



TOWNSHIP OF
GREATER MADAWASKA



Communication and Engagement Strategy

Connecting Residents - Strengthening Our Community

November 2025

1. Our Vision and Purpose

This strategy outlines how we share information, listen to feedback, and report back so residents feel informed, heard, and included. Clear, consistent communication helps everyone understand what's happening, how decisions are made, and how to get involved.

2. What We Heard in 2025

This strategy builds on the 2025 Community Communication Feedback Survey, and through local events, online engagement, and daily conversations, we have gained insight into how residents prefer to stay connected.

Communication is trending positive. The majority of respondents (71%) feel Township communication has improved over the past year, and overall satisfaction sits at 66%. Comments like “Keep striving to inform and engage the community” and “We really appreciate all the community updates” reflect that momentum and the value people place on regular, visible updates.

Facebook remains the most visible channel, and many residents also follow by email or through the Township website. At the same time, residents want a monthly newsletter that summarizes everything, supported by timely posts for day-to-day updates. The most-requested topics are clear and practical, including community events and recreation, road maintenance and construction, Council decisions and highlights, emergency alerts/service disruptions, and health and wellness information.

Respondents also suggested a few improvements. They'd like more financial updates, clearer details in communications, and options beyond social media so those without reliable internet are still informed. Suggestions include text message alerts, push notifications for closures or emergencies, and email subscriptions, alongside mailed newsletters and posters.

The findings confirm the path forward, where we continue to build on what's working and diversify delivery so that information reaches everyone, online and offline.

The infographic on the next page illustrates these results at a glance.

2025 Communication & Engagement Survey Results

71% of residents feel that communication has improved over the past year.

"We really appreciate all the community updates."

Top Update Interest

"Keep striving to inform and engage the community."

Increased visibility of updates through various channels has fostered a sense of community.

1. Community Events and Recreation
2. Road Maintenance and Construction Updates
3. Council Decisions and Highlights
4. Emergency Alerts or Service Disruptions
5. Health and Wellness Services

"We want more financial updates."

73%

Prefer Facebook Updates

66%

Overall Satisfaction with communication

60%

Prefer email updates

58%

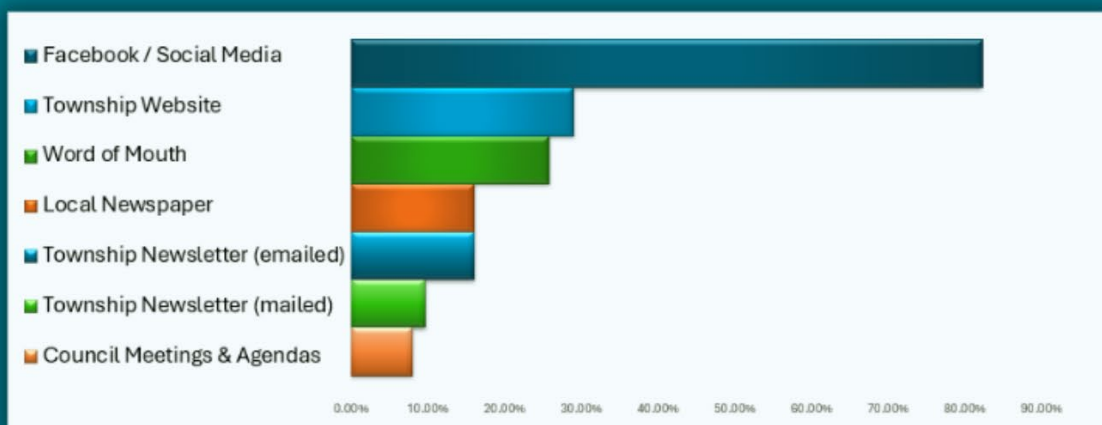
Prefer a monthly newsletter

Top communication tools the community wants to see the Township explore

- Push notifications for road closures or emergencies
- Text message alerts
- Email subscription list

"While electronic communication is great for some, it sure does not cover all your taxpayers. Many still cannot afford satellite internet."

Respondents most often hear about Township news or updates through:



The survey results indicate a strong preference for various communication channels. Most residents are interested in receiving a monthly newsletter by email and mailed, and prefer more frequent updates on social media to stay informed.

3. Engagement Framework & Continuous Improvement

Our approach is guided by six principles that ensure communication is transparent, inclusive, and adaptable over time. These principles not only shape how we share information but also how we review and refine our efforts to stay aligned with community needs.

1. Accessibility: Communication reaches residents through multiple methods, including digital, print, and in-person.
2. Transparency: Information will be open, accurate, and timely.
3. Consistency: Township messages will reflect one clear voice and brand.
4. Two-Way Engagement: Listening to residents is as important as informing them.
5. Partnership: Collaboration with local groups, media, and community ambassadors extends our reach.
6. Continuous Improvement: We continually learn from what's working and what's not to strengthen future communication.

Continuous improvement is not a single step but an ongoing cycle of listening, evaluating, and evolving. Each stage of the process (Plan, Do, Review, and Adjust) helps ensure that communication methods remain relevant, inclusive, and effective as the Township and its residents grow and change.

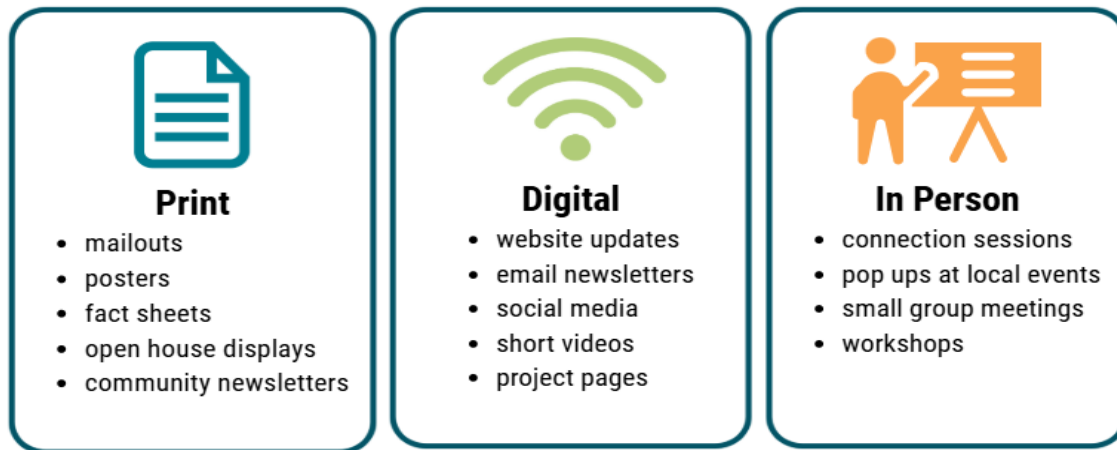
This cycle, as illustrated below, reflects our commitment to remain responsive and accountable, turning resident feedback, engagement data, and lessons learned into better communication and stronger community connections.



These principles and the improvement cycle together guide our engagement choices and ongoing evaluation of Township communication efforts.

4. How We Share Information

We use a combination of digital, print, and in-person tools to reach residents across the Township and ensure everyone has access to important updates.



No single method reaches everyone, so we employ multiple approaches to ensure that all residents can access timely and relevant information.

5. Governance & Internal Alignment

Effective communication is a shared responsibility. Both staff and Council play essential roles in keeping residents informed and connected.

Staff

- Lead day-to-day communication and engagement through Township channels.
- Maintain partnerships with local groups and community ambassadors
- Coordinate community presence at events and programs.
- Prepare and share the annual Communication and Engagement Update.

Council

- Serve as visible, accessible representatives in the community.
- Participate in community sessions and listen to resident feedback.
- Share Township updates through networks and encourage participation.
- Support continued improvement and transparency through feedback and discussion.

Together, Council and staff ensure residents receive consistent, accurate, and accessible information.

6. Measuring and Improving Progress

We measure success through both numbers and stories — tracking how many residents we reach, how they engage, and what we learn along the way. These insights guide the continuous improvement of our communication and engagement efforts.

Our goals, actions, and performance indicators help us stay accountable and show where we are making progress or where adjustments are needed.

Goal	Ongoing Actions & Outcomes	Key Performance Indicators
Inclusive Communication	Maintain multi-channel communication. <i>Residents can access Township information in their preferred format.</i>	• Annual growth in social media followers and engagement • Website & Newsletter open and click-through rates • # printed information
Two-Way Engagement	Connection Sessions, attend events, and short surveys. <i>Residents feel informed and heard through consistent opportunities to share input.</i>	• Attendance and participation in community sessions • # of surveys completed • % of residents reporting they feel informed and heard
Staff as Communicators	Internal updates, cross-department coordination. <i>Staff share accurate, consistent information across departments.</i>	• % of staff who feel informed about Township projects
Partnerships	Collaborate with community groups, media, and service clubs. <i>Broader reach and stronger community ties.</i>	• # of joint initiatives or co-hosted events • Partner Feedback
Measure and Report	Annual Communication and Engagement Update to Council. <i>Transparent reporting and continuous improvement.</i>	• Annual update delivered • Year-over-year change in engagement reach and satisfaction