Corporate Communications Plan

Municipality of North Perth

2026

www.northperth.ca

Table of Contents

www.northperth.ca

About North Perth

The Municipality of North Perth, situated in southwestern Ontario, is a vibrant community within Perth County. It is comprised of the Elma, Listowel, and Wallace wards, each contributing to the unique character and charm of the area. North Perth offers a blend of small urban living and expansive rural landscapes. With a strong agricultural heritage, North Perth boasts a large and thriving farming community. The Municipality offers many recreational facilities, well-maintained parks, and scenic trails that encourage outdoor activities and a healthy lifestyle.

Purpose of the Plan

The Corporate Communications Plan serves as a strategic roadmap to guide the Municipality of North Perth's communications efforts. Building on the foundation of previous plans, this revised document reflects our evolving community, technological advancements, and modern best practices in municipal communication.

The plan outlines initiatives and approaches to ensure our communications are consistent, transparent, effective, and responsive to the needs of our diverse audiences, including residents, staff, volunteers, businesses, and visitors. It emphasizes improved accessibility, coordination, and proactive engagement across all communication channels.

By assessing past communication strategies and current initiatives, the updated plan defines a renewed vision, actionable goals, and strategic objectives that will enhance how the Municipality informs, connects with, and serves the community today and into the future.

What we Heard

Public Consultation

Between April 1, 2025, and May 5, 2025, North Perth conducted a communications survey that received 262 responses, primarily from residents of Listowel and other areas within the municipality. Most respondents identified as residents (85%) and represented a wide age range, with the majority aged 55 and older. Participants reported using a mix of traditional and digital platforms to stay informed, most commonly the municipal Facebook page, website, local newspapers, and newsletters. While 12% of respondents felt well-informed about municipal operations, the majority (66%) felt only somewhat informed, indicating room for improvement. Similarly, less than half felt knowledgeable about Council meetings and decisions. Facebook was the most popular social media platform, while X (formerly Twitter) was the least used and often criticized. Respondents expressed a desire for more timely and accessible information, simplified communication methods, greater use of email and newsletters, fewer apps or barriers to access, and a stronger presence across multiple channels. Suggestions also emphasized better use of local media, increased transparency, and inclusive communication for those without internet or social media access.

Identified Communication Gaps

Council Communication Awareness

Address the gap in public awareness by providing simplified, accessible updates about Council meetings and decisions.

Inclusive Communication Methods

Improve outreach by offering more non-digital communication options, such as print newsletters and local radio, to better serve seniors and residents without regular internet access.

Timely and Consistent Updates

Strengthen communication by ensuring important municipal news—especially emergencies, road conditions, and service changes—is shared in a timely and consistent manner across all channels.

Alignment with the Strategic Plan
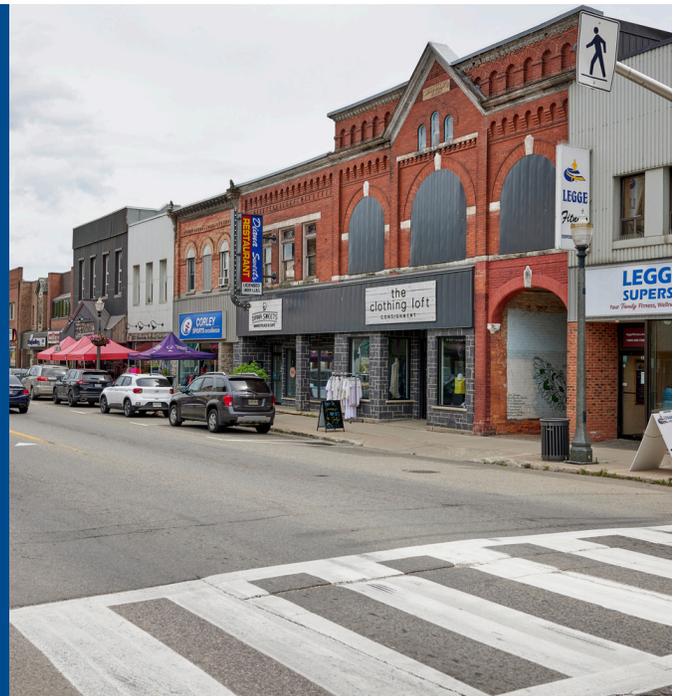
The 2023-2026 Corporate Strategic Plan serves as the comprehensive roadmap for the Municipality of North Perth, shaping the years ahead. The plan has four main strategic pillars, each with specific goals, initiatives and performance indicators.

1   **Service Effectiveness**

2   **Corporate Sustainability**

3   **Growth and Economic Development**

4   **Community Planning and Development**

Vision: North Perth is a sustainable, inclusive, innovative, and progressive municipality that balances vibrant communities offering diverse housing options, with agricultural heritage and rural character, and is a brilliant place to do business. We are a global leader in agriculture and manufacturing and incorporate and encourage environmental practices that mitigate and address the impacts of climate change. The Municipality is a safe and welcoming place for people of all ages.

Communication Tools

Print Communications

- Tax Newsletters
- Posters
- Mail
- Paper Survey Copies

Public Relations Communications

- Networking Opportunities
- Community Engagement
- Public Information Centres

Digital Communications

- Website
- Email
- Information Display Screens/LED Signs
- Surveys
- Cloudpermit
- Online Request Services
- Your Say North Perth
- Univerus (online registration/facility booking software)
- Social Media
    - Facebook, Instagram, X, LinkedIn, YouTube

Media Communications

- Media Releases
- Public Notices
- Radio

Communications Target Audiences

The Corporate Communications Plan and future communications policies, initiatives, and practices of the Municipality should consider both internal and external target audiences. Examples of key target audiences of the Municipality are identified below:

- Residents
- Businesses
- Property Owners
- Organizations and Groups
- Media
- Developers/Builders/Investors
- Community Facility Users/Committees
- Visitors/Tourists
- Consultants/Contractors/Service Providers
- Upper Tier Governments (County, Provincial, Federal)
- Perth County Member Municipalities
- Members of Council
- Municipal Employees

The Role of the Communications Coordinator

The Communications Coordinator plays a central role in implementing and advancing the Municipality's communications strategies. This position ensures that messaging is timely, clear, accessible, and aligned with corporate priorities. By managing communication channels, supporting public engagement, and coordinating messaging across departments, the Communications Coordinator enhances the visibility of municipal initiatives, builds trust with the community, and ensures consistent and responsive service delivery. This role is essential to executing the objectives outlined in this plan and fostering an informed and connected North Perth.

Municipal Branding

Consistent and professional branding is essential to building public trust, increasing recognition of municipal services, and presenting a unified image of the Municipality of North Perth. All communications, whether digital, print, or in-person, should reflect the Municipality's visual identity, including proper use of the municipal logo, fonts, colours, and tone of voice.

Branding helps ensure that communications are instantly recognizable, credible, and reflective of North Perth's values of transparency, growth, and community connection. Municipal departments are expected to follow established brand guidelines in all public-facing materials. The Communications Coordinator is responsible for overseeing brand application and supporting departments in maintaining visual and messaging consistency across platforms.

Guiding Principles

Accessible
Information is easy to find, understand, and available.

Consistent
Messaging is always consistent and reliable.

Relevant
Information shared has a direct impact to the audience.

Timely
Quick responses.

Understandable
Plain language in all areas of communication.

Accurate
Information shared is based on facts and relevance.

Strategic Goals and Objectives

Goal 1: Enhance Access to Municipal Information

Objective 1.1: Improve communication reach across diverse platforms

Actions:
- Develop Council highlights that will be shared on social media following a Council meeting.
- Offer printed versions of newsletters and key updates for residents who prefer paper.
- Ensure information is mobile-friendly and compatible with a wide range of platforms/devices.

Objective 1.2: Centralize and simplify information delivery

Actions:
- Continue to simplify the municipal website for improved navigation for residents.
- Ensure all updates, events, and council meetings are posted in a consistent, timely manner.

Goal 2: Strengthen Transparency and Trust in Governance

Objective 2.1: Increase visibility and accessibility of Council activities

Actions:
- Post regular "Council Highlights" on social media after each meeting.

Objective 2.2: Encourage two-way communication

Actions:
- Utilize Your Say North Perth to gain feedback from residents on initiatives and projects.
- Promote the Request Portal to residents for service requests.

Goal 3: Foster Accessibility in Communication

Objective 3.1: Reduce communication barriers for residents

Actions:
- Update and promote welcome packages for new residents, including local service information, waste schedules, and community events.
- Ensure physical copies of notices are distributed in public spaces (libraries, arenas, etc.).
- Collaborate with local partners (e.g., schools, cultural organizations) to broaden outreach.
- Continue to utilize radio and newspaper communication.
- Ensure proper branding and accessibility are utilized to keep consistent and easy-to-read messaging to residents.

Strategic Goals and Objectives

Goal 4: Modernize Tools and Outreach Methods

Objective 4.1: Adapt to evolving media use

Actions:
- Track analytics to evaluate platform performance and adjust accordingly.
- Use digital ads and boosted posts strategically to reach more residents.

Objective 4.2: Improve Emergency/Weather Communications

Actions:
- Develop prepared messaging for regularly occurring emergency/weather-related events with coordinated messaging across platforms.

Goal 5: Strengthen Internal Communications Across the Organization

Objective 5.1: Improve Access to Internal Information

Actions:
- Ensure timely sharing of organizational updates, policy changes, and key initiatives across all departments.

Objective 5.2: Encourage Two-Way Communication and Staff Feedback

Actions:
- Establish regular opportunities for staff to share feedback.
- Encourage department directors to maintain open lines of communication with their teams.