

**Township of Southgate**  
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## **Staff Report CL2020-027**

**Title of Report:** CL2020-027- Use of Bang the Table EngagementHQ's Online Engagement Tool Services  
**Department:** Clerks  
**Branch:** Legislative and Council Services  
**Council Date:** September 2, 2020

### **Recommendation:**

**Be it resolved that** Council receive Staff Report CL2020-027 for information; and  
**That** Council support the decision to discontinue using Bang the Table EngagementHQ's Online Engagement Tool Software; and  
**That** Council support staff continuing to use the *ShapeSouthgate* slogan and logo for branding future community engagement projects conducted by the Township through our website, social media and survey tools.

### **Background:**

Council approved purchasing the Bang the Table EngagementHQ service for start-up on September 1st of 2019 with the cost for 2019 being paid out of the Provincial Efficiency Fund.

Staff developed the slogan "*ShapeSouthgate*" and logo for the site to be used by the public for online engagement for various projects. The existing site can be viewed [here](#).

### **Staff Comments:**

It is staff's recommendation to discontinue the use of the Bang the Table EngagementHQ software. *ShapeSouthgate* has been primarily used for surveys to gain public feedback with the most visited surveys being the Downtown Dundalk Holiday Street Lights in 2019, and the Waste Resources and Diversion Management BlueBox Transition in 2020. Other projects created on the site, including the "Adopt a Fire Hydrant" and "Together at Home during COVID-19" received very minimal traffic.

Since our main projects tend to be surveys, staff are recommending the use of SurveyMonkey which has minimal yearly fees, or a similar service. Our new website also has a "form builder" feature that allows for the creation of surveys and has the ability to run reports for results, etc.

Feedback has been received from other Department Heads who had active projects on *ShapeSouthgate* and they believe that our needs can be met by using our

website features or SurveyMonkey and utilizing our Facebook page and other social media platforms to direct people and share information.

Staff's goal will be to continue using the *ShapeSouthgate* slogan and logo to advertise different projects and initiatives being taken on by the Township through our website and social media.

**Financial Implications:**

Bang the Table EngagementHQ costs \$7500.00 annually. If we utilized our website features to create surveys there would be no additional costs, as "form builder" is included in the yearly fee for our Website Services. If we opened a SurveyMonkey business account, the annual fee is \$408.00.

**Communications & Community Action Plan Impact:**

This report has been written and presented to Council to communicate accurate information to the public.

**Concluding Comments:**

That Council receive Staff Report CL2020-027 as information and that Council support the decision to discontinue using Bang the Table EngagementHQ's Online Engagement Tool Software and support staff continuing to use the *ShapeSouthgate* slogan and logo for branding future community engagement projects conducted by the Township through our website, social media and survey tools.

Respectfully Submitted,

**Dept. Head:** *Original Signed By*  
Lindsey Green, Clerk

**CAO Approval:** *Original Signed By*  
Dave Milliner, CAO

**Attachments:** None.