



Municipality of Trent Lakes

2026

Q2

# Report Card

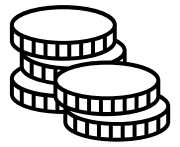
## Table of Contents

|                                        |    |
|----------------------------------------|----|
| Administration .....                   | 4  |
| Finance.....                           | 4  |
| Purchasing.....                        | 5  |
| Corporate Services.....                | 5  |
| Communications – Social Media .....    | 6  |
| Communications – Website .....         | 7  |
| Communications – News.....             | 8  |
| Communications – Newsletter .....      | 9  |
| Building, Planning & By-law .....      | 10 |
| Building.....                          | 10 |
| Planning.....                          | 12 |
| By-law.....                            | 12 |
| Fire & Emergency .....                 | 14 |
| Incidents – By Type .....              | 14 |
| Incidents – By Month .....             | 15 |
| Incidents – By Station .....           | 15 |
| Hours .....                            | 16 |
| Public Works and Waste Management..... | 20 |
| Waste Management .....                 | 20 |
| Capital Projects and Road Work.....    | 21 |
| Recreation and Facilities.....         | 22 |
| Work Orders – Completed .....          | 22 |
| Work Orders – Hours Distribution ..... | 22 |

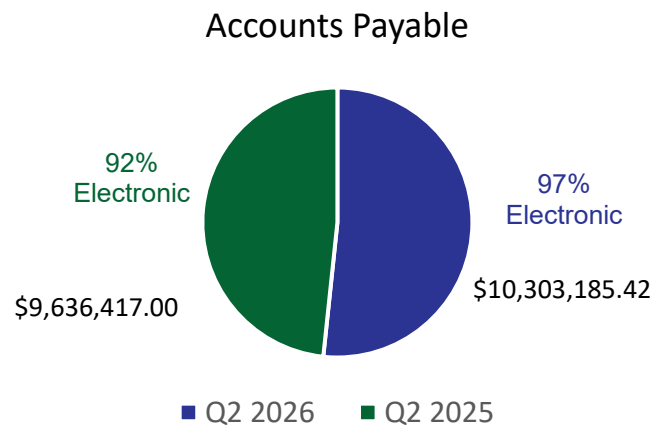
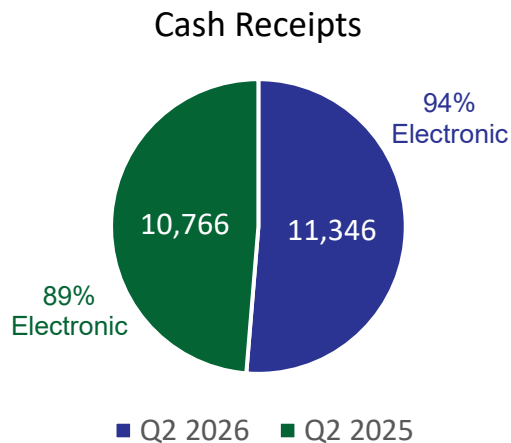
|                                                                 |    |
|-----------------------------------------------------------------|----|
| Green Initiatives .....                                         | 23 |
| Plan Updates .....                                              | 24 |
| Community Strategic Plan .....                                  | 24 |
| Economic Development, Tourism, and Recovery Strategic Plan..... | 25 |
| Open Spaces Master Plan.....                                    | 27 |
| Internal Communications Strategy.....                           | 28 |
| External Communications Strategy .....                          | 29 |

# Administration

## Finance



### Payments



Budget Expenditure to **June 30, 2026**:

**= 40.62%**

Budget Expenditure to **June 30, 2025**:

**= 31.73%**

### Finance/Administration Successes:

- Mailed out 7,666 final tax bills and prepared 2026 Water Budgets.
- Finalized work on new trust agreement for Cemetery Trust Funds.
- Presented Council Remuneration and Mileage Review to Council.
- Presented reporting on Asset Management Progress to Council.

## Purchasing

Purchasing Awards with Delegated Authority:

| Procurement Number            | Title             | Successful Bidder  | Bid Amount (Excluding Taxes & Contingency) |
|-------------------------------|-------------------|--------------------|--------------------------------------------|
| Peterborough County T-02-2026 | Surface Treatment | Miller Paving Ltd. | \$268,679.50                               |

## Corporate Services

Corporate Services by the numbers:

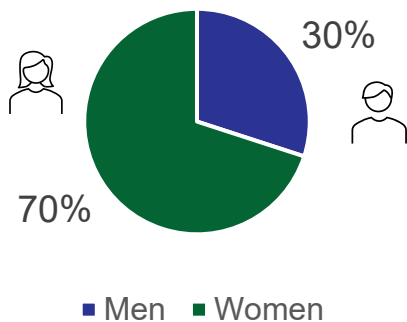
|                                              | Q2 2026                    | Q2 2025                     | 2026 YTD                   | 2025 YTD                    |
|----------------------------------------------|----------------------------|-----------------------------|----------------------------|-----------------------------|
| <b>Commissioning</b>                         | 6                          | 3                           | 9                          | 5                           |
| <b>Reports to Council</b>                    | 10                         | 8                           | 17                         | 20                          |
| <b>Shoreline Road Allowance Applications</b> | 0                          | 0                           | 3                          | 0                           |
| <b>Applications for Municipal Land</b>       | 0                          | 1                           | 1                          | 2                           |
| <b>Procurements</b>                          | 1<br>(1 Joint Procurement) | 3<br>(2 Joint Procurements) | 5<br>(1 Joint Procurement) | 3<br>(2 Joint Procurements) |
| <b>FOI Requests</b>                          | 2                          | 0                           | 4                          | 0                           |
| <b>Lottery Licences</b>                      | 8                          | 7                           | 11                         | 9                           |
| <b>Civil Ceremonies</b>                      | 1                          | 0                           | 3                          | 1                           |
| <b>Marriage Licences</b>                     | 2                          | 3                           | 4                          | 3                           |

### Corporate Services Successes:

- Corporate Services staff attended AMCTO Election Training Session and Virtual Conference.
- Election preparation underway including the development of Candidate Packages for opening of Nomination Period.
- Development of Clerk's Procedures in accordance with the Municipal Elections Act.
- Corporate Services staff have attended community meetings to promote the election and assist electors with the voters' list.

## Communications – Social Media

Current Audience by Gender



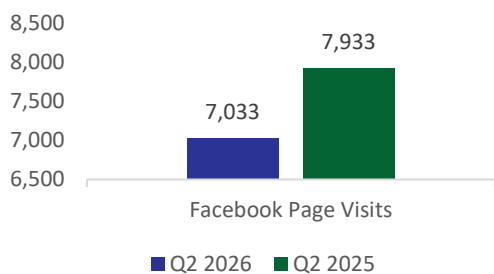
Q2 2026 Social Media Followers  
**5,362**

Q2 2025 Social Media Followers  
**4,612**

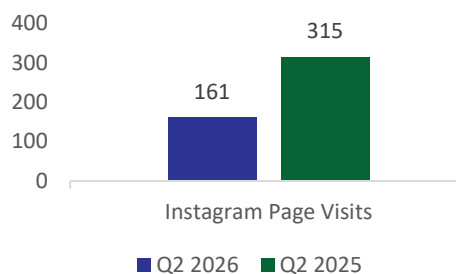
### Posts with Most Reach in Q2 2026:

- Fireworks not permitted on Victoria Day – **58.2K**
- Construction has begun on Fire Station 1 / Public Works Depot – **7.8K**
- Applications open for Private Road Grant – **7K**
- Trent Lakes Fire Rescue welcomes five new recruits – **6.7K**

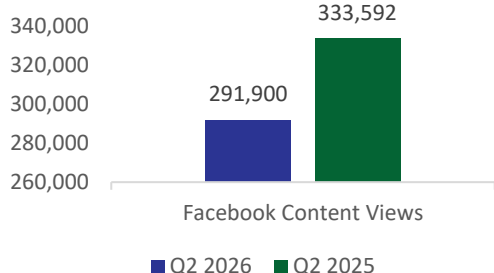
Facebook Page Visits



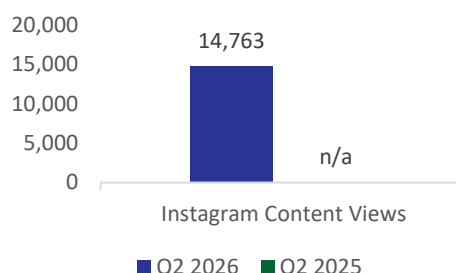
Instagram Page Visits



Facebook Content Views



Instagram Content Views



**Note:** 2025 Ice Storm caused higher than normal social media and website activity in Q2 2025.

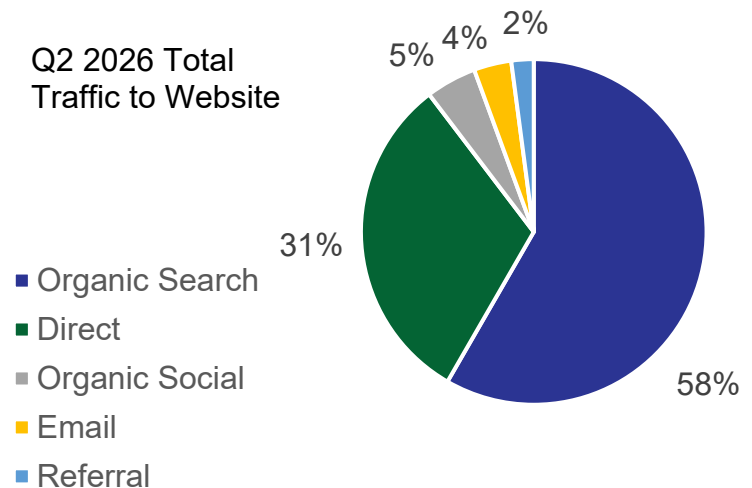
## Communications – Website

Top 10 viewed pages on [www.trentlakes.ca](http://www.trentlakes.ca) for YTD 2026:

| Website Page             | # of Views |
|--------------------------|------------|
| Home                     | 14,709     |
| Events                   | 10,292     |
| Careers and Volunteering | 6,727      |
| Burn Permit Form         | 4,242      |
| Transfer Stations        | 4,129      |
| Search Bar               | 2,444      |
| Burn Permits             | 2,418      |
| Contacts Directory       | 1,541      |
| Building and Renovating  | 1,291      |
| Recycling and Garbage    | 1,265      |

**59,250**  
total website views in  
Q2 2026 vs  
**71,297**  
total views in Q2 2025

Q2 2026 Total  
Traffic to Website



| Q2 2026 Top Pages             | Q2 2026 Total Views | Q2 2025 Top Pages        | Q2 2025 Total Views |
|-------------------------------|---------------------|--------------------------|---------------------|
| Home                          | 8,296               | Home                     | 10,703              |
| Transfer Stations             | 3,164               | Transfer Stations        | 4,347               |
| Careers and Volunteering      | 3,023               | Burn Permit Form         | 4,028               |
| Events                        | 2,856               | Burn Permits             | 2,719               |
| Burn Permit Form              | 2,702               | Search Bar               | 2,391               |
| Burn Permits                  | 1,801               | Events                   | 2,297               |
| Search Bar                    | 1,584               | Careers and Volunteering | 1,937               |
| Unofficial List of Candidates | 1,090               | Recycling and Garbage    | 1,104               |
| Contacts Directory            | 895                 | Ice Storm Update         | 894                 |
| Election                      | 838                 | Zoning                   | 837                 |

## **Communications – News**

### **Monthly Municipal Communications Overview:**

#### **April**

- Water Restrictions in Effect
- OCWA Maintenance Notice - Alpine Village/Pirate's Glen
- Q1 2026 Report
- Public Notice - April 24, 2026
- Sandbags Available at Trent Lakes Depots
- Municipality of Trent Lakes Welcomes New CAO
- Clean Roadways for Earth Day in Trent Lakes is Back
- OCWA Maintenance Notice
- Flood Warning - Lake Shoreline Notice
- Transfer Station Summer Hours Begin April 15
- Learn About the Upcoming 2026 Municipal Election

#### **May**

- Lakelands Public Health Launches Beach Water Monitoring Program
- Construction Notice - County Road 36
- Construction Notice - May 26, 2026
- Victoria Day 2026
- Trent-Severn Waterway Staged Opening for 2026 Navigation Season
- 2026 Garbage to Garden Program Now Open
- Apply for a Private Road Grant
- Notice of Registration for Third Party Advertisers
- Notice of Nomination for Office - 2026 Municipal Election
- Load Restrictions Lifted - May 1, 2026

#### **June**

- Residents Urged to Protect Against Heat-Related Illnesses This Week
- Starter Company Plus Now Accepting Applications
- Canada Day 2026
- Help Shape the Future of Transit in Peterborough County

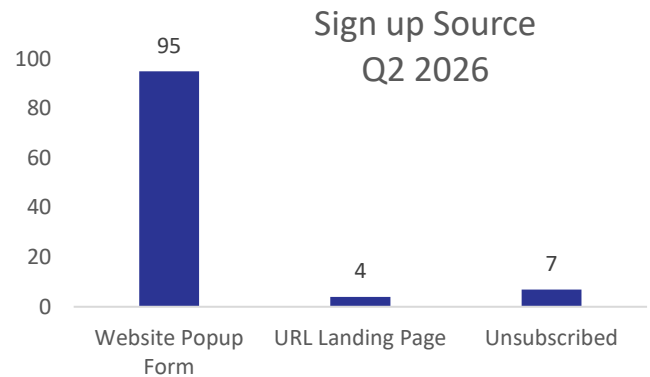
## Communications – Newsletter

Q2 subscriptions

**99**

Total Subscribers as  
of June 30, 2026

**1,716**



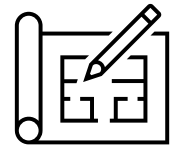
| Month                         | Total Opens | Unique Opens | Total Link Clicks | Unique Link Clicks |
|-------------------------------|-------------|--------------|-------------------|--------------------|
| April                         | 1,292       | 806          | 402               | 237                |
| May                           | 788         | 493          | 503               | 270                |
| Special Election E-Newsletter | 1,672       | 745          | 355               | 172                |
| June                          | 1,666       | 725          | 509               | 269                |

| Hot Topics (Includes clicks from all Q2 2026 Newsletters) | Total Link Clicks |
|-----------------------------------------------------------|-------------------|
| Register to Vote                                          | 268               |
| Community Calendar                                        | 136               |
| Council Meetings                                          | 130               |
| Burn Permits                                              | 116               |
| Watering Restrictions                                     | 94                |
| Private Road Grant                                        | 63                |

### Communications/Economic Development Successes:

- Applied and successfully received RTO8 Partnership Funding to capture photography and videography of Trent Lakes tourism across all four seasons.
- Completed University of Waterloo Fundamentals of Economic Development Year 2.
- Represented Trent Lakes on Peterborough County Rural Transit Sub Committee, Rural Transit Feasibility Study in progress.
- Visited CIP boundary with Planner to discuss program with business owners.

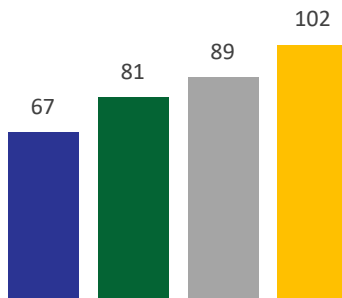
# Building, Planning & By-law



## Building

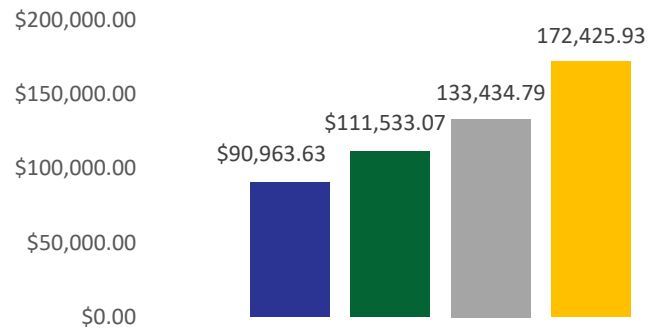
### Permits

Permits Issued



■ Q2 2026 ■ Q2 2025 ■ 2026 YTD ■ 2025 YTD

Permit Fees Collected

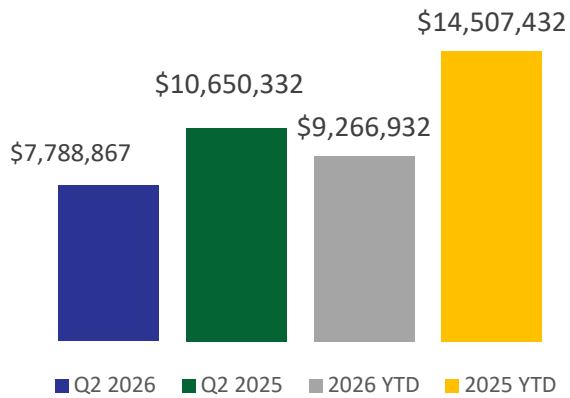


■ Q2 2026 ■ Q2 2025 ■ 2026 YTD ■ 2025 YTD

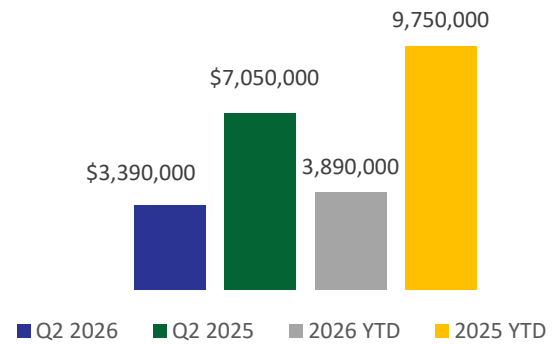
| Q2 2026 Amount |                                                             |
|----------------|-------------------------------------------------------------|
| 62             | Permits waiting for further information from property owner |
| 1              | Permits in abandoned state given notice of rejection        |
| 4              | Permits awaiting planning approval for further processing   |
| 3              | Permits waiting plans review                                |
| 4              | Permits waiting for payment to be issued                    |

|                              | Q2 2026  | Q2 2025  | 2026 YTD | 2025 YTD |
|------------------------------|----------|----------|----------|----------|
| <b>Septic Permits Issued</b> | 21       | 28       | 26       | 47       |
| <b>Septic Fees Collected</b> | \$31,260 | \$33,310 | \$39,065 | \$52,710 |

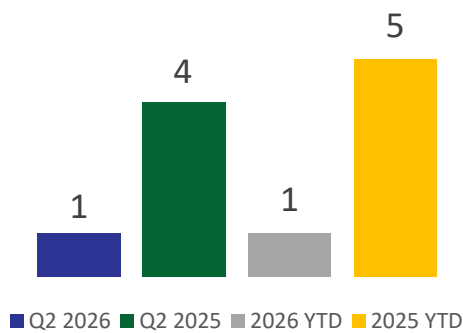
## Construction Value



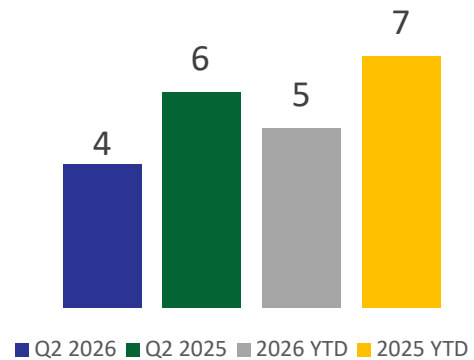
## Construction Value For Dwellings



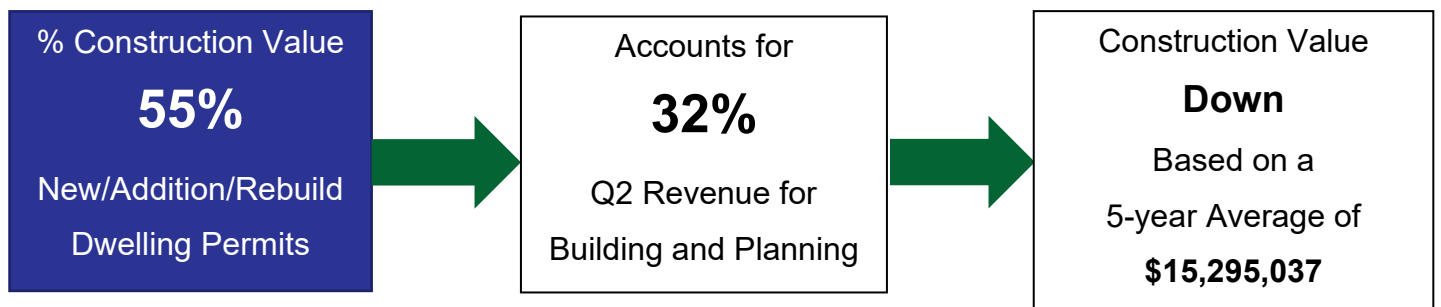
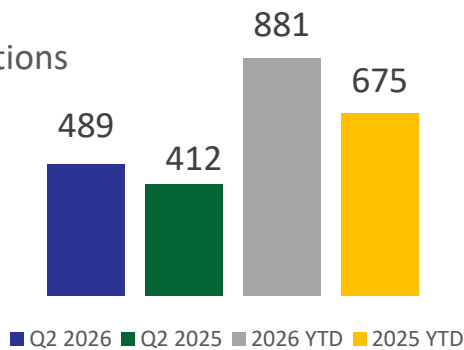
## New Dwellings (Development Fees)



## Replacement Dwellings

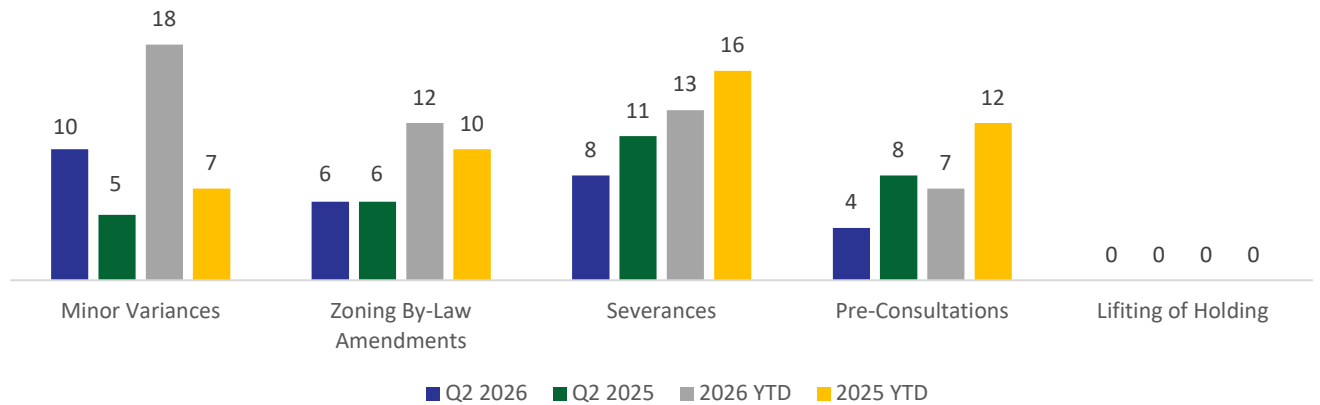


## Inspections



## Planning

### Applications

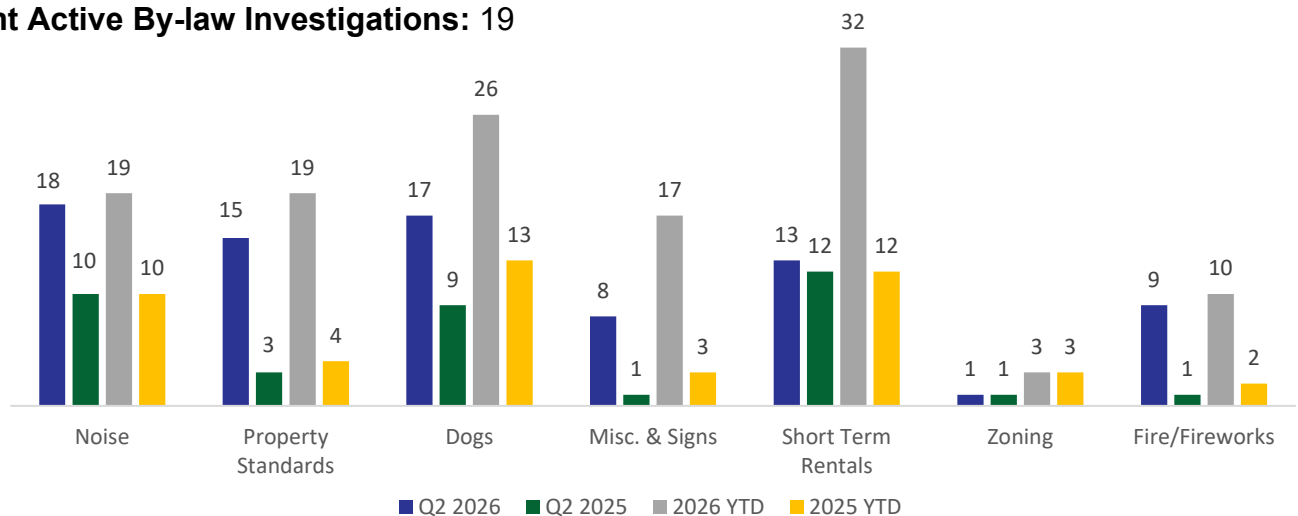


|    |                                                         |
|----|---------------------------------------------------------|
| 6  | Zoning By-law Amendments in progress                    |
| 3  | Zoning By-law Amendments as part of Plan of Subdivision |
| 1  | Zoning By-law Amendment as part of Plan of Condominium  |
| 0  | Zoning By-law amendments to be reviewed                 |
| 56 | Submissions through Land Use Inquiry form               |

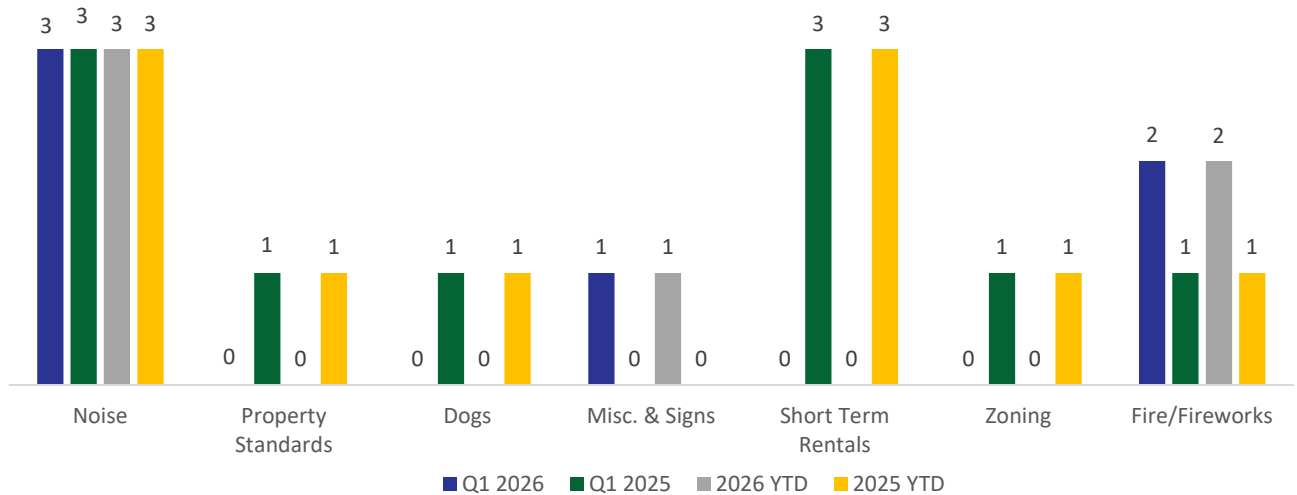
## By-law

### By-law Complaints Received

#### Current Active By-law Investigations: 19



## After Hour TAS-PAGE By-law Complaints Received



### Maxama Current Quarter:

| Type of complaint | Complaints Contacted | Property Visits |
|-------------------|----------------------|-----------------|
| Noise             | 3                    | 3               |
| Fire/Fireworks    | 1                    | 1               |

### Short-Term Rental Accommodation Registration

| Q2 2026 | Q2 2025 | YTD 2026 | YTD 2025 |                                                                  |
|---------|---------|----------|----------|------------------------------------------------------------------|
| 5       | 2       | -        | -        | Applications waiting for further information from property owner |
| 31      | 37      | 82       | 48       | Properties Registered                                            |

### Building, Planning and By-law Successes:

- Feedback has been requested from the public for the New Comprehensive Zoning By-law through the municipal website.

# Fire & Emergency

## Incidents - By Type

Total incidents April - June

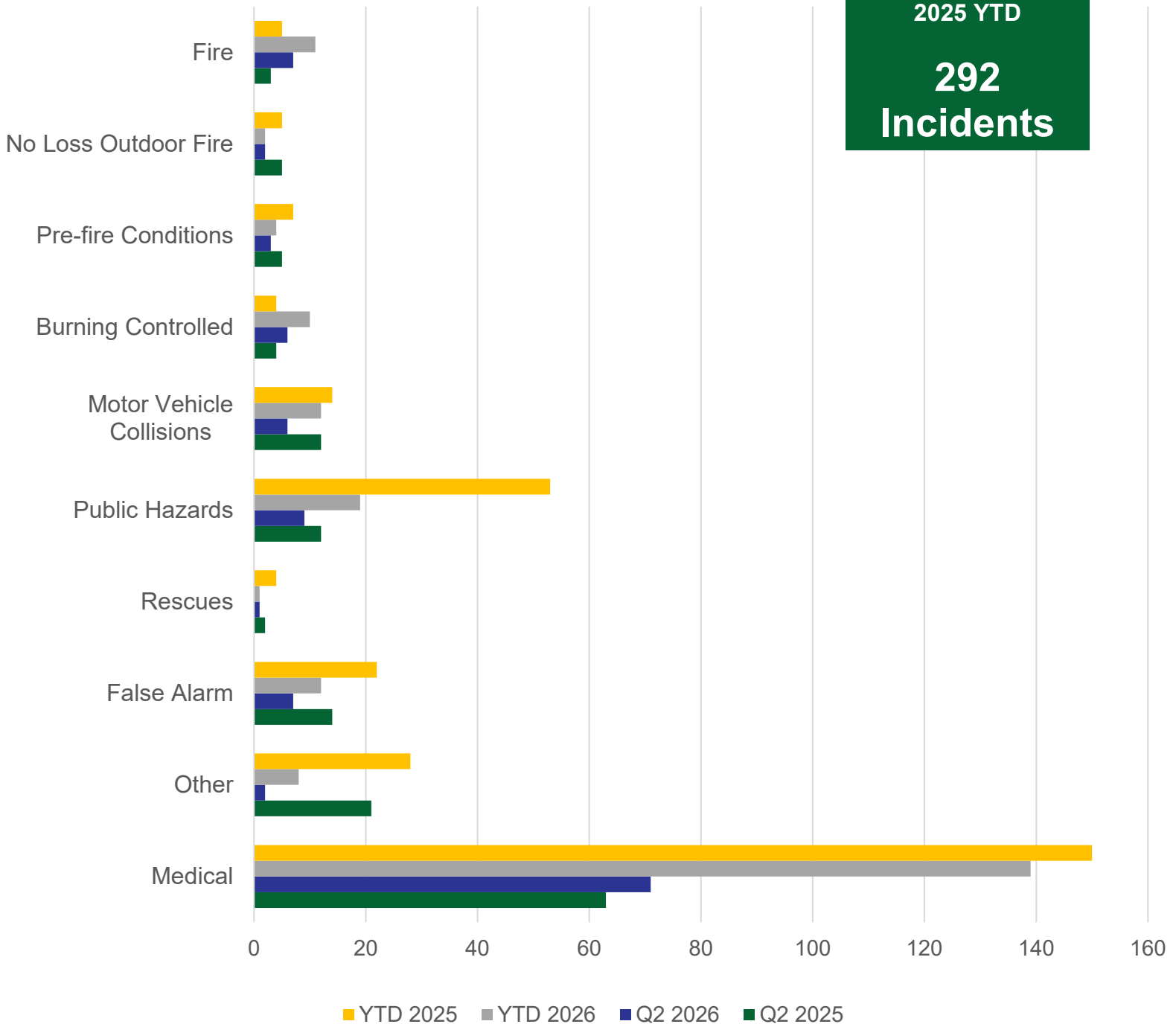


2026 YTD

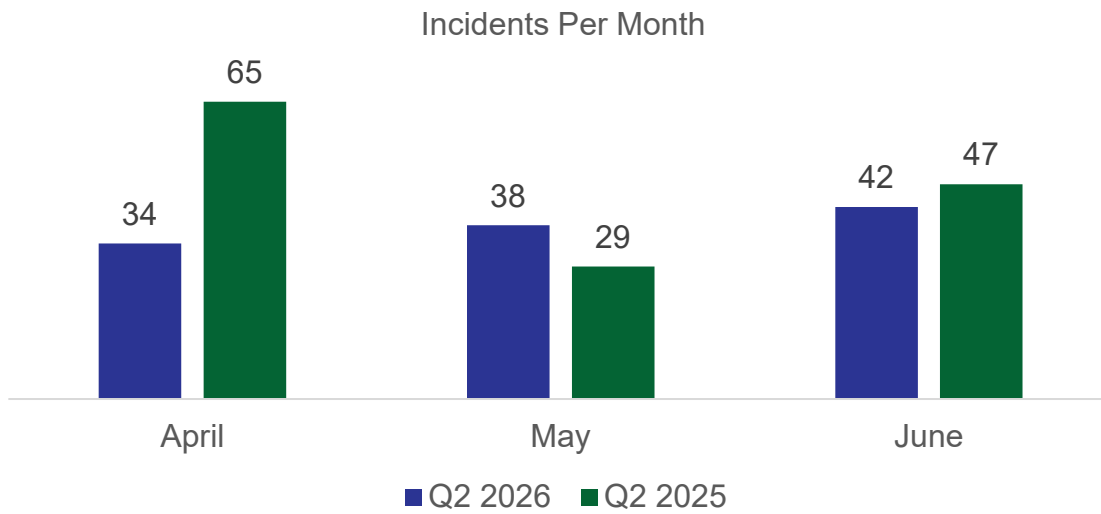
**218**  
**Incidents**

2025 YTD

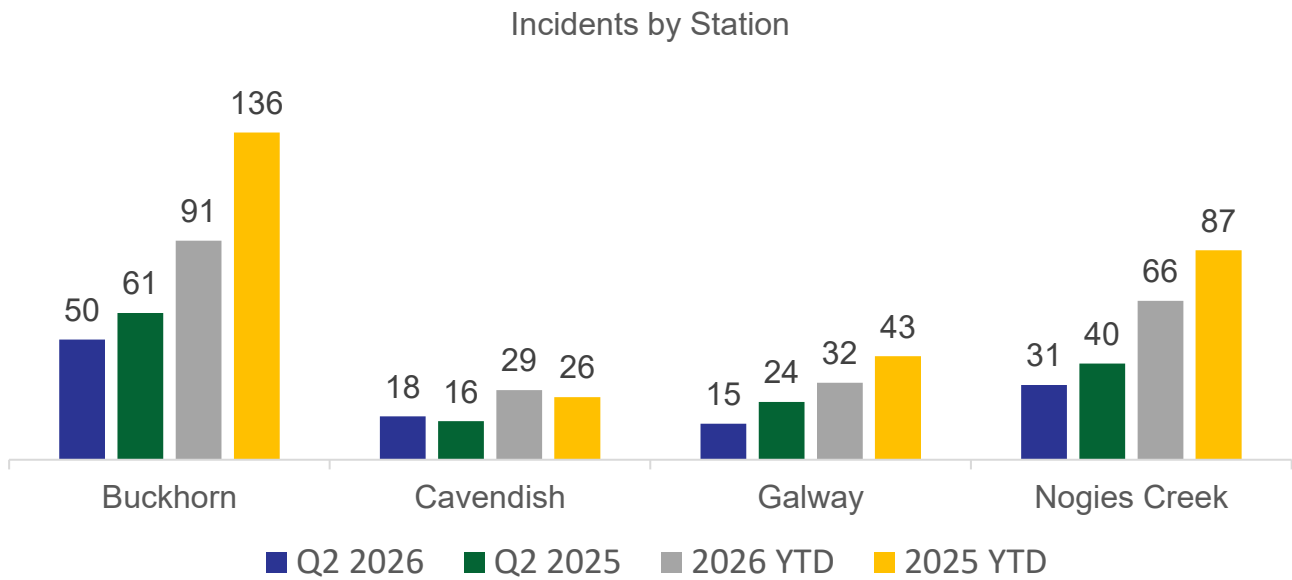
**292**  
**Incidents**



## Incidents – By Month



## Incidents – By Station



# Hours

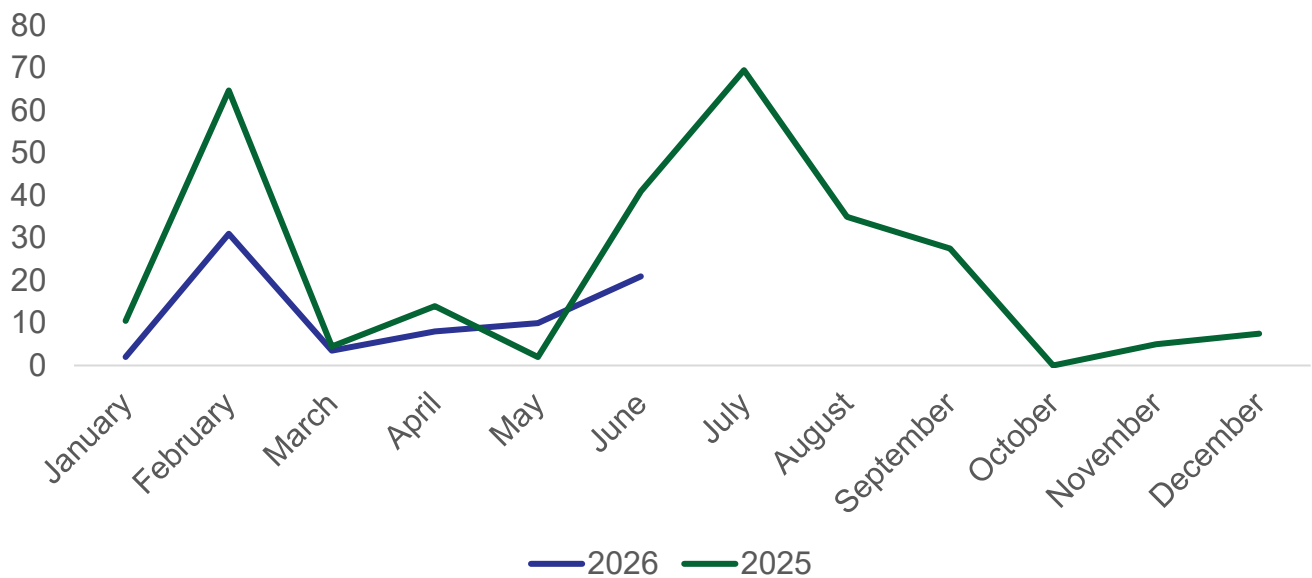
## Public Education

2026 YTD  
**76**  
hours



2025 YTD  
**137**  
hours

Monthly Hours for Public Education



| Public Education Ages | Amount<br>Current Quarter | Amount<br>Last Year's Quarter |
|-----------------------|---------------------------|-------------------------------|
| 0-14                  | 363                       | 417                           |
| 15-64                 | 77                        | 153                           |
| 65+                   | 62                        | 141                           |
| 2026 YTD              | 683                       | 1,177                         |

## Training

2026 YTD

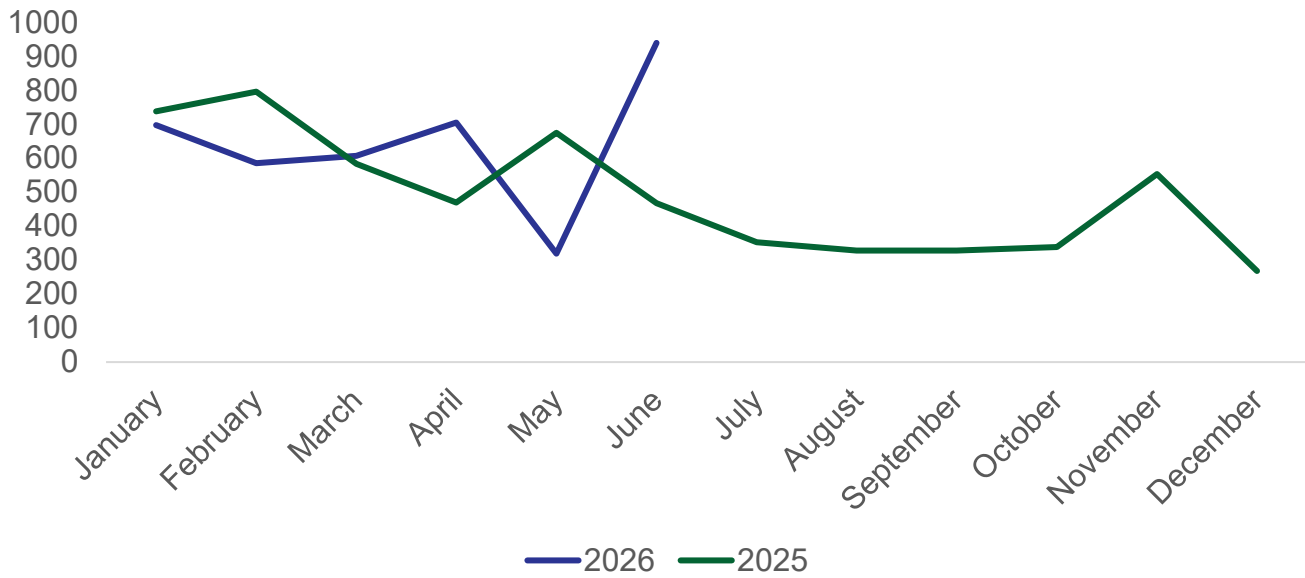
**3,852**  
hours



2025 YTD

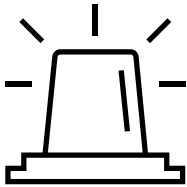
**3,728**  
hours

Monthly Hours for Training



Incidents

2026 YTD  
**2,560**  
hours



2025 YTD  
**2,856**  
hours



## Fire Prevention

|                                        | Q1 2026 | Q1 2025 | Amount Year to Date (Q1-3) or Total for Year (Q4): | Amount Last Year's Year to Date (Q1-Q3) or Total for Last Year (Q4): |
|----------------------------------------|---------|---------|----------------------------------------------------|----------------------------------------------------------------------|
| Large Burn Requests                    | 0       | 3       | 10                                                 | 9                                                                    |
| Residential Fire Safety Inspections    | 2       | 0       | 5                                                  | 5                                                                    |
| Residential Fire Safety Re-Inspections | 0       | 0       | 1                                                  | 0                                                                    |
| Commercial Fire Safety Inspections     | 2       | 2       | 2                                                  | 4                                                                    |
| Commercial Fire Safety Re-Inspections  | 2       | 2       | 2                                                  | 3                                                                    |
| Pre-incident Plans                     | 0       | 0       | 2                                                  | 1                                                                    |

## Burn Permits

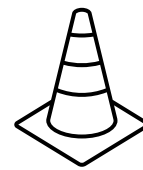
| Month           | Amount Current Quarter | Amount Last Year's Quarter |
|-----------------|------------------------|----------------------------|
| April           | 375                    | 775                        |
| May             | 405                    | 475                        |
| June            | 244                    | 216                        |
| <b>2026 YTD</b> | <b>1024</b>            | <b>1466</b>                |

## Fire Successes:

- New Deputy Fire Chief Harley Edwards started June 28, 2026.
- Firefighters certified in:
  - NFPA 1001-2019 FF 1 & 2 at EOETA (3 firefighters).
  - NFAP 1002 Pump Ops (9 firefighters).
  - NFPA 1035 Fire Life Safety Educator (5 firefighters).
  - NFPA 1072 Hazmat Awareness (3 firefighters).
  - Firecode Division B Part 3 & 5 (1 firefighter).
- Assisted with delivering the Swim to Survive program for Grade 3 students at Buckhorn Public School.



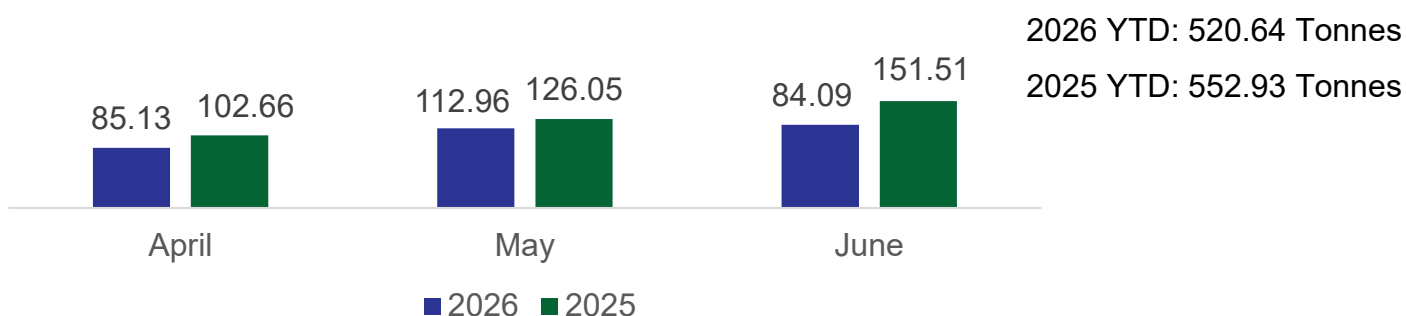
Harley Edwards, Deputy Fire Chief



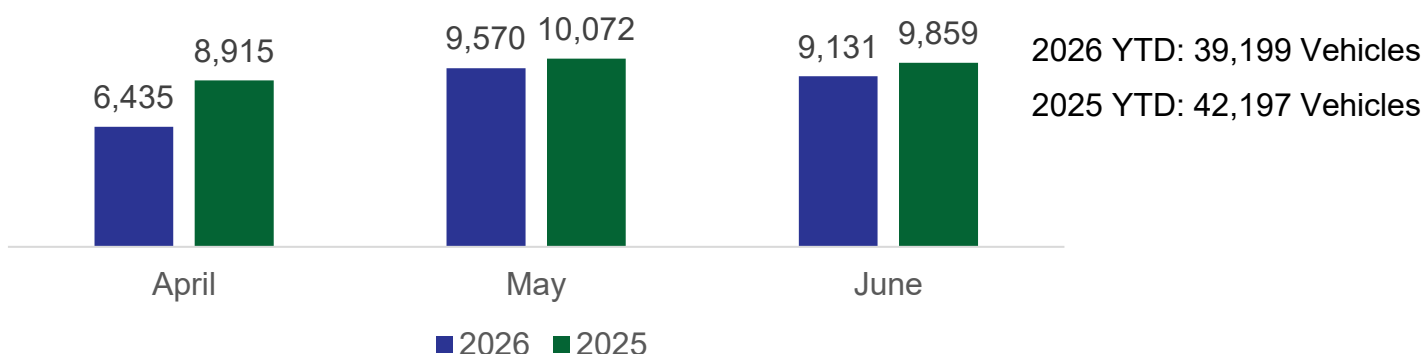
# Public Works and Waste Management

## Waste Management

Garbage Quantities (in Tonnes)



Vehicle Counts



### Engineering and Design Updates:

- Construction ongoing for the joint Buckhorn Fire Hall and Public Works Depot, 70% complete.
- Semi-Underground Organics Containers for the Crystal Lake and Cavendish Transfer Stations are being fabricated.
- OSIM inspections completed and report received.

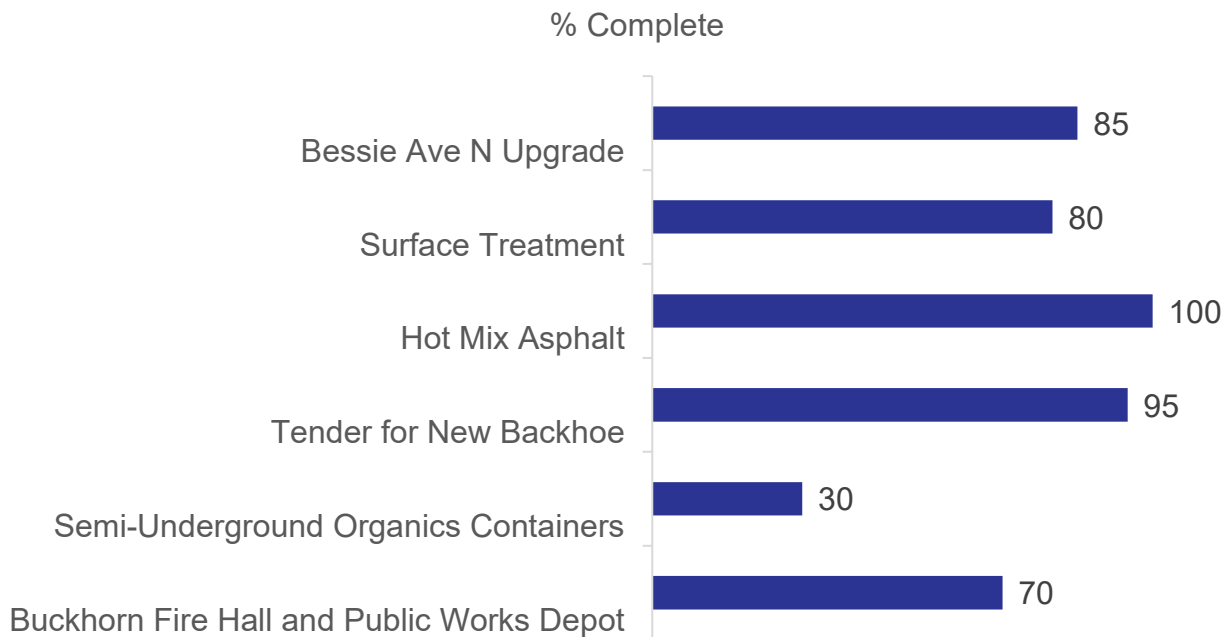
### Operation Updates:

- Transfer Station Compartments were cleaned out.
- Hired a new casual transfer station attendant.
- Hired a new foreman.

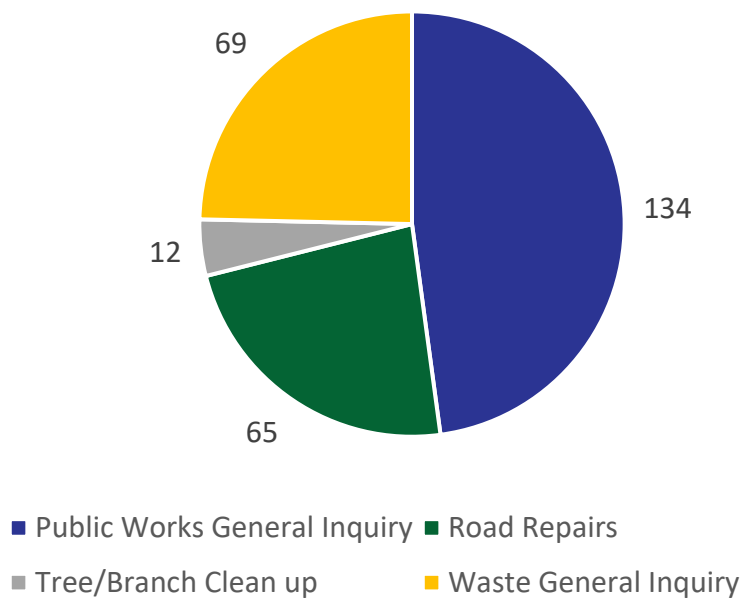
### Recycling Events/Waste Management Updates:

- Held first mattress event at the Bobcaygeon Transfer Station.
- Repaired leak in wall of Bobcaygeon Transfer Station attendant shack.

## Capital Projects and Road Work

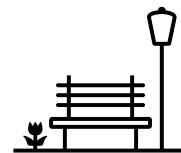


### Q2 2026 Phone Call Inquiries



### Public Works Successes:

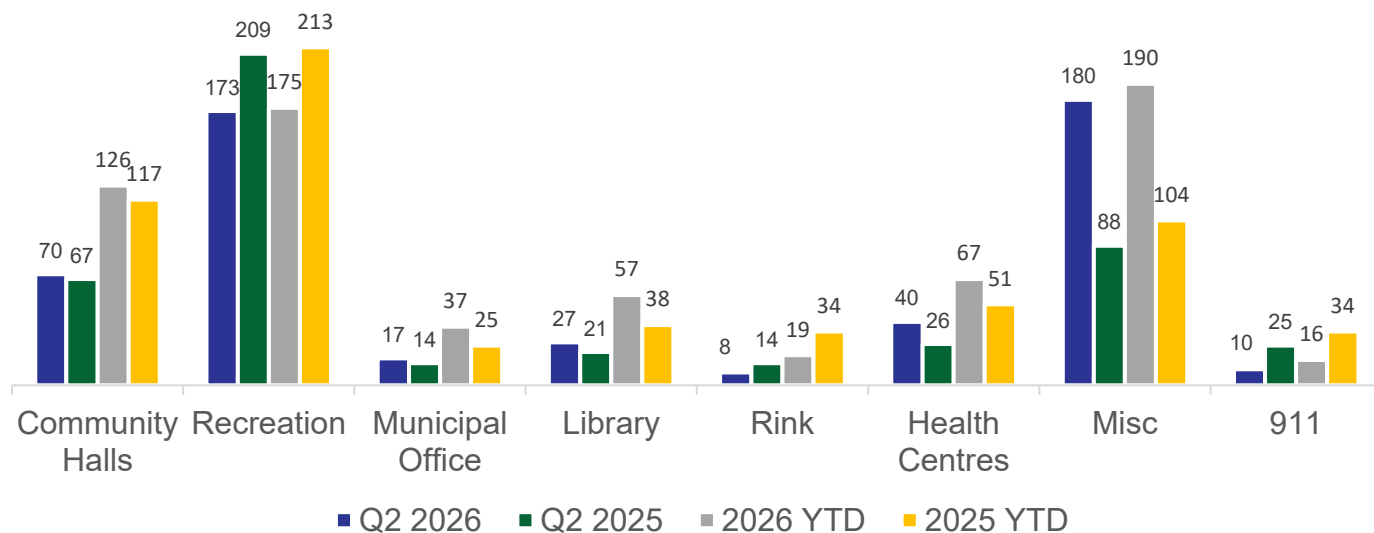
- Held Clean Roadways for Earth Day Program.
- Completed Hot Mix Asphalt application.



# Recreation and Facilities

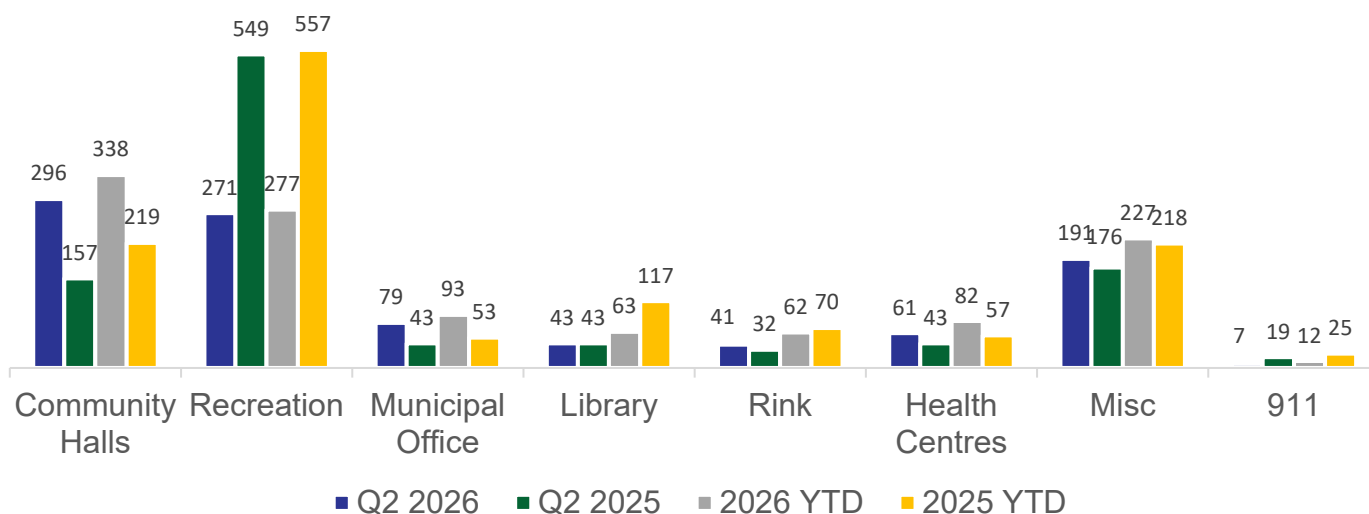
## Work Orders – Completed

Number of Work Orders Completed



## Work Orders – Hours Distribution

Hours of Work Orders Completed



### Recreation and Facilities Successes:

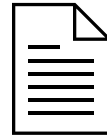
- Completion of Cavendish Engraved Bricks.
- Completion of Lakehurst Hall Lower Bowl.
- Construction began on Lakehurst Hall Trail.

## Green Initiatives

- Increased use of pick-up sweeper to reduce amount of material swept into the ditch.



- Significant reduction of paper usage through digitalization of Transfer Station documents.



- Research into ways of diverting more material from landfill.



# Plan Updates

## Community Strategic Plan

|                                                                                                                                                                   |                         |                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----------------|
| Goal 1: To Have the Best Policies in Place to Streamline Municipal Processes                                                                                      |                         |                |
| Policies                                                                                                                                                          |                         |                |
| Establish clear policies and processes for building and planning.                                                                                                 | Building & Planning     | Complete       |
| Establish consistent public policy planning to make it easier for residents and potential business owners to better understand and follow through on development. | Building & Planning/EDO | Complete       |
| Implement the Short-Term Rental Licensing Plan.                                                                                                                   | Building & Planning/CAO | Complete       |
| Investigate the need for a heritage policy                                                                                                                        | Planning                | Complete       |
| Reviews                                                                                                                                                           |                         |                |
| Complete a service-level review for the Fire Department.                                                                                                          | Fire                    | Scheduled 2026 |
| Review the zoning by-law                                                                                                                                          | Building & Planning     | In progress.   |
| Review the Purchasing Policy                                                                                                                                      | CS                      | Complete       |
| Goal 3: To Better Communicate the Vision of Trent Lakes                                                                                                           |                         |                |
| Rebrand the Municipality to improve the perception of Trent Lakes                                                                                                 | EDO                     | Complete       |

## Economic Development, Tourism, and Recovery Strategic Plan

| Action                                                                                                                                                                                                                                                                                 | Lead                          | Progress    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-------------|
| Goal 1: To Improve the Commercial Core of Buckhorn to Better Support Residents and Visitors                                                                                                                                                                                            |                               |             |
| IMPROVING BUCKHORN                                                                                                                                                                                                                                                                     |                               |             |
| Implement signage specific to public parking locations in Buckhorn designated for public parking and perform winter maintenance on lots to promote Buckhorn as all season and open for business.                                                                                       | Recreation and Facilities/EDO | Ongoing     |
| Promote the Community Improvement Plan (CIP) to the business community in Buckhorn to encourage businesses and private property owners within the CIP area to take advantage of the incentives being offered by the Municipality.                                                      | EDO/ Business & Planning      | Ongoing     |
| Develop a marketing plan to support existing businesses and attract new businesses to Buckhorn                                                                                                                                                                                         | EDO                           | In progress |
| Goal 2: To Be a Four-Season Tourism Destination                                                                                                                                                                                                                                        |                               |             |
| ENHANCING THE VISITOR EXPERIENCE                                                                                                                                                                                                                                                       |                               |             |
| Continue to work closely with the Buckhorn District Tourist Association to ensure that the essential visitors services continue to be delivered and that there is no duplication of services.                                                                                          | EDO/BDTA                      | Ongoing     |
| Continue to support the Tourism Information and Welcome Centre in Buckhorn and to work closely with the coordinated efforts of the Buckhorn District Tourist Association, Peterborough & The Kawarthas Chamber of Commerce, and the Peterborough & The Kawarthas Economic Development. | EDO                           | Ongoing     |

| Goal 3: To Develop a Business-Friendly Municipality                                                                                                                                                                                                                                                                                                                                                     |           |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------|
| SUPPORTING LOCAL BUSINESS                                                                                                                                                                                                                                                                                                                                                                               |           |             |
| <p>Relook at existing Economic Development Advisory Committee Terms of Reference and update, if required:</p> <p>a. Clarify the roles and responsibilities of the Committee and clearly delineate the roles and responsibilities of the Committee vs the Economic Development Officer.</p> <p>b. Develop criteria for the members to ensure that the right people are represented on the committee.</p> | CS<br>EDO | Complete    |
| Support the Eastern Ontario Regional Network (EORN) and continue to push for improved internet connectivity throughout Trent Lakes.                                                                                                                                                                                                                                                                     | EDO       | Ongoing     |
| Establish a formal Business Visitation Program. Build on-going relationships with the local business community to understand their issues and future plans.                                                                                                                                                                                                                                             | EDO       | Complete    |
| Goal 4: To Building a Community Through Cohesiveness                                                                                                                                                                                                                                                                                                                                                    |           |             |
| BUILDING PARTNERSHIPS TO SUPPORT BUSINESS                                                                                                                                                                                                                                                                                                                                                               |           |             |
| Continue to support the Future Ready 2020-2024 Progress Report that was completed by the Peterborough & The Kawarthas Economic Development. a. Continue to engage in their Economic Development Officer roundtable meetings.                                                                                                                                                                            | EDO       | Ongoing     |
| Continue to work in partnership with the local Community Futures Development Corporation (CFDC).<br>a. Take a more active role in keeping the Trent Lakes businesses apprised of the services and funding that the CFDC offers.                                                                                                                                                                         | EDO       | Ongoing     |
| Through the business visitation program identify those Trent Lakes businesses that need help with succession planning and provide business names to Peterborough & The Kawarthas Economic Development.                                                                                                                                                                                                  | EDO       | Ongoing     |
| Coordinate regularly scheduled roundtables meetings with local organizations (i.e., Citizens for Alternative Transportation Trent Lakes, Buckhorn District Tourist Association, BCC, etc.) to help keep everyone updated and informed of projects, grants, etc. that are relevant to Trent Lakes.                                                                                                       | EDO       | In progress |

| BUILDING COMMUNITY COHESIVENESS                                                                                                                    |     |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----|----------|
| Identify and act on opportunities to connect all residents in the community through festivals, events, municipal communications, discussions, etc. | EDO | Ongoing  |
| Improve the perception of Trent Lakes through improved and updated branding.                                                                       | EDO | Complete |

## Open Spaces Master Plan

| Action                                                                                                  | Support                            | Progress                                       |
|---------------------------------------------------------------------------------------------------------|------------------------------------|------------------------------------------------|
| Add seating at Adam and Eve Rocks.                                                                      |                                    | Complete                                       |
| Develop Lakehurst Hall Lower Bowl and Trail Head.                                                       | LHB, Council, Planning             | Complete                                       |
| Formally adopt good industry standards for trail design and construction.                               | Federal/Provincial Parks           | Complete                                       |
| Establish trail maintenance best practices document.                                                    | Federal/Provincial Parks           | Complete                                       |
| Conduct a study to develop t18 into an accessible trail.                                                | BCC                                | In progress                                    |
| Develop and implement an open space promotion strategy.                                                 | EDO, Hall Boards, Ratepayer Groups | Strategy Complete. Implementation in progress. |
| Develop and implement a signage strategy.                                                               | EDO, Hall Boards, Ratepayer Groups | Complete                                       |
| Create an online trails portal.                                                                         | Ptbo County, Ratepayer Groups      | In progress                                    |
| Develop and implement a public washroom strategy.                                                       | Ptbo County, Ratepayer Groups      | Complete                                       |
| Explore transitioning to ESRI for digital maintenance records to allow information to be viewed online. | Ptbo County GID Department         | Complete                                       |

## Internal Communications Strategy

| Action                                                                                                                       | Lead                    | Progress    |
|------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------|
| <b>Goal 1: Help Employees be Well Informed of Municipal Services</b>                                                         |                         |             |
| Create easy to access information                                                                                            |                         |             |
| Create online database of frequently asked questions by residents in each department for all staff members to access.        | EDO                     | In Progress |
| Create an online document outlining organizational structure, department functions, and staff roles.                         | Deputy Treasurer<br>EDO | In Progress |
| <b>Improve Employees Knowledge of Municipal Functions</b>                                                                    |                         |             |
| Have Department Heads develop background information and key messaging for employees for large projects.                     | Department Heads        | Ongoing     |
| <b>Goal 2: Increase Employees Skills for Communication in and Across Departments</b>                                         |                         |             |
| Create Best Practices for Employees                                                                                          |                         |             |
| Provide employees training in daily communications including email best practices, report writing, conflict resolution, etc. | EDO<br>Clerk            | Ongoing     |
| Provide clear deadlines and needs for quarterly reports as far in advance as possible.                                       | CAO<br>EDO              | Ongoing     |
| <b>Goal 3: Proactively Prevent Communication Issues</b>                                                                      |                         |             |
| Develop Tools for Risk Management                                                                                            |                         |             |
| Make cross training a priority within departments.                                                                           | Department Heads        | In Progress |
| Keep Council informed on department initiatives                                                                              | Department Heads<br>EDO | Ongoing     |
| <b>Goal 4: Enhance the Workplace Culture Between Office Staff and Remote Staff</b>                                           |                         |             |
| Create an Intranet all Employees can Access                                                                                  |                         |             |
| Send a monthly internal newsletter to all staff and Council with high-level updates across the Municipality.                 | EDO                     | Completed   |

## External Communications Strategy

|                                                                                                                                   |                                                     |             |
|-----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|-------------|
| Introduce plain language across all communications when possible                                                                  | EDO<br>Department Heads                             | Complete    |
| Make FAQ's easily accessible online and in print.                                                                                 | EDO                                                 | Complete    |
| List what services each department provides on the website.                                                                       | EDO                                                 | In Progress |
| Utilize community billboards to advertise print materials.<br><br>Ensure transfer station staff have print materials to hand out. | EDO<br>Recreation and<br>Facilities<br>Public Works | Complete    |
| Create a monthly e-newsletter highlighting the most important news.                                                               | EDO<br>Department Leads                             | Complete    |
| Actively promote signing up for the e-newsletter and website subscriptions.                                                       | EDO                                                 | Complete    |
| Promote the dates of Council meetings and link to the agenda                                                                      | EDO                                                 | Complete    |
| Utilize stakeholder connections and Council's network to reach those without access to the internet and/or social media.          | EDO                                                 | Complete    |
| Ensure all content has a professional, relatable, and friendly voice                                                              | EDO<br>Department Leads                             | Complete    |
| Track analytics of online communications to understand what works best.                                                           | EDO                                                 | Complete    |



760 County Rd 36  
Trent Lakes ON K0M 1A0

P: 705-738-3800

T: 800-374-4009

F: 705-738-3801

[www.trentlakes.ca](http://www.trentlakes.ca)  
[info@trentlakes.ca](mailto:info@trentlakes.ca)