

Report to Council

Report Title: Bang the Table Community Engagement Tool

Prepared By: Sonya Watson, Chief Administrative Officer

Department: Administration

Date: October 29, 2019

Report Number: CAO2019-29 **File Number:** C11AD

Attachments: N/A

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CAO2019-29 - Bang the Table Community Engagement Tool, prepared by Sonya Watson, Chief Administrative Officer and in doing so authorizes staff to proceed with entering into a two-year agreement with Bang the Table, and further approves a By-Law coming forward.

Report:

Background:

Bang the Table is a community engagement tool that is configured specifically to meet the needs of the government sector and provides Municipalities with an opportunity to engage their citizens through an online platform. Staff have been investigating this throughout 2019 and in September staff members attended a demonstration by Mike McInerney, Online Engagement Manager from Bang the Table and were provided the opportunity to learn more about Bang the Table's four main engagement strategies: Listening, Informing, Understanding and Building Community.

1. **Listening:** Bang the Table provides eight different listening engagement tools for municipalities to use to gain feedback on projects and initiatives being considered by Council and Staff. "Asking for input and listening to community is the first step towards building successful relationships and keeping your finger on the pulse of community sentiment."
2. **Inform:** The online platform gives the Municipality the opportunity to inform residents about the status of projects and initiatives or to share information and stories.
3. **Understand:** Bang the table will give staff insight into the public's opinions, views, and feelings about the projects we are pursuing.
4. **Build Community:** This software system will allow staff to regularly communicate with the public in an open forum. The conversation can be managed using polls, Q & A's, surveys, discussion boards and more.

One of the benefits of this platform is that it is moderated 24/7 by Bang the Table. Within 2 hours of a comment or question being posted to our site, Bang the Table staff will review it to ensure it is not inappropriate or offensive. Any comment that is deemed offensive or inappropriate will be removed from the site and the respondent will receive an email from Bang the Table outlining why their action was removed.

Analysis:

After further research and conversations with Bang the Table and consultations with other local Municipalities using the platform, staff believe the software would be beneficial to both Council and Staff for decision making and communications purposes. We need to be continually looking for alternatives to engage residents and receive input. Bang the Table is another tool that will assist Council and Staff in achieving its goals and priorities and ensure the views of residents are understood related to certain projects and initiatives. Bang the Table would have been a great asset for the recent Truax Dam Partial Removal Project, Durham Street Sidewalk Revitalization and the Cannabis Retail Survey.

If approved, Bang the Table would be up and running by January 1, 2020. Staff have compiled a list of topics that Bang the Table would assist with, including the 2020 Budget, which would be staff's first engagement project. The goal of this project is to help educate and inform our residents about the municipal budget, as well as to provide an opportunity for residents to have their voice heard. The timing is perfect to use the software for initiatives such as commemorating Walkerton 2020, Walkerton 150 Homecoming, economic development initiatives and projects in the 2020 budget.

The implementation will be led by Tayler Grubb, Operations/CAO Administrative Assistance and myself and all department will be responsible for departmental input into projects that will be communicated through Bang the Table.

A listing of local municipal sites has been provided here for Council's information:

Municipality of Grey Highlands- [Connect Grey Highlands](#)

Town of Shelburne- [Have Your Say Shelburne](#)

Bruce County- [Bruce GPS](#)

Town of Collingwood- [Engage Collingwood](#)

Town of Blue Mountains- [Your View Blue Mountains](#)

Town of Wasaga Beach- [Lets Talk Wasaga Beach](#)

Township of Huron- Kinloss- [Have Your Say HK](#)

Sustainability Checklist:

What aspect of the Brockton Sustainable Strategic Plan does the content/recommendations in this report help advance?

- | | |
|---|-----|
| • Do the recommendations help move the Municipality closer to its Vision? | Yes |
| • Do the recommendations contribute to achieving Cultural Vibrancy? | Yes |
| • Do the recommendations contribute to achieving Economic Prosperity? | Yes |
| • Do the recommendations contribute to Environmental Integrity? | Yes |
| • Do the recommendations contribute to the Social Equity? | Yes |

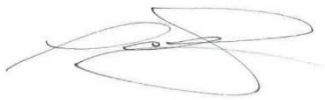
Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

We would commit to a two year agreement to ensure we have adequately set up and used the site. There are monies in the 2019 Service Agreements budget to cover year one. The annual subscription fee for Bang the Table has been negotiated at \$7500.00 plus H.S.T. and the implementation fee has been waived. The two-year agreement would be for 2020 and 2021. The annual subscription fee for 2021 will be included in the 2020 municipal budget.

Bang the Table offers a cost-effective alternative to in-person and pop-up engagement and a platform that is engaging and user friendly.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Sonya Watson, Chief Administrative Officer