

Township of Huron-Kinloss: Engagement Strategy

Council

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Communications Excellence

*...using communications to **manage relationships** with diverse stakeholders/audiences to:*

- achieve mutual understanding*
- realize organizational goals*
- serve the public interest.*

Canadian Public Relations Society

www.cprs.ca

Municipal Benefits of Effective Engagement

- ✓ Increased community trust/support in local government and value for taxpayer dollars
- ✓ Informs policy, programs and services
- ✓ Builds a more informed community and creates a shared purpose
- ✓ Empowers participants and gives greater ownership
- ✓ Provides an opportunity for diverse voices
- ✓ Promotes collaboration and cooperation
- ✓ Allows for issues mitigation
- ✓ Improved staff morale

Project Goals

- Develop an external and internal engagement framework for the Township
- Develop an accompanying toolkit to support staff efforts
- Develop a strategy action plan to roll out the framework and toolkit

Key Municipal issues/decisions for public input

Biggest barriers to effective engagement

Biggest opportunities for enhanced engagement

Role of Council to support public engagement

Thank you!

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