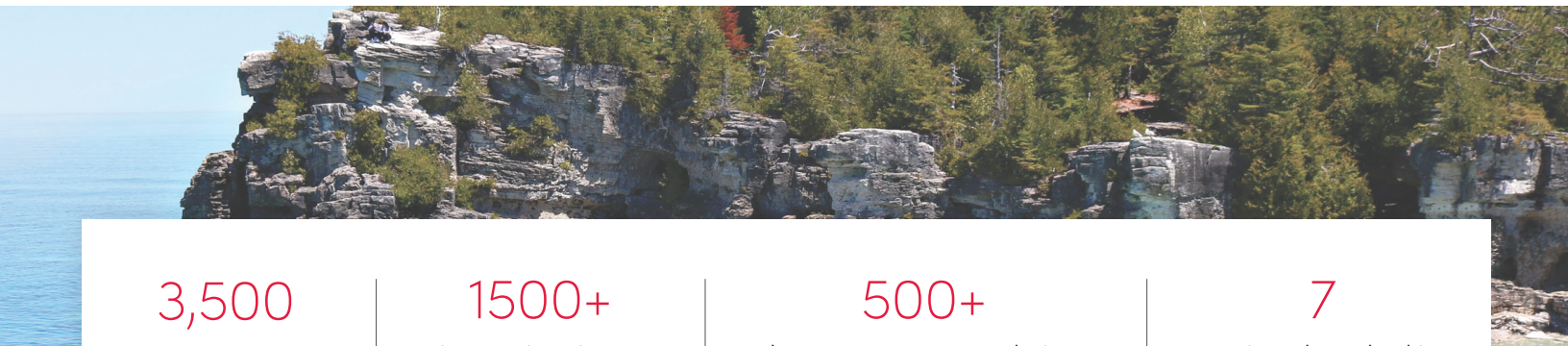




# Georgian Bluffs, Ontario

## How Georgian Bluffs Expanded Engagement in their Rural Community



3,500

visitors to site in two months

1500+

interactions in two months

500+

short-term accommodations (STA) survey responses

7

projects launched in first two months

### OVERVIEW

The idyllic landscapes of Georgian Bluffs, Ontario, Canada, may offer peaceful scenes, but the township's 11,000 residents were eager to engage on topics ranging from short-term rentals to local livestock ordinances. EngagementHQ provided the tools to create a digital transformation and a hub for local engagement, participation, and transparency.

### SITUATION | IMPROVING TWO-WAY COMMUNICATION IN A RURAL TOWNSHIP

The picturesque Georgian Bay area in Ontario, Canada, has sparked an increase in tourism post-pandemic. With residents spread out across the area, however, township staff wanted a digital meeting point where two-way engagement could keep citizens informed while providing a place to address issues in the community.

### SOLUTION | BUILDING A DIGITAL HUB FOR HOT-TOPIC ISSUES

Using EngagementHQ, the Georgian Bluffs staff created *Engage GB*, a hub where residents could find information about ongoing and upcoming projects the township was undertaking. When Engage GB was ready to launch in 2022, the team made sure that the projects featured were ones that would draw audience attention.

### RESULTS | HOME FOR ENGAGEMENT ON A VARIETY OF TOPICS

In the two months after launching Engage GB, Thomson's assumptions and strategy have been proven through strong public response. From a community of 11,000, the site has seen 3,500 visitors with over 1,500 interactions and more than 500 survey responses on the seven projects included in the initial launch.

### MUST HAVE SOLUTION

EngagementHQ  
Host Compliance

“Our philosophy around engagement is: We want to talk to our residents. We want to hear from them. It's important for their voices to be involved in their local government. EngagementHQ makes it so much easier for us to act on that.”

Hailey Thomson, Communication Specialist, Georgian Bluffs, Ontario