

City launches communications survey; feedback to form pillar of corporate communications plan

FOR IMMEDIATE RELEASE

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Welland, ON – The City of Welland is reaching out to the community for input on corporate communications in the form of a communications survey on the City’s [YourChannel](#) engagement site.

Feedback from this survey will assist in the creation of the City’s corporate communications plan.

Through consistent efforts to adapt and adjust to how residents, visitors, and investors consume information from the City, hearing directly from these stakeholders ensures the City is aware of the channels and messages most likely to connect with its audience.

“The communications landscape changes rapidly and constantly,” said Marc MacDonald, manager of corporate communications. “We believe we’re accessing the channels necessary to reach our residents, and this survey will tell us if we’re doing that. Moreover, it will give us an idea on what we can improve upon and what new methods we can employ moving forward.”

The way the City communicates is just as important as the information itself. Therefore, the survey seeks to provide staff with an understanding of the topics and subject matter that residents are most interested and the vehicles utilized to get it from City Hall to the community.

From social media to the City’s website to print and radio, the communications survey also allows respondents to provide feedback on various tools, providing a mix of open, closed, and ranking questions. Responses will help form a benchmark to measure future success.

The City of Welland is committed to staying up to date with preferred current methods of communications while understanding that traditional channels are equally important and continue to retain a significant audience.

The survey, opening on Sept. 13, will be available for six weeks, closing on Oct. 25.

To access and complete the survey, visit the City’s [YourChannel](#) page. Registration is required.

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