

City reengaging with its community engagement tool; rebrands YourChannel to EngageWelland

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Welland, ON – The City of Welland's YourChannel page – a community engagement platform – underwent changes to its name, design, and usability, and officially launched EngageWelland on November 12.

Hosted by the engagement platform Bang the Table, YourChannel was often misunderstood and misrepresented as an engagement tool that could effect change and efficiently contribute to the corporation and Council's decision-making process.

"It wasn't the tool that was broken; it was how it was used and presented to the community," said Marc MacDonald, corporate communications manager. "The name now accurately reflects what we're trying to get out of the page, and with a simpler design and layout, the page will be easier for users to navigate and understand."

The former page was a series of project cards, and though clickable to view a project, there was little else to share with users about the page or how to use it. The redesigned page includes:

- A how-to video
- FAQs
- Contacts for City staff who monitor the various projects or pages

Current projects on YourChannel will remain on the new page, and a redirect to the new site – www.engagewelland.ca, live November 12 – takes effect with the switch. Future projects will be thoughtfully created, and tools such as forums, places, ideas, stories, questions, surveys, and quick polls will be better utilized.

Bang the Table is an online platform for government bodies and municipalities to build stronger, more trusting communities through meaningful engagement. The site provides the opportunity for residents to get involved and have their say on important and relevant issues. Through the online discussion forums, surveys, and other feedback tools, it is quick and easy to contribute ideas, opinions, and comments on critical issues and projects.

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