

## **Events:**

1 stakeholder event

11 advertised public events (5 across the province and 6 in Halifax)

10 pop up events on Argyle street, in Cole Harbor and Bedford

1 large street engagement as part of Nocturne art festival

Over 3500 people engaged

## **Online:**

Website ... 8,300 visits // 4,700 unique visitors // 24,000 page views // the site continued to get over 200 visitors a month.

## **Social Media:**

Facebook ... participation peaked at 15,000 people on one post // peak number of engaged users was 473 // Facebook page 124 likes

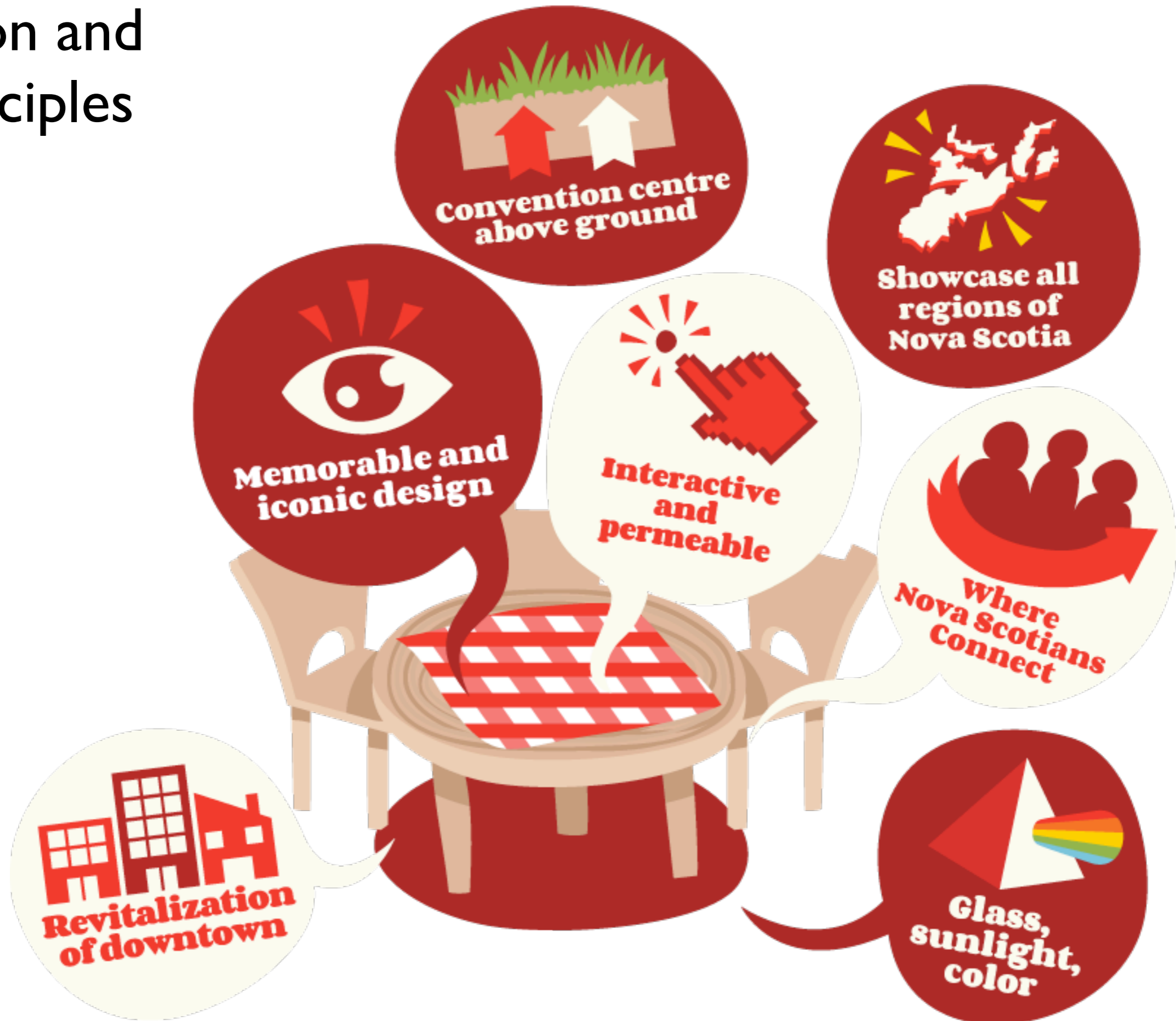
Twitter ... 362 followers // 500 interactions during the campaign

Flickr stream ... over 2700 clicks on images

## **Email list:**

Over 1000 followers by the end of the campaign

# Vision and Principles



# Streetscape and Nocturne Events



# Public Space



# Final Design and Launch



**what builds confidence  
in public engagement is  
people seeing results**

For more information visit:

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