



Report n° CORP-2025-014

Date: September 10, 2025

Submitted by: Michel Cousineau Dir. Corp. Services

Subject: New Communications Strategic Plan

Nature/Goal

To obtain Council approval on the City's first Communications Strategic Plan.

Directive/Previous policy

Council approved capital funding in 2023 for a new Communications Strategic Plan.

Department's recommendation

THAT The Committee of the whole recommends that Council approve the new **Clarence-Rockland 5-Year Communications and Marketing Strategy** as recommended in report CORP-2025-14.

QUE Le comité plénier recommande que le conseil approuve la nouvelle **Stratégie 5 ans de communications et marketing de Clarence-Rockland**, tel que recommandé au rapport no. CORP-2025-14.

Background

The Communications Strategy was approved a few years ago but was delayed because of operational priorities which included the need to understand the roles of both comms and marketing in various areas such as Economic Development, Programming and operations as well as internal and external corporate communications. The decision was also to wait until the City's Strategic Plan was completed to ensure proper alignment.

Discussion

This strategy will help the City enhance existing communication practices with residents and businesses and will also help us define our approach to Marketing.

It makes strong use of existing roles, responsibilities and tools but will help us fill the gaps, especially in the area of marketing for the City.

Consultation

Public consultations were done with both the public via the online engagement platform (Cororiko) as well directly with certain strategic communications professionals in Clarence-Rockland.

Recommendations or comments from committee/ other departments

N/A

Financial impact (expenses/material/etc.)

Covered in the approved Comms Strat Plan Capital project

Legal implications

N/A

Risk management

N/A

Strategic implications

Aligns with the City's Strategic Plan

Supporting documents

Clarence-Rockland 5-Year Communications and Marketing Strategy
Consultant Presentation – to follow