

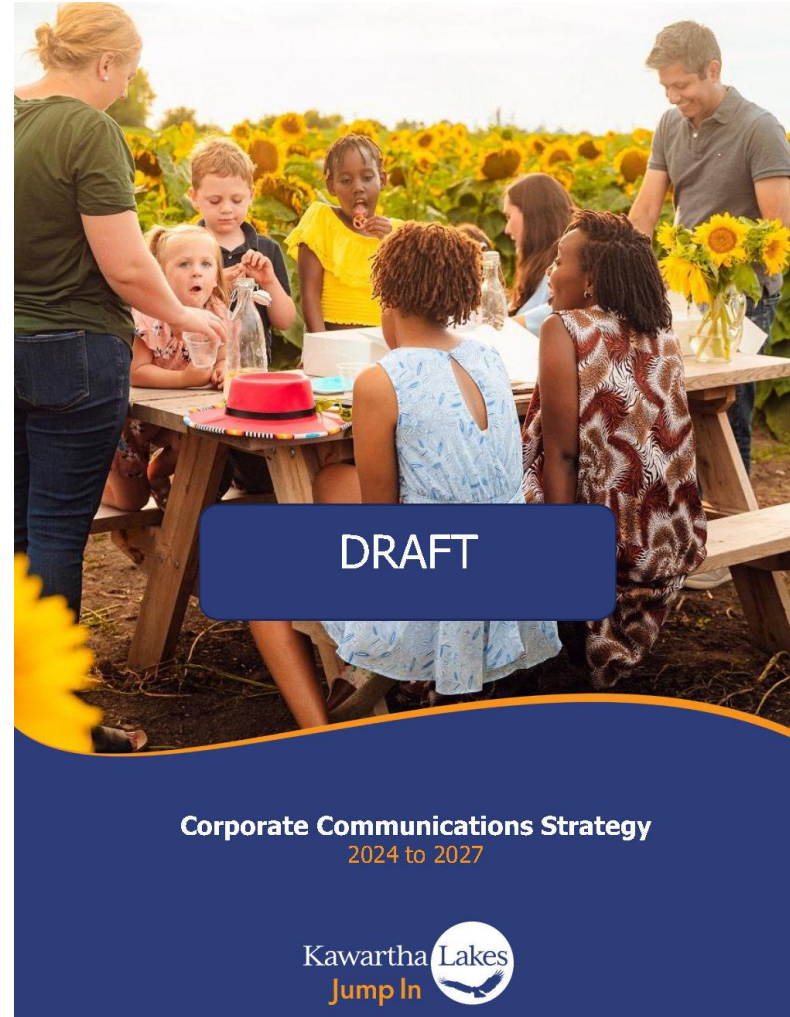
Corporate Communications Strategy

2024 to 2027

Committee of the Whole
March 5, 2024

Outline

- Where we began
- What we heard
- Where we're going



Where we began

Corporate Communications Accomplishments 2016 to 2023

- Redevelopment of four websites
- Communications framework
- Media relations and social media governance
- First engagement platform - Jump In, Kawartha Lakes
- Refreshed branding



What we heard

- Did You Know campaign
- Redbrick Communications research
- Kawartha Lakes Strategic Plan



A Healthy Environment



An Exceptional Quality of Life



A Vibrant and Growing Economy



Good Government



Communications Landscape

Source: Redbrick Communications



Shrinking
attention spans

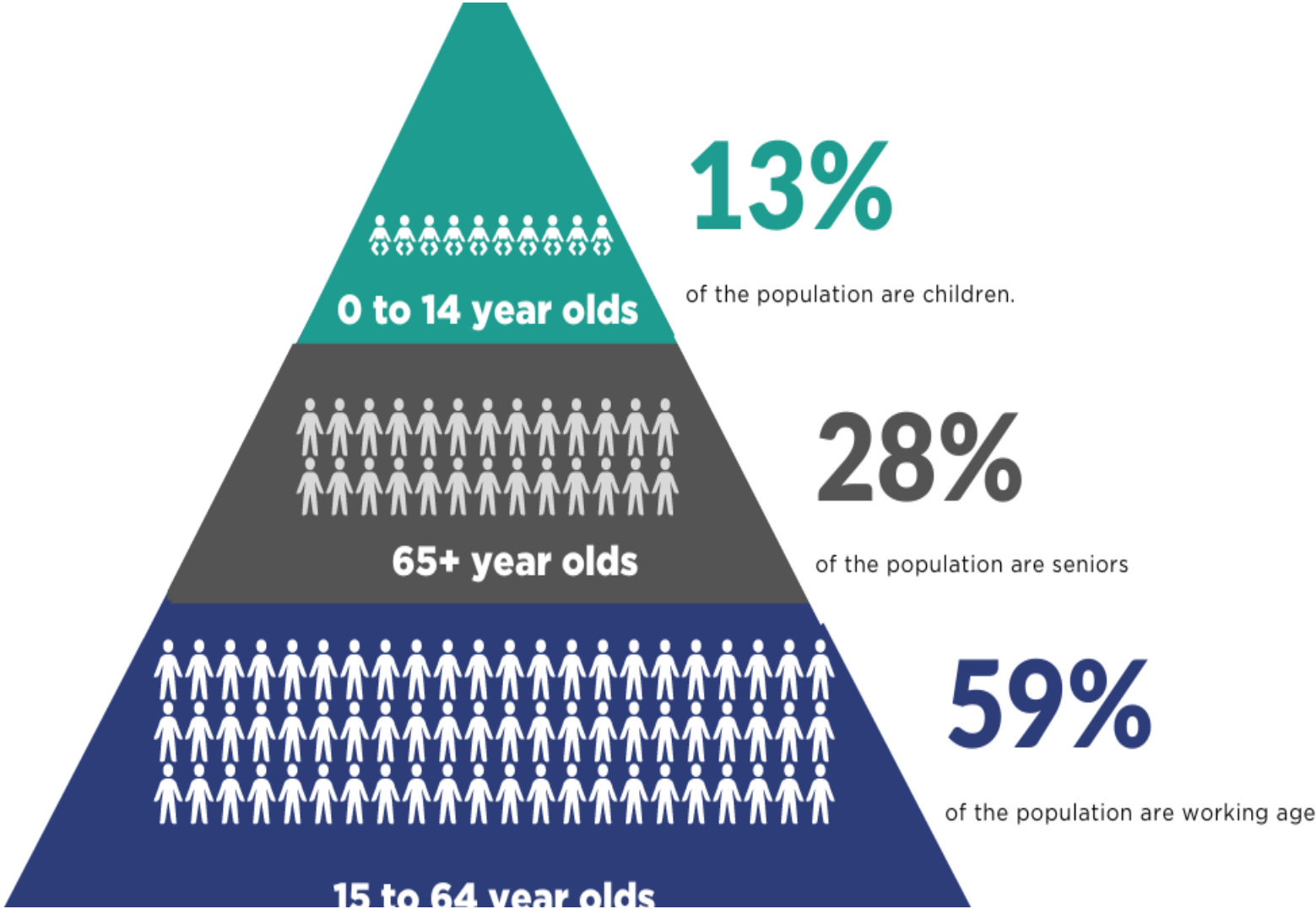


Real-time access to
information, increasing
expectations



Audiences creating their own
content/misinformation/media
shifts/broadband access

Kawartha Lakes Population Age, 2021 Census



What we heard

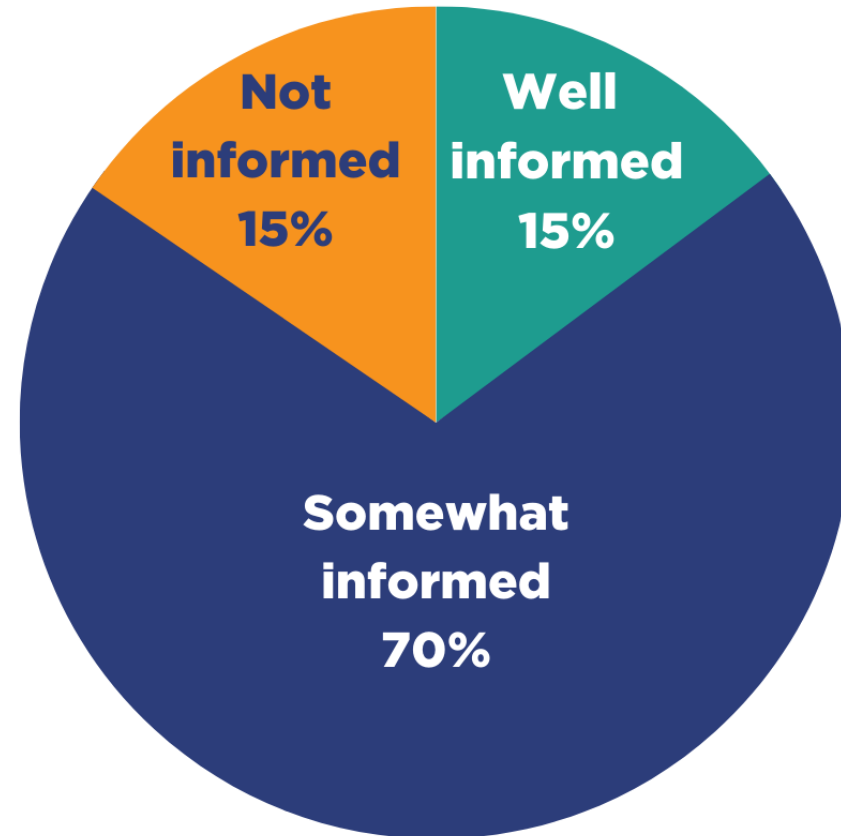


One size does not fit all

- Use digital, print and traditional media formats
- Share relevant municipal stories that resonate and are easy to share

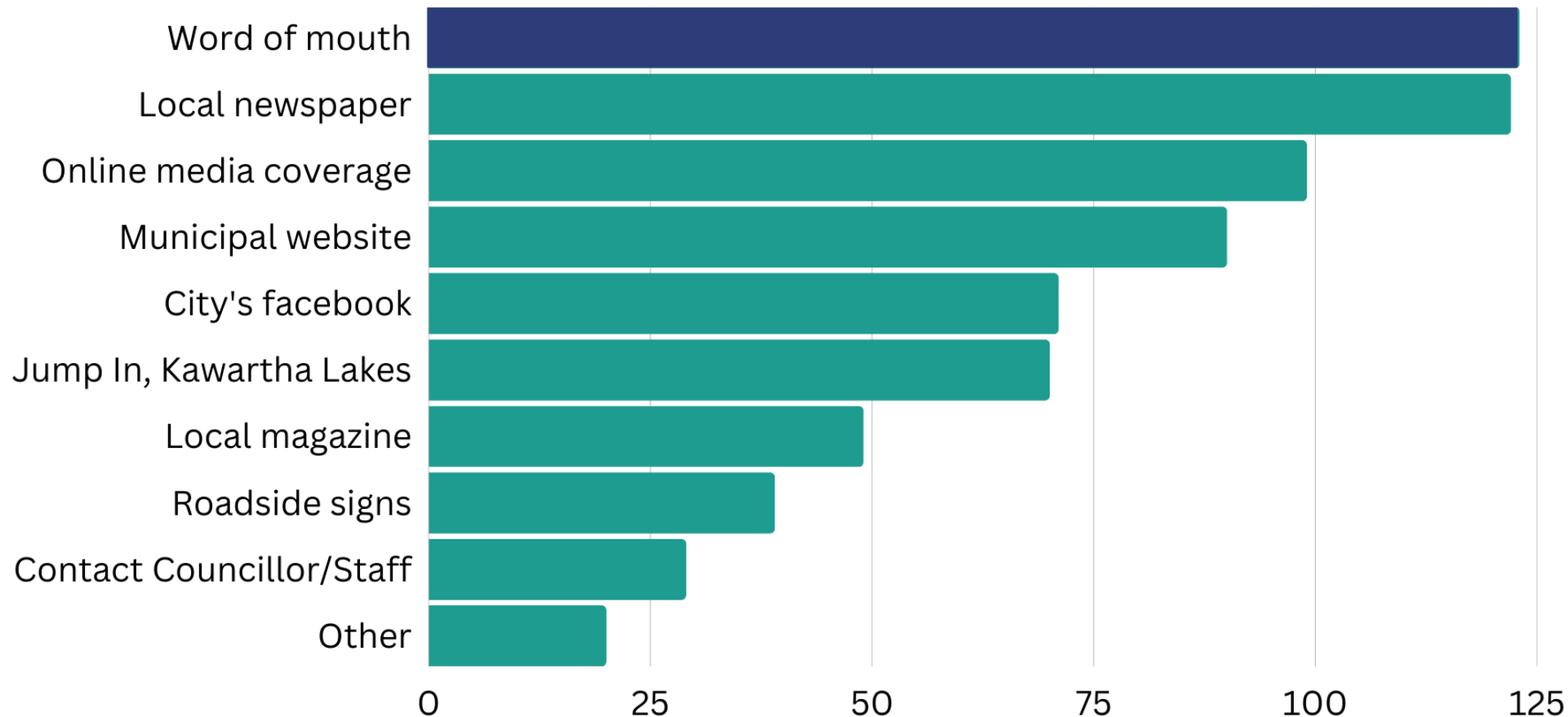
What we heard

How informed do you consider yourself to be about municipal news and activities?



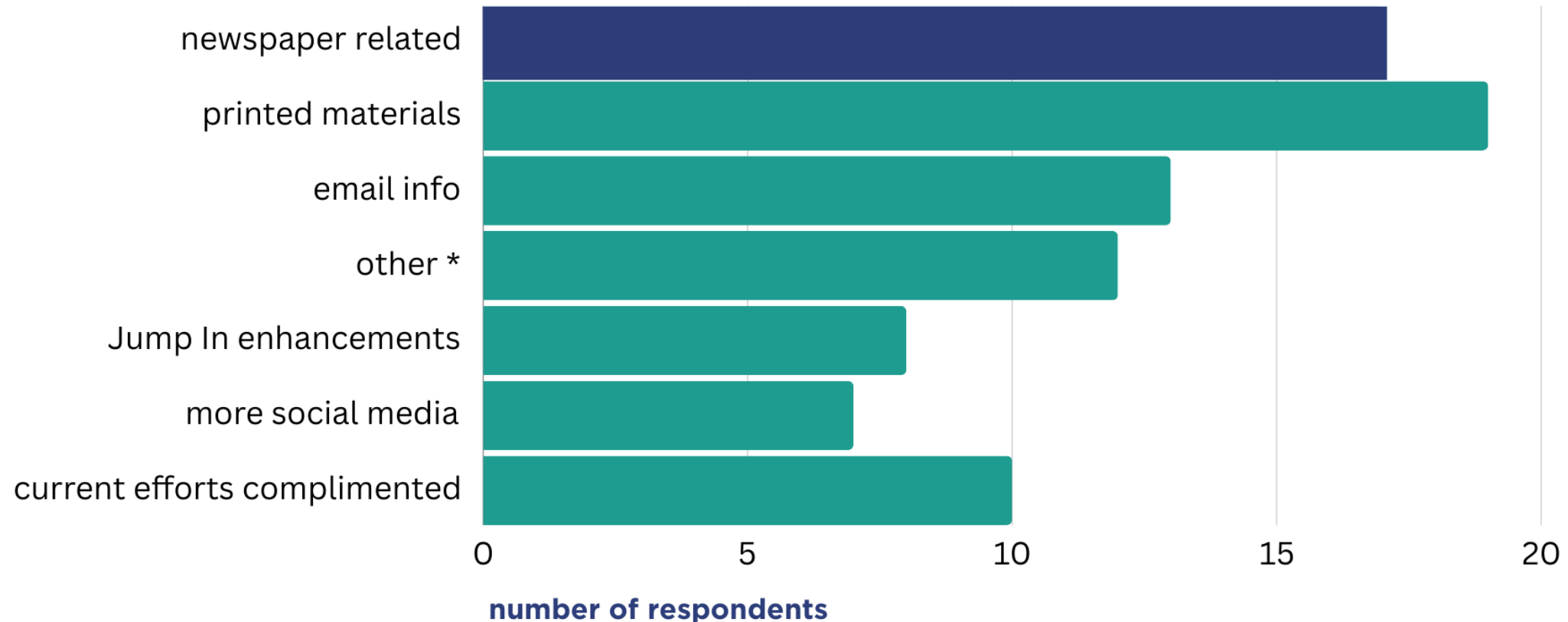
What we heard

Where do you get most of your information about the municipality? (top 3)



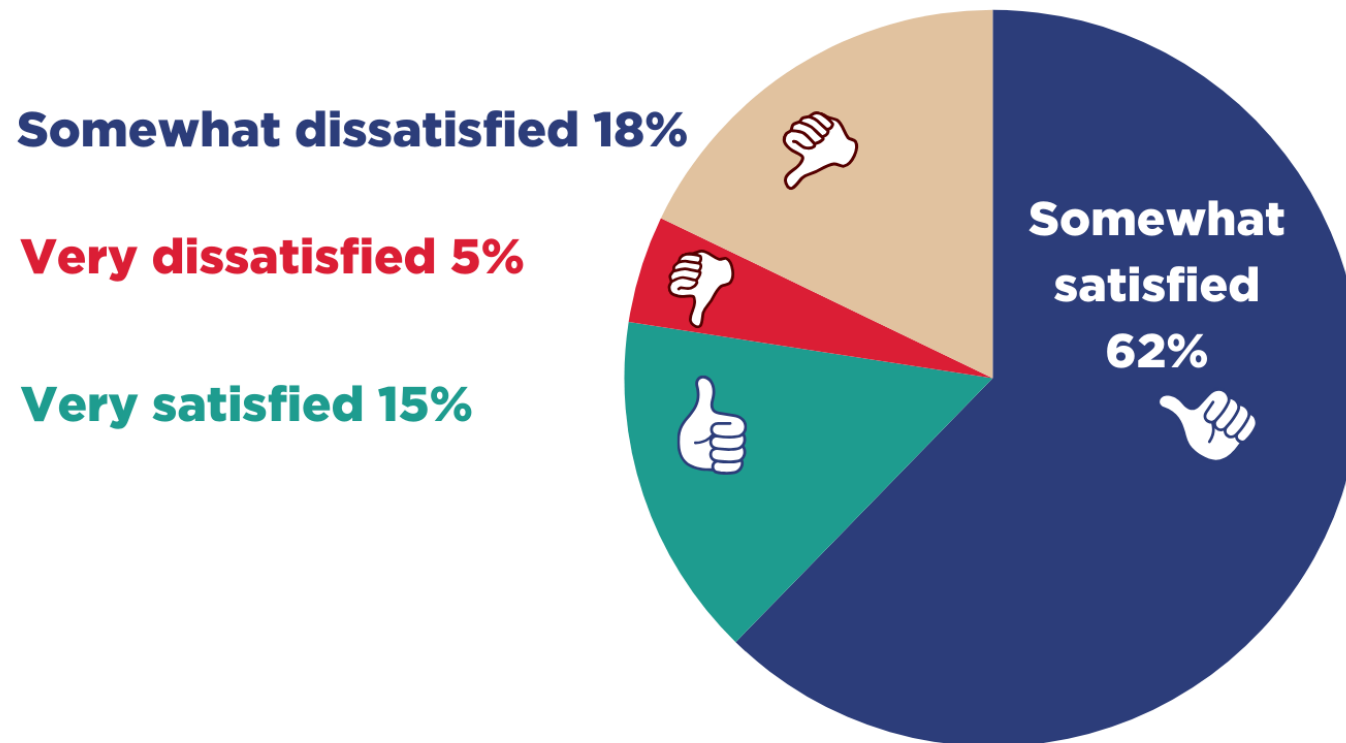
What we heard

What could the municipality do better in its efforts to communicate and share information with you?



What we heard

Overall, how satisfied are you with Kawartha Lakes' efforts to communicate municipal information?



What we heard

Source: Did You Know campaign, Redbrick Communications

Invest in Communications to maintain and enhance services

- Appetite for more timely information on new developments, permits and applications, municipal improvement projects, etc.
- Increased demand for communications support across services
- Municipal Communications Divisions have an average ratio of 1 staff: 13,000 residents, lower tier only
KL ratio is 1 staff: 25,000, serving both upper and lower tier services.

What we heard

Keep up with technology

- Residents want more online services, while keeping ability to call or visit

Stronger together

- Important to be proactive to counter misinformation/disinformation
- partner internally and externally, more voices – one message

Keep listening

- Find ways to continue checking in with audiences, two-way communication

Vision

Together, we tell the stories that create **understanding** and **dialogue**.

Mission

Empower community members to access municipal information they can trust. Provide opportunities for two-way communications that lead to greater **trust** and **understanding**.



Guiding Principles

Audience-focused

- Listen to understand
- Equity, inclusion and accessibility are at the forefront of our work
- Generate authentic content that resonates and is easily shared
- Plain language, clear and direct



Outcome-oriented

- Communicate with purpose
- Data and measurement driven



One-team approach

- Work with our internal partners to deliver a unified message
- One voice that genuinely speaks for staff, Council and partners



5 Goals

1. Create authentic connections
2. Deliver inclusive and convenient communications
3. Build processes and standards that add value
4. Elevate engagement
5. Cultivate brand identity and voice

1. Create authentic connections



2. Deliver inclusive and convenient communications



3. Build processes and standards that add value



4. Elevate engagement



5. Cultivate brand identity and voice



Action Plans and Timeline

- 2024 to 2027 action plans, metrics
- Annual report to Council on progress

Questions