



Township of Wilmot

2026-2030 Communications Strategy

April 27, 2026

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Project Scope

1. Review the current communications environment
2. Evaluate the relevancy of the *2024-2027 Corporate Communications Strategy*
3. Develop a refreshed communications strategy to 2030
4. Provide recommendations for improvement



Project Goals

- ✓ Aligned with the recent Service Delivery and Organizational Review
- ✓ Informed by best practices
- ✓ Targeted to meet local needs and pressures
- ✓ Focused on building resiliency and stabilizing the Township's communications function



Findings & Analysis



Broad Pressures

1. Increase in government distrust
2. Increase in misinformation spread
3. Greater polarization
4. Evolving media and social media landscape
5. Empowered public



Local Pressures

1. Growth and transition
2. Internal capacity, turnover, role clarity
3. Meeting community expectations
4. Achieving department goals
5. Balancing high-profile with operational



Key Strengths

1. Skilled specialist
2. Improved branding and professionalism
3. Enhanced media relations
4. Strong sense of community
5. Improved website



Key Risks

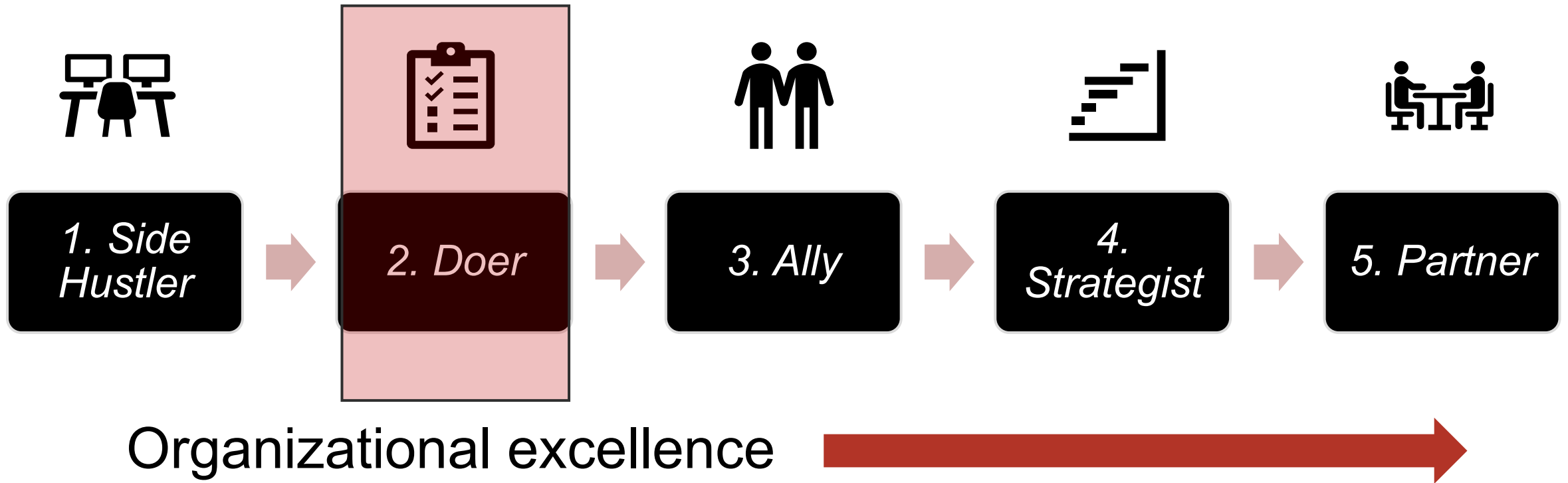
1. **Trust management**
2. Lack of stability and resiliency in the role
3. Capacity overextended
4. Unclear roles, expectations and priorities
5. Missed opportunities to tell quality, proactive stories that build trust



**Communications
is a team sport**



Current Level of Maturity



Strategy Overview



Updated Vision & Mission

VISION

A focused and stable communications function that shares the Township's story, information and progress openly and professionally.

MISSION

Together as an organization, we communicate accurate and timely information that informs the community and strengthens understanding.

Priority Areas

1.

**Stabilize the
communications
function**

2.

**Protect and
enhance what's
working**

3.

**Strengthen quality
& engaging
storytelling**



Highest Priority Actions

- Establish a trained back-up for communications
- Hire a Communications Manager
- Establish regular meetings with CLT to set priorities and expectations
- Create processes that ensure early engagement with Communications
- Develop corporate communications policies



Best Practice Examples



Municipality of Clarington

***“An investment in
communications is an
investment in
community.”***



ALEX MISSED OUT
ON FREE BEACHFRONT
YOGA BECAUSE SHE
WASN'T SUBSCRIBED
TO CLARINGTON
COMMUNITY NEWS.



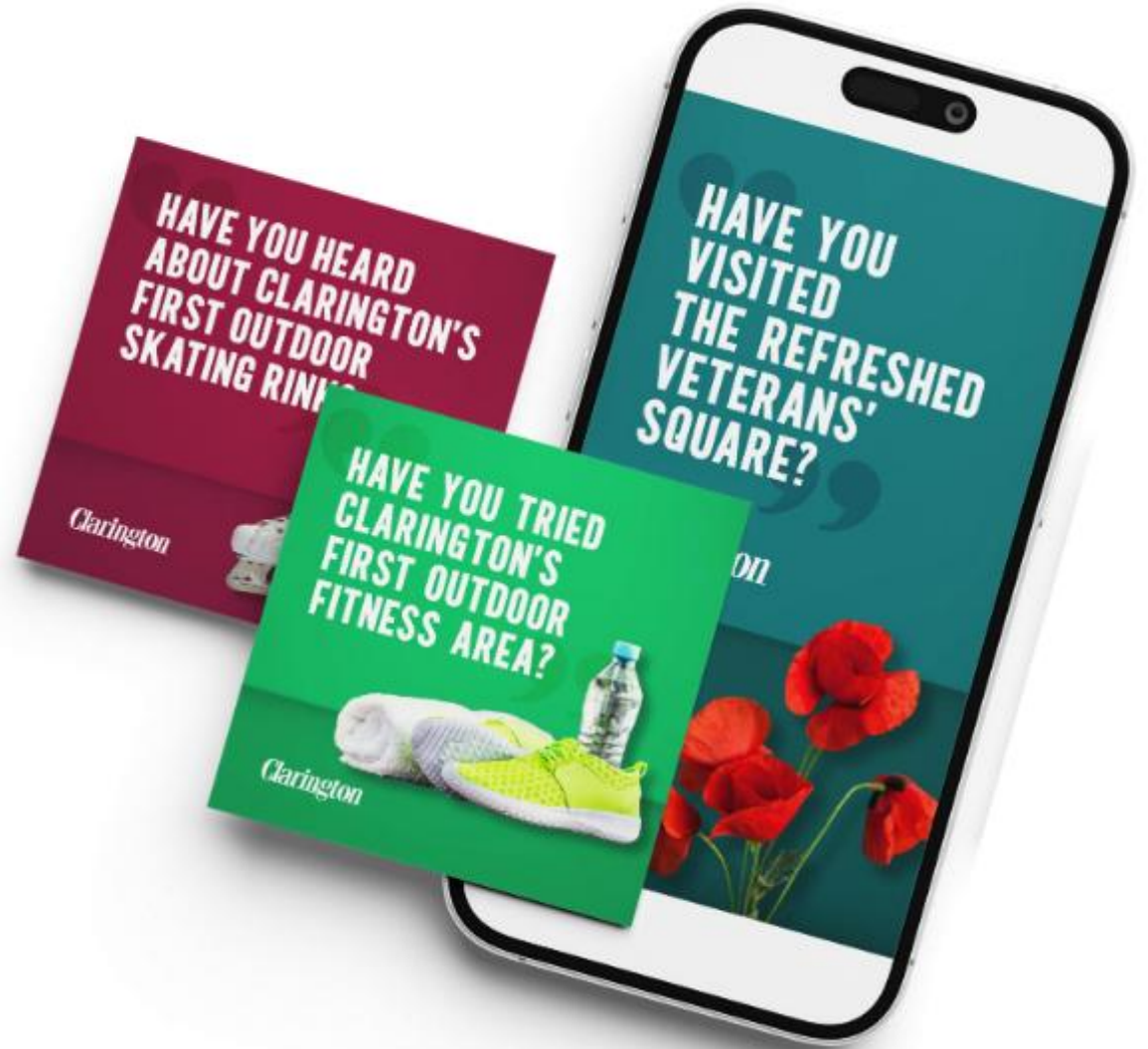
Don't be like Alex.

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you at www.clarington.net/Subscribe.

DID YOU HEAR
THEY'RE MAKING
A **COYOTE** THE
NEW CLARINGTON
MASCOT?*



* It's tricky to know what's real (this is not).
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Saved to P: Drive

What's Up in Clarington

Your source for accurate information on hot topics in our community.

+ Follow



Home / What's Up in Clarington

A forum for you

What's Up in Clarington provides context on important local issues and helps dispel any myths circulating in the community. It gives you quick access to key details and relevant reports so you can learn about municipal issues and deepen your understanding of topics that matter most to you.

A strong community is built on informed discussions, where knowledge empowers individuals and drives meaningful progress. We believe in the power of accurate information and are committed to sharing transparent, factual insights on the issues that shape our community. Curiosity is encouraged, diverse perspectives are valued, and we strive to make complex topics easier to understand so you can engage with confidence.

What's up in Clarington is just one of the many ways we're working to create an informed and engaged community, in support of our 2024-27 Strategic Plan.

Explore hot topics

Planning and infrastructure

Why haven't the train whistles at Bennett Road and Cobble Dick Road stopped? ▾

An infographic with a blue border and a heart icon in a circle at the top. The main text reads "83% of surveyed residents trust information provided by the Municipality of Clarington". At the bottom, it says "2025 Communications 'Pulse Check' Survey". A red oval highlights the main text.




Municipality of Clarington


16K followers • 139 following

The official account for the Municipality of Clarington.
Monitored weekdays during business hours.

Report a problem or concern: www.clarington.net/ServiceClarington

■ Government organization @ [ClaringtonConnected](#) 📞 (905) 623-3379

 Learn more

 Message

 Follow

You should follow the Municipality of Clarington for the most up-to-date information.

Like

Reply



As the Family Day long weekend approaches, we'd like to introduce you to a few of the 15 or so little treasures – and their proud parents – who have joined the Frontenac Paramedics family over the past year or two.

Family – biological, chosen, and found – is so rooted in love and connection, it's the reason most of us do what we do. These connections shape our character, guide our choices, and hold us together as individuals. So, we're taking a moment this weekend to reflect on how important family is, and how fortunate we are for the love and support we share with the people in our lives. We hope you will, too.

We also hope you'll take a moment to think in gratitude about those who are working away from their families this Family Day long weekend. Here at Frontenac, we think especially of our emergency system partners and those working with Frontenac Paramedics, Fairmount Home, and the Howe Island Ferry. Thank you for all you do!

Have a safe and happy Family Day long weekend everyone!

@followers



Did you miss this week's #Council Meeting? No problem! Time for a Council Catch Up!... See more

>>> SOUTH STORMONT COUNCIL CATCH-UP

WEDNESDAY, MARCH 25, 2026



COUNCIL CATCH UP

APPROVAL OF COMMUNITY GARDEN IN INGLESIDE

Council approved a recommendation from the Environmental Action Committee to establish a Community Garden in Memorial Square, Ingleside.

Council also authorized the use of the Barlow Energy Centre Community Benefit Fund in the amount of \$9,800 to support the creation of the garden.

While design details are still developing, visit www.speakupsouthstormont.ca for more details and take our volunteer interest survey!



COMMUNITY EMERGENCY MANAGEMENT COORDINATOR APPOINTED

The Township appointed Deputy Fire Chief James Walker as the Community Emergency Management Coordinator (CEMC).

Following a 2025 Human Resource Review, it was recommended to transfer emergency management responsibilities to Fire and Emergency Service.

The CEMC will coordinate the municipality's emergency management program with support from the Emergency Program Committee.



2025 WATER AND WASTEWATER ANNUAL SUMMARY REPORTS

The Manager of Infrastructure Services provided an update to Council regarding the 2025 Summary Reports of the Long Sault-Ingleside Regional Water Treatment Plant, the Newington Water Treatment Plant and the St. Andrews West/Rosedale Terrace Distribution System.

Council also received the 2025 Annual Performance Reports for the Long Sault and Ingleside Wastewater Treatment Systems



IT MASTER PLAN AND DIGITAL FRAMEWORK - FINAL REPORT

Representatives from Perry Group Consulting presented Council with the Final Report on the IT Master Plan and Digital Framework.

Created in collaboration with Township leadership and staff, the IT Master Plan and Digital Framework offer a detailed evaluation of the existing technology landscape. This report highlights critical gaps in service delivery and infrastructure while outlining a future model aimed at modernizing operations, boosting staff effectiveness, and enhancing the digital experience for residents.



>>> OTHER ITEMS ON THE MARCH 25, 2026 AGENDA

- Purchase of Half Ton Trucks
- Supply of Granular Material
- By-law 2026-018: Delegation of Authority
- CIP Agreement with McKay Mechanical Inc.
- Council Remuneration and Expenses Report

VISIT SOUTHSTORMONT.CA/COUNCILMEETINGS FOR FULL REPORTS AND VIDEO RECORDINGS

Town of Niagara-on-the-Lake
April 13 at 11:35 AM · 🌐

In Niagara-on-the-Lake, farming isn't just a season, it's a way of life. That means drivers need to stay alert and share the road with farm vehicles year-round. 🚜 🚗

H... See more

Town of Niagara-on-the-Lake
May 29, 2025 · 🌐

🚜 Agricultural Road Safety in Niagara-on-the-Lake 🚗

I... See more



Town of Niagara-on-the-Lake
April 6 at 9:01 AM · 🌐

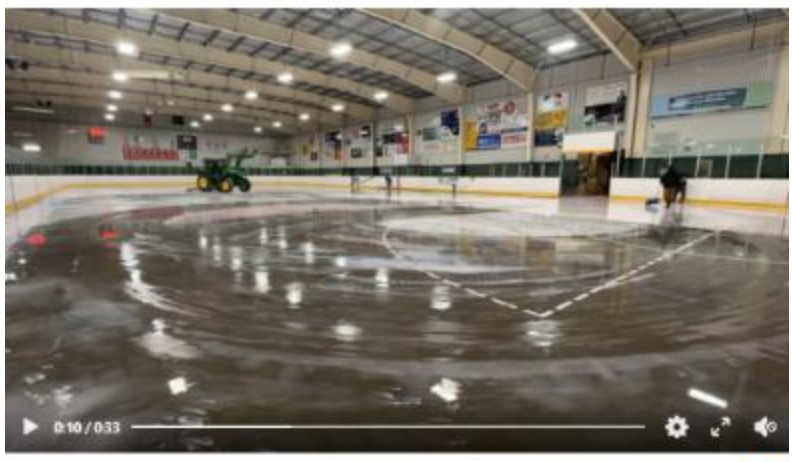
Thank you, Arena Staff! 🙌

As the season on the ice wraps up, we want to thank our Town Arena Staff for their hard work and dedication throughout the season. From early mornings to late nights, your efforts keep our recreational activities running smoothly for our community.

With the ice at the Meridian Credit Union and Centennial arenas coming out next week, it's a clear sign that spring is on the way. 🌸

Check out this time-lapse video showing part of the ice removal process, captured by Arena Staff member Nathan. 📹

Drop a comment below to thank our Arena Staff for another great season of skating. ⚡



👍 32 💬 4 🔄 5

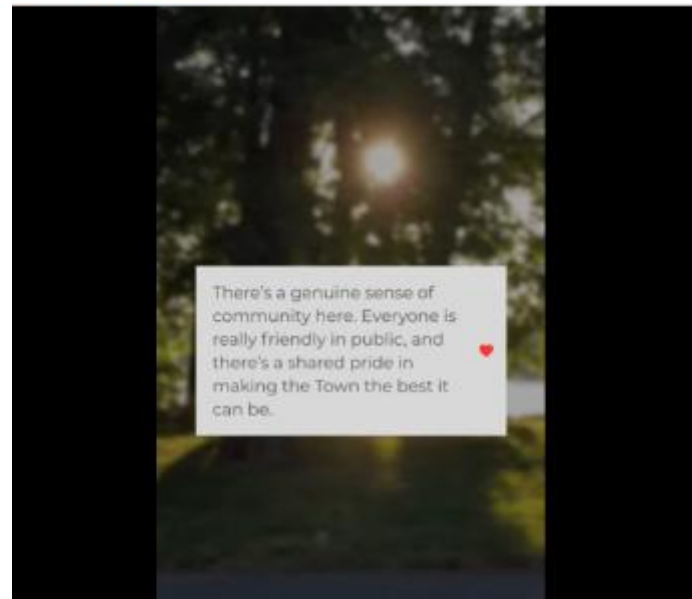
Town of Niagara-on-the-Lake
February 19 · 🌐

Kindness is everywhere in Niagara-on-the-Lake 🧡

For Kindness Week, we're celebrating the thoughtful, encouraging, and supportive comments shared by our #NOTL community. Your words uplift Town staff, volunteers, local organizations, and each other more than you know.

Thank you for helping make this community such a positive place to connect.

#KindnessWeek #OurNOTL





Trust and confidence





redbrick
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