



**THE CORPORATION OF
THE TOWN OF PERTH**

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FOR IMMEDIATE RELEASE

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Town of Perth Launches *Engage Perth* – A New Platform for Citizen Engagement

Perth, Ontario – The Town of Perth is proud to announce the launch of *Engage Perth*, an online platform where residents can learn more about municipal projects and provide their input.

Hosted through the Social Pinpoint software platform, *Engage Perth* is an accessible, user-friendly portal where residents can learn about ongoing projects and initiatives, provide feedback, and follow updates on the topics that matter most to them. The platform is tailored to facilitate an easier, more effective communication channel between the municipality and the community, ensuring that everyone has a chance to be heard and stay informed.

Key Features of Engage Perth:

- **Real-time updates on projects and initiatives:** Residents can now follow projects of interest and receive notifications about the latest developments.
- **Easy-to-use feedback mechanisms:** The platform offers various tools for residents to express their opinions and suggestions, contributing directly to the town's planning and decision-making processes.
- **Accessible results and insights:** *Engage Perth* provides clear, transparent access to the outcomes of public consultations and the next steps for projects, reinforcing accountability.

One of the projects recently launched and open for community participation on *Engage Perth* is the Active Transportation Plan. There are survey highlights, documents and key dates tied to the Active Transportation Plan project and, in the near future, draft maps will be posted where community members can provide feedback on proposed active transportation pathways using the platform.

“Getting community feedback is such an important part of ensuring we stay connected to our residents and make genuine efforts to ensure each individual has the opportunity to feel heard,” says Cathy McNally, Director of Community Services. “Our hope – and ultimate goal – is that *Engage Perth* will do just that.”

The launch of *Engage Perth* is a part of the Town's broader strategy to improve its communications and make civic engagement more dynamic and straightforward. Residents are encouraged to visit engage.perth.ca to explore the new platform and register to follow the developments of ongoing and upcoming projects.

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