



Staff Report

Administration

Report To: Community Communications Advisory Committee
Meeting Date: September 16, 2019
Report Number: FAF.19.196
Subject: Launch of Public Engagement Platform
Prepared by: Tim Hendry, Communications and Economic Development Coordinator

A. Recommendations

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.196, entitled "Launch of Public Engagement Platform" for information purposes.

B. Overview

This report provides an update to the Community Communications Advisory Committee ("Committee") regarding the September 3, 2019 launch of "Your View – The Blue Mountains", the Town's Public Engagement Platform.

C. Background

At the May 27, 2019, Community Communications Advisory Committee meeting, the following motion was passed:

Moved by: Peter Bordignon Seconded by: Paula Hope

THAT the Community Communications Advisory Committee receive Staff Report FAF.19.089, entitled "Key Communications Priorities";

AND THAT the Community Communications Advisory Committee endorses the development of a Request for Proposal for public engagement software on a 6-month trial basis with a funding source identified by Town staff and a staff report brought to Committee of the Whole for Council consideration by July 3, 2019, if necessary, Carried.

Further, at the June 17, 2019, Community Communications Advisory Committee meeting, the following motion was passed:

Moved by: Peter Bordignon Seconded by: Jacqui Morrison

THAT the Community Communications Advisory Committee directs staff to proceed with a six-month trial purchase agreement with the preferred vendor totalling \$7,500 to be funded by Development Charges through the Communications Strategy budget, Carried.

D. Analysis

Throughout July and August, staff worked to prepare for the launch of the public engagement software. As part of the preparation, staff worked with representatives from Bang The Table to select the name, layout, design and logo for the platform.

Unfortunately, due to timing and meeting cancellations, a project update report was not provided to the committee. Town staff acknowledge that a project update report regarding the status of the project would have been beneficial. In respect of launching the platform as soon as possible and to maximize the use of the 6-month trial staff decided to proceed with the launch of the platform.

The online public engagement platform, titled “Your View” was launched on Tuesday, September 3rd, 2019. Within the first 24 hours, more than 65 users registered for the platform. Your View was launched with two key projects which included the Corporate Strategic Plan Survey and the #YourViewofBlue Photo Contest.

Further public engagement projects including the Communications Strategy Survey and the Economic Development Strategy Survey will be added to the platform when available.

E. The Blue Mountains Strategic Plan

- Goal #2: Engage Our Communities & Partners
- Objective #1 Improve External Communication with our Constituents
- Objective #2 Use Technology to Advance Engagement

- Goal #4: Promote a Culture of Organizational & Operational Excellence
- Objective #3 To Consistently Deliver Excellent Customer Service
- Objective #5 Constantly Identify Opportunities to Improve Efficiencies and Effectiveness

F. Environmental Impacts

No environmental impacts are anticipated as a result of this report.

G. Financial Impact

The cost of the 6-month trial was funded through the \$100,000 budget allocated to the Communications Committee by Council.

H. In consultation with

Shawn Everitt, Chief Administration Officer

I. Public Engagement

The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, communications@thebluemountains.ca.

J. Attached

None

Respectfully Submitted,

Tim Hendry
Communications and Economic Development Coordinator

Shawn Everitt
Chief Administrative Officer

For more information, please contact:
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