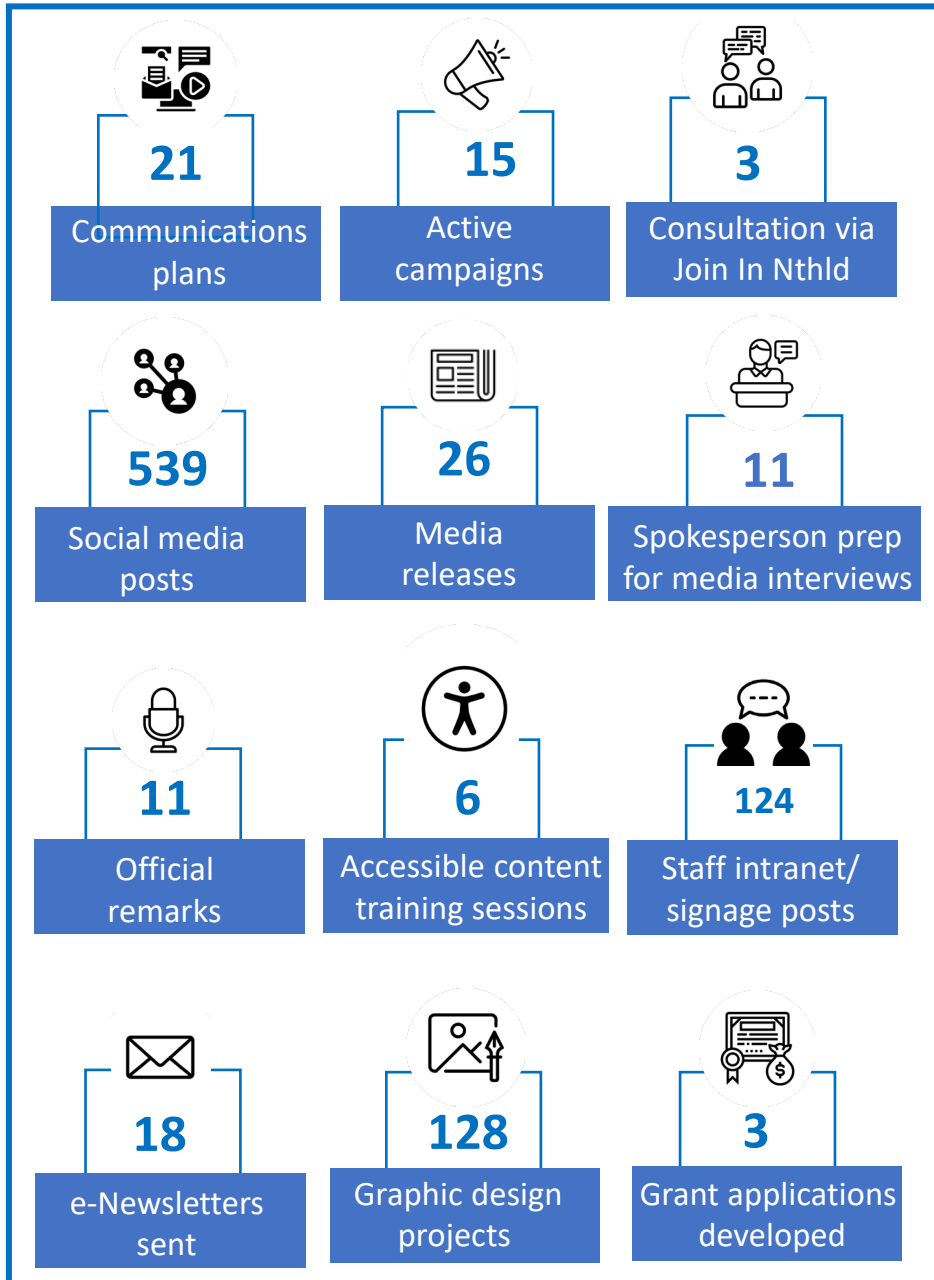




Communications Department 2024 Q2 Update



Inputs



Outputs/Outtakes

Social Media



7.5k followers
1.1% increase
602k total impressions
2.09% av. engagement
 vs. **1.54%** industry av.



2.3k followers
2.8% increase
26k total impressions
1.48% av. Engagement vs.
1.48% industry av.



1.7 k followers
13% increase
25k total impressions
3.4% av. Engagement vs.
2.27% industry av.

Website



89k unique visits
205k total visits
1m 04s av. time

Grants



\$116K secured YTD
8 apps with funder
4 under development

Performance Dashboard



397 Site visits
33 Total KPI/CHIs tracked
13 New metrics added

Media Relations (print/online stories)



142 media stories/mentions
100% direct key message pick-up
83% spokesperson quotes
17% positive **83%** neutral **2%** negative

Public Consultation – Join In Northumberland



Visits
4.1k

Informed Visitors
1.2K

Outcomes

- **VIA Rail Commuter Train 641:** Following extensive public and political advocacy efforts to seek reinstatement of commuter rail service, VIA Rail Canada announced a step forward with introduction of Train 641.
- **Indigenous Relations:** In collaboration with Alderville First Nation, organized the grand opening of a universal trail in the County Forest with 80 participants in attendance, and in collaboration with the Nogojiwanong Friendship Centre and County Early Years team, organized a National Indigenous Peoples' Day event at the Cobourg Community Centre attracting close to 200 participants.
- **Northumberland County Instagram:** Soft-launched a corporate Instagram account to expand social media reach to a broader demographic.
- **Northumberland Next Official Plan Update:** Promotional campaign generated strong public engagement and participation with 3.5k visits to the engagement portal and 1.1k 'informed' visitors downloading documents or visiting multiple pages to learn more.



Highlights

- **Roads and Bridges:** Rolled out the 2024 construction communications program, building awareness of the many projects and infrastructure investments planned by Public Works over the coming months.
- **Grant-writing :** Launched a weekly e-newsletter for community and municipal stakeholders consolidating available funding opportunities, and monitored eight applications pending funder decision valued at \$4.3 M.



Q3 Objectives

- **Communications Master Plan:** Finalize and implement the direction for the County's strategic communications and community engagement practices over a 10-year horizon.
- **County Writing Style Guide:** Strengthen the County's tone of voice through cross-organization standardization of information such as common spellings, abbreviations, capitalizations and numbers, through development and roll-out of an employee writing resource, creating consistency and readability in materials produced by the County.
- **2023 Annual Report:** Collaborate with the Finance team to develop the County's 2023 Annual Report, detailing the County's financial performance and service highlights.

Context

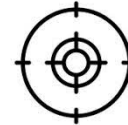
County staff continue to advance Indigenous relations and reconciliation efforts in support of the Strategic Plan Pillar ‘Foster a Thriving Community’. Through intentional acts, the County will strengthen Indigenous cultural awareness and understanding within the organization and community, seek meaningful engagement with Indigenous communities, and advance respectful reconciliation.

Goal

Increase County capacity and efforts to build mutually respectful and beneficial Indigenous relationships and undertake meaningful reconciliation.

Objectives

- Increase meaningful consultation and collaboration with Indigenous communities.
- Deliver Indigenous cultural competency training for 200+ staff to strengthen awareness and understanding of Indigenous culture and historical truths, building staff working capacity and advancing reconciliation.
- Establish an Indigenous Relations and Reconciliation Action Plan (IR&RAP) in consultation with Indigenous communities.



Q2 Highlights

Engagement and relationship-building with Williams Treaties First Nations (WTFN), and specifically with Alderville First Nation, as well as MNO, Peterborough and District Wapiti Métis Council, Nogojiwanong Friendship Centre.



Alderville FN Consultation

- Facilitated early consultation protocol and engagement on 10 projects & issues
- Engagement on best practices for project permits by County/municipalities and the application of archaeological assessments.
- Update and input into IR&RAP.

MNO Peterborough Métis Engagement

- 473 Ontario Street archaeological assessment.



Collaboration with Indigenous communities

- County presentation to Chief and council on 2023 initiatives and 2024 objectives.
- Porcupine Universal Trail development in County Forest with Alderville FN members and grand opening ceremony with 80 participants in attendance supported by Alderville FN cultural advisors and knowledge keepers.
- Assistance with environmental waste collection efforts for upcoming Alderville FN Pow Wow.



Education and Reconciliation

- Hosted a National Indigenous Peoples’ Day event on Solidarity Day with close to 200 in attendance, in collaboration with the Early Years team, the Nogojiwanong Friendship Centre & Alderville FN.
- 3 Social media postings supporting Indigenous dates of significance (11 annually).
- Staff cultural education communications on Indigenous dates of significance.