



Media Release

Town of Midland launches Engaging Midland engagement site.

For Immediate Release

(MIDLAND, ON) – The Town of Midland has launched a new engagement website, Engaging Midland (engagingmidland.ca), in an effort to engage residents with more news and information and present them with new opportunities to provide input on projects, ask questions and bring ideas forward.

“Increasing our communications and engagement efforts with residents is an important goal for all of Council and Town Administration,” said Mayor Stewart Strathearn. “With the launch of Engaging Midland, we now have better tools to engage and consult with the community online and increase our level of inclusivity with respect to Town projects and initiatives.”

The creation of an engagement site is part of the ongoing Community Engagement Strategy, which was approved in 2018 during the previous term of Council. The launch of Engaging Midland not only completes a key initiative of that strategy, it also makes progress on Council’s Strategic Priorities to have Accountable, Responsive & Innovative Governance through the exploration and implementation of new service delivery models and community engagement/partnerships.

“Increasing our communication with residents was also identified in our 2017 Service Delivery Review as an improvement opportunity,” said John Skorobohacz, Town of Midland Chief Administrative Officer. “By redesigning our website home page and launching Engaging Midland, we have increased the amount of news and information easily-available to residents and provided added options for engagement, while also paving the way for other elements of the Community Engagement Strategy to be successful.”

Engaging Midland was created using the Engagement HQ platform from Bang the Table, a leading online engagement company that specializes in municipal government/community engagement. Engaging Midland will feature projects, news and events and provide registered participants the ability to ask questions, submit ideas, respond to surveys and more.

“Council values your input, and your comments, questions and ideas will help shape the future of our town,” added Strathearn. “I encourage everyone to visit EngagingMidland.ca and register today, so you can join the conversation and help us continue to move Midland forward.”



For media enquiries, please contact:

Randy Fee | Communications & Marketing Coordinator

Town of Midland | 575 Dominion Avenue, Midland, ON L4R 1R2

705-526-4275 ext.2264 | rfee@midland.ca | www.midland.ca | engagingmidland.ca