



## Committee of the Whole Report

---

**Report Number:** CORP2024-002  
**Meeting Date:** March 5, 2024  
**Title:** Corporate Communications Strategy 2024 to 2027  
**Description:** Refresh and update to the City's Corporate Communications Strategy.  
**Author and Title:** Cheri Davidson, Manager of Communications, Advertising and Marketing

---

### Recommendation(s):

**That** Report CORP2024-002, **Corporate Communications Strategy 2024 to 2027**, be received; and

**That** this recommendation be brought forward to Council for consideration at the next Regular Council Meeting.

**Department Head:** \_\_\_\_\_

**Financial/Legal/HR/Other:** \_\_\_\_\_

**Chief Administrative Officer:** \_\_\_\_\_

## **Background:**

This report addresses the updated Corporate Communications Strategy 2024 to 2027, attached as Appendix A to this report. It will replace the Corporate Communications Strategy that was in place from 2016 to 2019.

## **Rationale:**

Kawartha Lakes prioritizes clear and effective communication with everyone in the community, aligning with the strategic goal of Good Government. This commitment also contributes to the goal of an Exceptional Quality of Life and a Vibrant, and Growing Economy. By ensuring municipal services and programs are communicated in timely and accessible formats, Kawartha Lakes enables residents and visitors to easily access reliable municipal information.

The new Corporate Communications Strategy is an internal working guide to uphold this standard of effective communication. It takes a comprehensive approach by considering the technological and societal challenges that Kawartha Lakes and the wider municipal sector are currently facing. This Strategy aims to navigate these challenges to keep the community well-informed and engaged.

The Corporate Communications Strategy incorporates the needs and recommendations of residents, community partners, Council members and staff, as collected throughout 2023. It closely aligns with the new Customer Experience Strategy received by Council in February 2024. The Strategy contains the following sections:

**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.

**Values:** Respect, Accountability, Teamwork

**Guiding Principles:** Audience-focused, Outcome-oriented, One-team approach

## **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

A timeline is included with actions that will be further quantified and measured over the next four years. An annual report will be made to Council on the progress indicators in the action plans.

### **Other Alternatives Considered:**

N/A

### **Alignment to Strategic Priorities**

This report aligns with the Kawartha Lakes Strategic Plan and addresses the priority of Good Government.

### **Financial/Operation Impacts:**

There are no financial implications at this time.

### **Consultations:**

Senior Management Team

Redbrick Communications

Jump In, Kawartha Lakes engagement community

General public through 'Did You Know' project

### **Attachments:**

Appendix A – Corporate Communication Strategy draft



Adobe Acrobat  
Document

Appendix B – Redbrick Communications Strategy Research and Recommendations



Adobe Acrobat  
Document

## Appendix C - Did You Know Project Report



Adobe Acrobat  
Document

**Department Head email: [sbeukeboom@kawarthalakes.ca](mailto:sbeukeboom@kawarthalakes.ca)**

**Department Head: Sara Beukeboom**