



## Staff Report

**Report Title: Engagement Framework and Toolkit**

**Prepared By: Michelle Goetz, Manager of Strategic Initiatives**

**Department: BED**

**Date: Oct. 17, 2022**

**Report Number: BED-2022-10-49**

**File Number:**

**Attachments: Engagement Framework and Toolkit and Roll-out Plan**

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### **Recommendation:**

THAT the Township of Huron-Kinloss Council hereby approves report number BED-2022-10-49, prepared by Michelle Goetz, Manager of Strategic Initiatives AND adopts the Engagement Framework, Toolkit and Roll-out Plan dated October 17<sup>th</sup> 2022 by Redbrick Communications in principle AND FURTHER approves the appropriate By-Law coming forward on tonight's agenda.

### **Background:**

Through the development of the Communications Strategy and Action Plan adopted by Council in the Fall of 2021, the Township committed to developing a culture of two-way communication with our residents and stakeholders. A key action item to develop this culture was the creation of an engagement strategy.

### **Discussion:**

In March 2022, Council accepted the proposal from Redbrick Communications to develop our engagement strategy. We created an engagement team that would work with Redbrick in the development of the strategy and action plan. The team consisted of Mary Rose Walden, Michelle Goetz, Leanne Scott, Mel Moulton, and a few other members of staff. The team worked diligently to support this project and are very proud of the final documents (attached).

Andrea presented the strategy and action plan, which is now referred to as the Engagement Framework and Toolkit, to Council this evening and we are recommending that Council adopt the Framework, Toolkit and Roll-out Plan in principle.

We hope to begin implementation of the roll-out plan immediately, with an “Engagement Road-Show” as described in the plan. This will provide a great opportunity for staff across all departments to gain a better understanding of our guiding principles for engagement and the importance of authentic engagement.

**Financial Impacts:**

This project was approved in the 2022 Budget for a total cost of \$12,500.

**Strategic Alignment / Link:**

The information provided in this report is consistent with and in keeping with the Municipality’s Vision & Mission. The recommendations contribute to the goals in achieving a prosperous, spirited, vibrant and accessible community.

Projects in this report assist staff in achieving the following projects in the 2019-2023 Strategic Plan Action Plan:

A6.1 Communication Plan

**Respectfully Submitted By:**

Michelle Goetz, Manager of Strategic Initiatives

**Report Approved By:**

Mary Rose Walden, Chief Administrative Officer