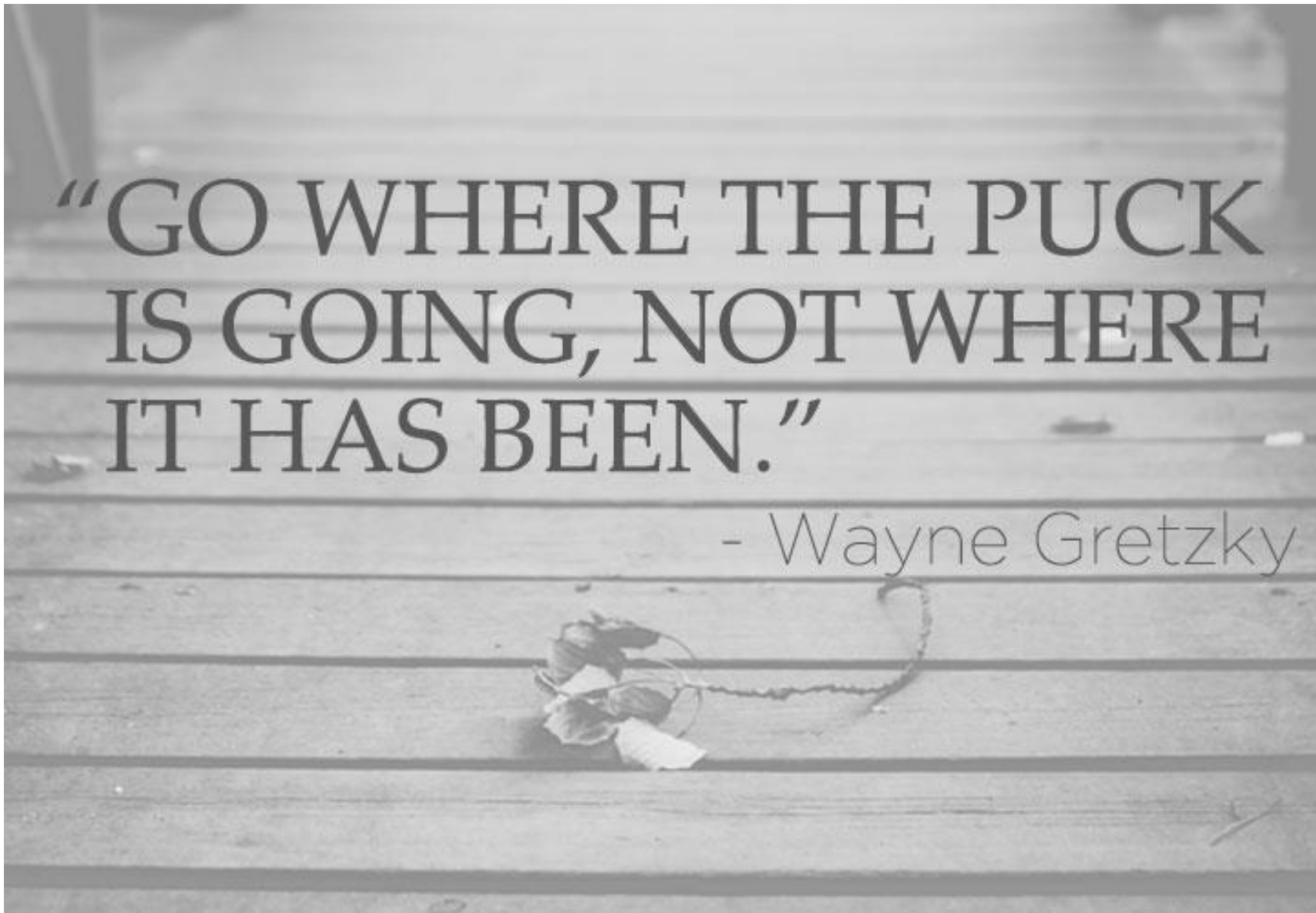


**GREY
HIGHLANDS.**

Community engagement & relationship
marketing in municipal government

Department of Economic and Community Development



A black and white photograph of a wooden surface, likely a hockey rink's boards. A hockey puck is visible in the lower center, surrounded by some leaves or debris. The background is slightly blurred, showing the wooden planks.

“GO WHERE THE PUCK
IS GOING, NOT WHERE
IT HAS BEEN.”

- Wayne Gretzky

PUBLIC OPINION RESEARCH

EVERYTHING IS LOCAL

**THE ROLE OF MUNICIPALITIES IN CANADIANS' LIVES
AND OPINIONS ABOUT NEW FUNDING TOOLS**

SPRING 2019

NATIONAL SURVEY OF 5,106 CANADIANS

FCM

FEDERATION
OF CANADIAN
MUNICIPALITIES

FÉDÉRATION
CANADIENNE DES
MUNICIPALITÉS

ABACUS DATA

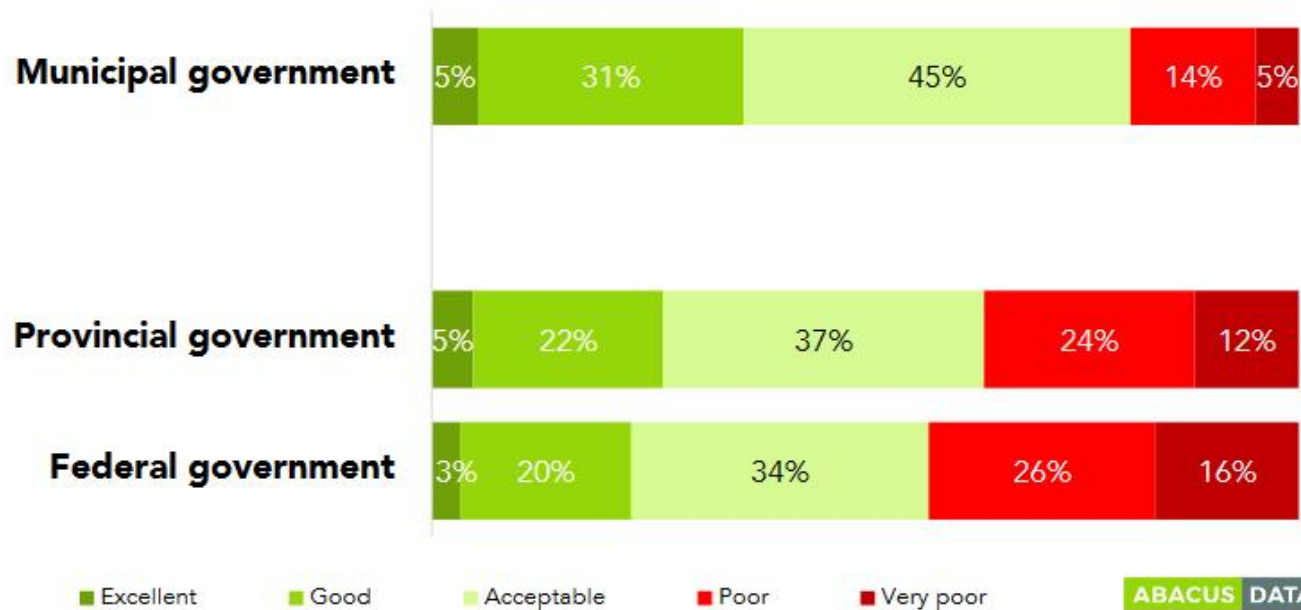


<https://data.fcm.ca/documents/reports/GMF/2019/public-opinion-research-report.pdf>

THE PERFORMANCE OF MUNICIPALITIES IS VIEWED MORE POSITIVELY THAN FEDS OR PROVINCES.

ABACUS DATA

RATING OVERALL PERFORMANCE

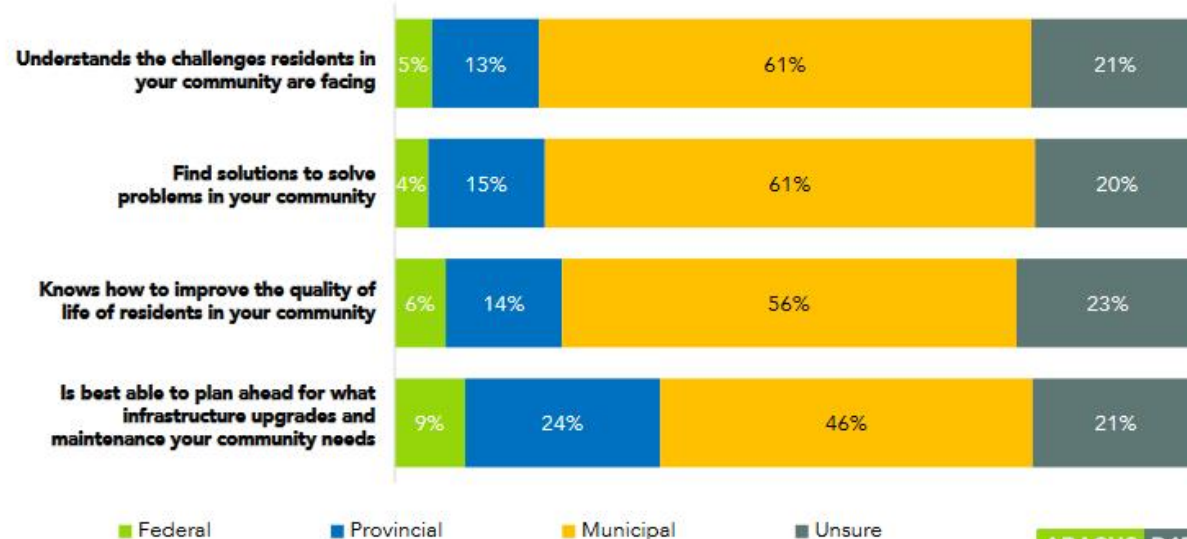


CANADIANS BELIEVE MUNICIPALITIES ARE BEST AT...

UNDERSTANDING LOCAL CHALLENGES.
FINDING LOCAL SOLUTIONS.
IMPROVING QUALITY OF LIFE.
PLANNING AHEAD.

ABACUS DATA

WHICH LEVEL OF GOVERNMENT BEST...



ABACUS DATA

[re]IMAGINE

**GREY
HIGHLANDS.**



**[re]IMAGINE is trust.
[re]IMAGINE is community.**

125+ hours of meaningful conversations.

500+ face-to-face interviews.

Significant **themes:**

- Transportation
- Affordable housing
- Recreation and programming
- Tourism, heritage, and beautification
- Downtown revitalization
- Business and retail needs

4x increase in public engagement.

6 weeks of grassroots community engagement.





CONVERSATIONS BUILD RELATIONSHIPS.

RELATIONSHIPS BUILD TRUST.

TRUST FOSTERS COMMITMENT.

**COMMITMENT HELPS BUILD MEANINGFUL
PARTNERSHIPS.**

**PARTNERSHIPS DELIVER THE BEST RESULTS FOR
EVERYONE.**

ASKING.

LISTENING.

ENGAGING.

COMMUNITY.

MAKING A DIFFERENCE.

Michele Harris | Director, Economic & Community Development

harrism@greyhighlands.ca | 519-608-0428