office is always open to you. If you have any questions or concerns, please email me at mayor@pickering.ca, or connect with me on Facebook or Twitter. Until then, I wish all the best to you and your family for a happy, joyous and prosperous new year.

David Ryan



Pickering Named One of the Top 21 Smart Communities in the World

The City of Pickering has been named one of the world's Smart21 Communities of 2017 by the Intelligent Community Forum (ICF). The Smart21 program recognizes the global elite municipalities that are successfully leveraging the power of technology to create a more connected, engaged, vibrant, and sustainable community.



The ICF is a think tank based out of New York City. It received approximately 400 submissions from around the world for the Smart21 Communities of 2017 awards program. This is the very first year that the City of Pickering has participated.

The ICF has identified six indicators critical towards building an Intelligent Community: Broadband; Knowledge Workforce; Innovation; Digital Equality; Sustainability; and Advocacy. Some of Pickering's winning Intelligent Community initiatives include:

- Pickering Public Library (PPL) Connects is an outreach program which teaches digital literacy skills; and loans out laptops and portable hotspots to low income households in order to provide equitable access to digital technology.
- Access Pickering features 35 permanent wireless access points across the City, which currently sees over 5,000 residents connecting every month.
- Celebrating Sustainable Neighbourhoods Program facilitates group projects that support Pickering's 55 indicators of sustainability. Downtown Intensification Study incorporated community engagement to develop the vision for a bold, vibrant, and livable downtown.

Visit pickering.ca/smart for more information on Pickering's Intelligent Community initiatives.

Remembering Rick Johnson



As many of you know, Rick Johnson suddenly and unexpectedly passed away on September 27th of last year. Our entire community was heartbroken; and we still feel his absence.

Rick Johnson served the Pickering community for over two decades holding a number of key leadership roles including a total of 24 years as both a City and Regional Councillor.

While he is no longer with us, he will be fondly remembered for his larger than life persona and the way he proudly and passionately served the community.

To commemorate Rick, we have dedicated a permanent seat for him at the Delaney Ice

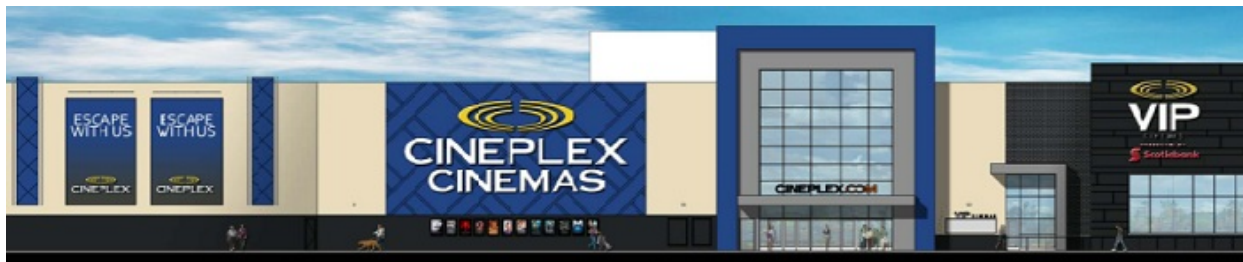
Rink - where he had spent many hours playing hockey. The City is also considering the renaming of a park or green space in his honour.

Exciting Shops and Experiences at Pickering Town Centre

The Pickering Town Centre continues to be a significant community hub where residents can gather, shop, dine, and be entertained.

There are several new and exciting projects happening at Pickering Town Centre, and I am pleased to share the news with you.

- Farm Boy is a growing Canadian supermarket chain that opened its Pickering location a few months ago. Not only do they offer fresh produce, baked goods, and specialty foods (organic, natural, gluten-free), but also a wide selection of fresh prepared meals every day. My personal favourite is the Coconut Curry Lentil soup!



- Cineplex will be rolling out the red carpet with plans for new VIP Cinemas that will open this fall. This exciting new destination will be the first of its kind in the east GTA, and will span over 46,000 square feet - featuring 12 screens, including 4 VIP auditoriums with luxury loungers, and an expanded food and beverage menu consisting of wines, spirits, and premium craft beers.



- Attention all fashionistas! Saks Fifth Avenue - OFF 5TH will be opening a 30,000 square foot store this spring. This retail fusion of luxury and value will offer a compelling mix of designer fashion, accessories, and footwear from more than 800 brands.
 - The Pickle Barrel is a Canadian restaurant chain that combines quality with incredible value. Its slogan is 'Fresh Real Food'. With several locations across the GTA, Pickering is the perfect fit for this fresh and delicious concept. This popular eatery should be ready in time for the upcoming patio season.
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Sustainable Seaton: Community-Building Series

As you are aware, Seaton is being developed as our new and aspirational model of urban sustainability. As such, we have created the Sustainable Seaton: Community-Building Series to promote and advance the tenets of sustainability throughout all of Pickering and Durham Region.

For our inaugural workshop, we partnered with the Seaton Landowners to hold one of Canada's largest forums on Net Zero Energy (NZE) housing. Over 100 industry stakeholders from across the province attended the workshop to learn more about NZE housing, and share in a meaningful discussion on how we can work together to build more sustainable communities.



I was very pleased that the majority of attendees found the workshop to be of great value. Moving forward, we will be organizing an ongoing series of events and workshops that will explore the broad and burgeoning spectrum of topics and issues related to sustainable community-building.

Through the promise of Seaton, the revitalization of our City Centre district, and other key developments across Pickering, our overarching goal is to become a leader in urban sustainability. Pickering will lead the country over the next 20 years. Let's ensure that the growth will be balanced and responsible, while strengthening the fabric of our community.

Invest in Pickering Video



As you are aware, Economic Development remains one of my highest priorities. We need to attract more high-quality companies to Pickering in order to strengthen our tax base and create more jobs for our residents.

Check out our new Invest in Pickering video at pickering.ca/invest. This modern and dynamic production showcases why Pickering is a great place to invest and do business.

Celebrating Canada 150

Both Canada and Ontario are celebrating their 150th anniversary in 2017, and the City of Pickering kicked off the festivities with the New Year's Day Levee featuring live music and an interactive arts project that paid homage to Pickering's Tom Thomson.

An exciting array of projects, events, and activities have been planned for the remainder of the year, which will recognize this extraordinary milestone, while also highlighting a broad and diverse number of meaningful themes including Heritage,

Innovation and Sports Excellence, Youth, and Accessibility.

Please visit pickering.ca/150 for the most up to date news and announcements on our year-long celebration of our nation and province.



Shaheen Butt is the New Ward 3 City Councillor



Last month, Shaheen Butt was sworn in as the new Ward 3 City Councillor.

Following the passing of Rick Johnson, Pickering Council decided to appoint Shaheen Butt to fill the vacant Council seat, as he came in second in the 2014 Municipal Elections for Ward 3 City Councillor.

Shaheen has raised his family in Durham Region for approximately 20 years, and brings over 30 years of business experience to City Hall. He has been an active member of the community and is committed to open, transparent and accountable government.

Furthermore, Shaheen has also stated that he wants to attract more businesses to our city. As such, I look forward to working with him on economic development and job creation, as well as his other key priorities.

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City of Pickering

Email Statistics

1/30/2017

Email Name: Mayor's Progress Report - January 2017

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Lists: Mayor's Progress Report

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	219	1/25/2017	Successfully Sent

Email Stats

Sent	Bounces	Spam Reports	Unsubscribes	Opens	Clicks	Forwards
219	1.8% (4)	0	0	64.7% (139)	8.6% (12)	0

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://pickering.ca/150	3	21.4%
http://pickering.ca/invest	8	57.1%
http://pickering.ca/smart	1	7.1%
http://www.pickering.ca	2	14.3%
https://twitter.com/mayordaveryan	0	0.0%
https://www.facebook.com/mayordaveryan	0	0.0%
https://www.instagram.com/cityofpickering/	0	0.0%
https://www.youtube.com/SustainablePickering	0	0.0%
Total Click-throughs	14	100%

Social Stats

Page Views	Share	Send	Like	Twitter	LinkedIn	(Other)
4	0	0	0	0	0	0

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139

Opened
(64.7%)



50%



50%

219

Sent

12

Clicks
(8.6%)

0

Forwards

4

Bounces

0

Spam Reports

0

Unsubscribes

76

Did Not Open

219

Sent Emails

98% Delivery rate

97% Your Average [Improve this](#)

90.8% Industry Average [Learn more](#)

0

Unsubscribed

0% Unsubscribe rate

1% Your Average [Improve this](#)

0.14% Industry Average [Learn more](#)

139

Unique Opens

65% Open rate

69% Your Average [Improve this](#)

32.5% Industry Average [Learn more](#)

0

Spam

Does the Spam total seem high? [Improve it](#)

[Review the Anti-Spam policy for more info.](#)

0 recipients marked you as spam.

76

Did Not Open

35% Did not open

31% Your Average [Improve this](#)

67.5% Industry Average [Learn more](#)

12

Unique Clicks

What gets the most clicks?

9% Click-through rate

8% Your Average Increase this

9.2% Industry Average [Learn more](#)

4 URLs

Display: By URL

Link URL	Unique Clicks	Distribution
http://pickering.ca/150	3	25%
http://pickering.ca/invest	8	67%
http://pickering.ca/smart	1	8%
http://www.pickering.ca	2	17%

What gets the most clicks?

What kinds of links get the most clicks?

1. Your call-to-action message, which is what you want your readers to do after reading the email, is the highest-performing link you can include in your emails.
2. Logo links attract attention of readers who want to visit your website.
3. Social media share links can attract a lot of attention if you're running a social campaign or you want your readers to share your email on their profile pages.

4

Bounced Emails

What should I do with these?

2% Bounce rate

3% Your Average

How do I reduce future bounces?

What should I do with these bounces?

1. **Check for spelling errors:** Are there addresses that end in ".con" instead of ".com"? Are there too many @ symbols? Is @gmail spelled @gmale instead?
2. **Check the bounce type & frequency:** If it's undeliverable, suspended, or non-existent, there's a good chance your emails will continue to bounce. If there is a history of repeated bounces to the same address, we recommend removing them from your list and seeing if there is another address you can use.
3. **Suspended Bounces:** These happen when mail is sent multiple times to the same non-existent address. Every time you send to the same address and get bounces, it can hurt your reputation as a safe sender. As a result, we have suspended mailing to these addresses that bounce repeatedly for your protection.

How do I reduce future bounces?

Fewer bounces equal better deliverability.

Here are a few quick tips to improve your bounce rate:

1. Spell-check all of your email addresses before importing them to your Contacts list.
2. Touch base with contacts by phone or email to make sure you have the correct email address.
3. Run a double-opt-in campaign.
4. Spam-test your emails before sending.
5. Review your bounce report regularly. As a best practice, we recommend that you remove any addresses that persistently bounce.