

For Immediate Release
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TIME TO CHANGE THE CHANNEL WELLAND

The City of Welland has launched *Your Channel* as an initiative to improve communication and public engagement. *Your Channel* is an online interactive communication tool for information sharing, and also opens doorways of discussion and engagement that will help guide Council's decision making. Embarking on new engagement strategies, and opening better lines of communication is a demonstration of the city's commitment to improve community discussion, explore ideas, and bring the public's voice to city projects.

The city's new public engagement platform will also assist staff with community improvement projects and help prepare reports for Council's consideration that better reflect community input. *Your Channel* has the ability to inform and engage the public with city projects through discussion forums, surveys, quick polls, a guest book, and a questions and answers section.

"Communications and public engagement are strategic priorities for Council and Your Channel supports our commitment to providing open, transparent, and accountable government," said Mayor Frank Campion. "As a smart city, we're embracing digital technology that allows us to connect and collaborate with the community on the current and future direction of the city."

"In this digital world, people have become more empowered and engaged, they consume information differently, and they want digital options to be able to connect with and influence the community issues and decisions important to them," said Gary Long, CAO. "Your Channel changes how we communicate and interact with residents and allows us to be more responsive."

Participating in *Your Channel* is a quick simple process of signing up with the platform and engaging in featured topics. Visit welland.ca to participate, engage, and have your say.

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