



<b>Report Presented To:</b>	Township of Southgate Council Meeting
<b>Meeting Date:</b>	2024-09-18
<b>Report Number</b>	SIO2024-06
<b>Title:</b>	Draft Communications and Community Engagement Strategy
<b>Open/Closed Session:</b>	Open Session
<b>Prepared By:</b>	Graham Taylor Communications & Strategic Initiatives Officer
<b>Approved By:</b>	Dina Lundy Chief Administrative Officer

**Executive Summary:**

This report and attached Communications Strategy will help establish minimum expectations of communications and service standards for Township Staff.

**Recommendation:**

**Be it resolved that** Staff report SIO2024-06 be received for information; and  
**That** Council adopt the draft Communications and Community Engagement Strategy.

**Background:**

On November 1, 2023, Council adopted the Community Strategic Plan as a guiding document for this term of Council, until 2027. The Plan identified 13 priority areas, one of which states the Township’s desire to improve community engagement.

Council adopted the project charter for this project in May 2024. This identified how the project would be completed, and included the recommendation that this project include a public survey and communications audit. The survey was fielded in June 2024.

On August 7, 2024, Council received the Foundations Report, which provided five recommendations regarding what the final strategy should include. The Report also provided some key statistics about Township communications, demographics, and psychographics.

**Analysis**

The draft strategy represents a culmination of the research and feedback received to-date, and recommends new communications and consultative methods for the Township to leverage to boost resident engagement.

Once feedback is received on the draft strategy, a final version will be brought forward.

**Internal Policy and Legislated Requirements:**

This strategy does not supersede any legislation mandating required communication standards, including the *Municipal Emergencies Act* and the *Planning Act*.

**Financial and Resource Implications:**

This work is expected to have a net financial impact of up to \$5,000-per-annum, including the consultation events outlined.

**Strategic Priorities:**

Priority: Operational Excellence

Goal: Goal 13: Advance Strategic Priorities and Improve Community Engagement

Action Item: 13 a). Develop a Communications and Engagement Strategy to Increase the Quality of Communication with the Public for Transparent Government/Operation and to Enhance Citizen Participation

Action Item: 13 b). Develop a Communications Plan that Identifies Opportunities for More Frequent and Impactful Communications with the Public Including New and Current Residents

**Attachments:**

Attachment 1: SIO2024-06 Communications and Community Engagement Strategy 2024-2027