



Communications Strategy

2024-2026

Responsibility - Integrity - Respect - Transparency

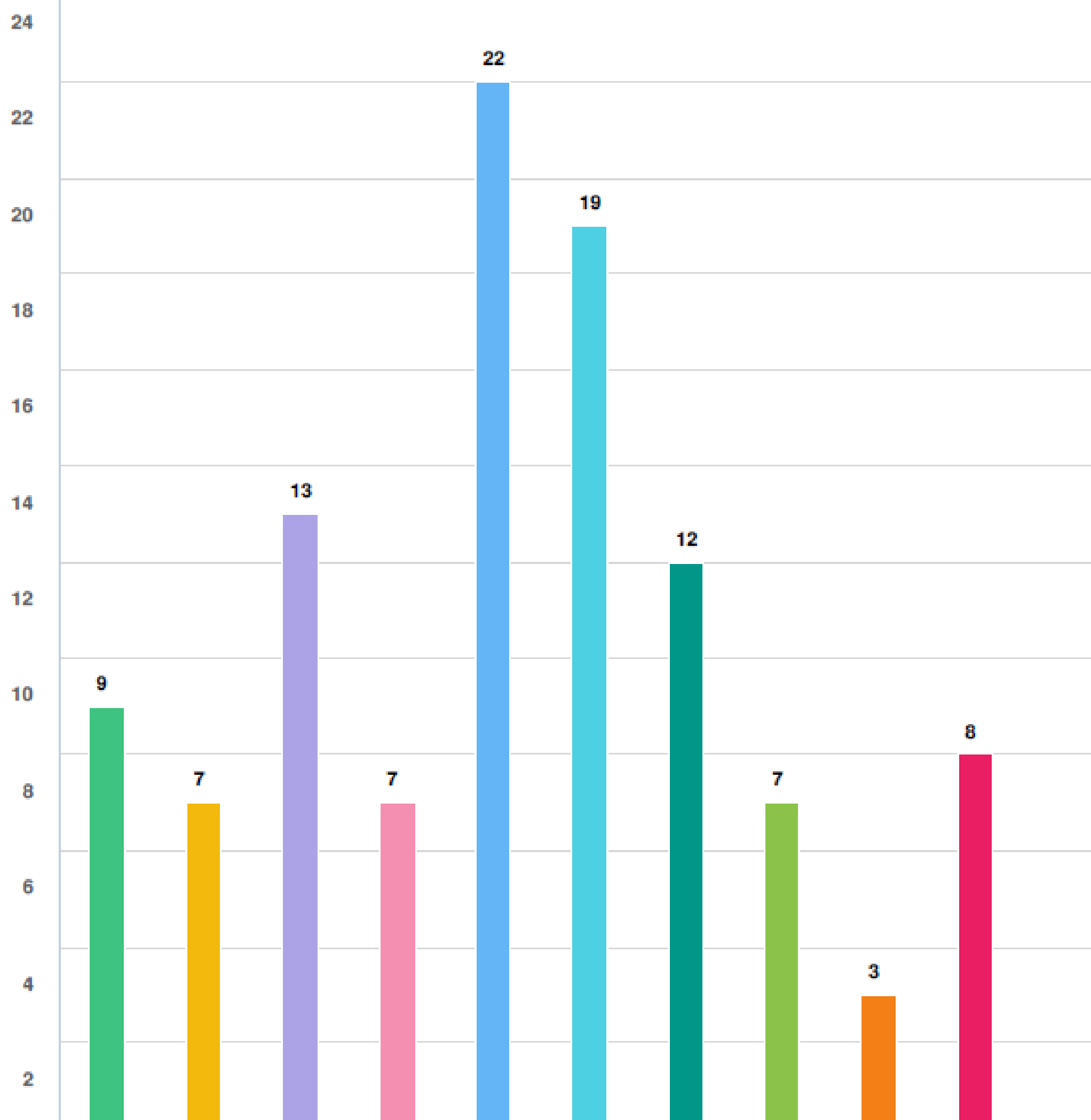


What We Heard

**Which of the following do you consider to be the most effective way of getting information from the Township?
Check all that apply.**

Question Options

- **Contacting a Member of Council**
- **Contacting Township Staff**
- **www.townshipofbrock.ca news**
- **Electronic signs**
- **Official Township Social Media accounts**
- **E-Newsletter emailed monthly to your inbox**
- **Printed Newsletter mailed to your door**
- **Township Surveys**
- **Local Radio**
- **Large roadside signs**



Goals, Objectives and Strategies

Objective One

Communicate accurate and important information to residents in a timely and meaningful way

Strategy 1.1

Communicate important information about Council decisions and Township services.

Strategy 1.2

Develop an insight into the type of information citizens seek, their preferred frequency of receiving information, the channels they prefer, and their desired level of involvement in Township decision-making processes.

Strategy 1.3 Maintain mutually beneficial relationships with media.

Objective Two

Establish a formal, predictable and transparent approach to engaging with the community

Strategy 2.1

Develop a Public Engagement and Participation Framework to create consistency.

Strategy 2.2

Attract more resident participation in Public Engagement Activities

Objective Three

Strong and authentic internal communications

Strategy 3.1

Enhance individual communication skills and capacity of the organization as a whole.

Thank You

