



Municipality of Trent Lakes

2024

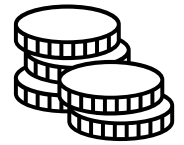
Q1

Report Card

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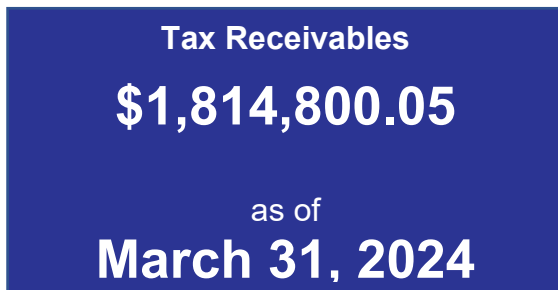
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Administration



Finance

Tax Receivables



27.46%
 Compared to
 2023

During Q1, 2024, Finance Department activities included:

| Tax Billings | |
|--------------|---------|
| Q1 2024 | Q1 2023 |
| 7,653 | 7,647 |

| Tax Certificates | |
|------------------|---------|
| Q1 2024 | Q1 2023 |
| 36 | 23 |

| Cash Receipts | |
|----------------|----------------|
| Q1 2024 | Q1 2023 |
| \$6,518,772.50 | \$6,842,324.07 |

| Accounts Payable | |
|------------------|----------------|
| Q1 2024 | Q1 2023 |
| \$7,870,323.90 | \$5,745,702.63 |

Finance/Administration successes:

- Preparation/presentation of 2024 Draft Trent Lakes Budget.
- Completion of 2023 Financial Audit.
- 7,653 Interim Tax Bills produced and mailed.

Purchasing

Q1 2024 purchasing awards made with delegated authority:

| Procurement Number | Title | Successful Bidder | Bid Amount (Excluding Taxes & Contingency) |
|--------------------|-----------------|-----------------------|--|
| RFT-2024-01 | Micro surfacing | Miller Paving Limited | \$256,464.00 |

Corporate Services

Corporate services by the numbers:

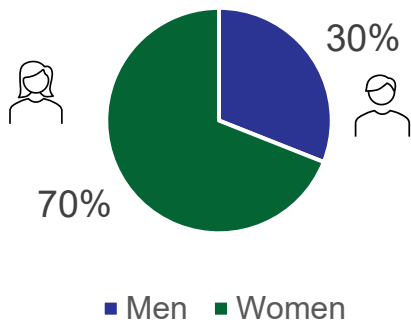
| | Q1 2024 | Q1 2023 |
|---------------------------------------|---------|---------|
| Commissioning | 6 | 5 |
| Reports to Council | 8 | 8 |
| Shoreline Road Allowance Applications | 1 | 0 |
| Applications for Municipal Land | 1 | 0 |
| Procurements | 1 | 5 |
| FOI Requests | 0 | 0 |
| Lottery Licences | 0 | 3 |
| Civil Ceremonies | 1 | 0 |
| Marriage Licences | 2 | 0 |

Corporate Services successes:

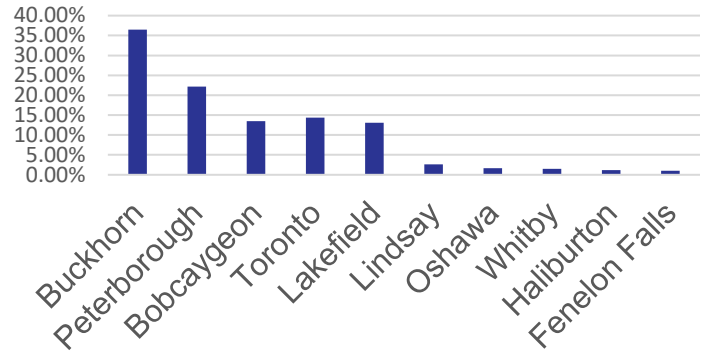
- Revisited EDAC and PRCAC and presented Council with options for Committee structure.
- Developed new template and procedures for Limited Tendering and Advance Contract Award Notification (ACAN).
- Finalized edits on draft Short-Term Rental Accommodation Licensing By-law.

Communications – Social Media

Current Audience by Gender



Facebook & Instagram Followers by Location



Top 3 Posts

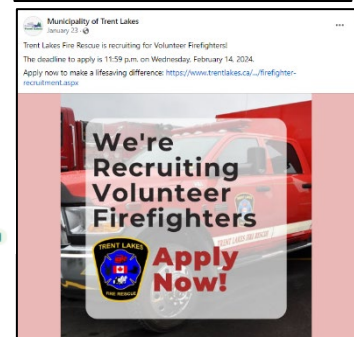
| Rank | Reach | Impressions | Interactions | Link clicks |
|------|--------|-------------|--------------|-------------|
| 1 | 23,615 | 26,980 | 101 | 153 |



| Rank | Reach | Impressions | Interactions | Link clicks |
|------|-------|-------------|--------------|-------------|
| 2 | 1,763 | 2,269 | 12 | 137 |



| Rank | Reach | Impressions | Interactions | Link clicks |
|------|-------|-------------|--------------|-------------|
| 3 | 7,974 | 9,020 | 70 | 93 |



Q1 2024 Facebook Page Reach
71,500 people ↑ **296%** Compared to Q1 2023

Q1 2024 Instagram Page Reach
1,500 people ↑ **186%** Compared to Q1 2023

Q1 2024 Facebook Page Visits
4,900 people ↑ **105.6%** Compared to Q1 2023

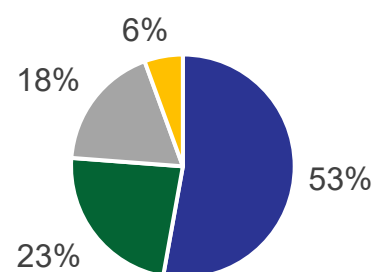
Q1 2024 Instagram Page Visits
202 people ↑ **63%** Compared to Q1 2023

Q1 2024 Social Media Followers
4,059
Q1 2023 Social Media Followers
3,508

Communications – Website

Top 20 viewed pages on www.trentlakes.ca for Q1, 2024:

| Website Page | # of Views | Website Page | # of Views |
|--------------------------|------------|------------------------------------|------------|
| Home | 11,014 | Applications, Licences and Permits | 563 |
| Careers and Volunteering | 4,106 | Private Road Grant Policy | 539 |
| Calendar | 2,502 | Outdoor Arenas and Rinks | 534 |
| Transfer Stations | 1,989 | Recycling and Garbage | 504 |
| Contact Us | 1,351 | Building and Renovating | 499 |
| Burn Permits | 1,266 | Firefighter Recruitment | 497 |
| Burn Permits Form | 1,110 | Subscribe | 489 |
| Zoning | 823 | Council | 473 |
| Medical Centres | 670 | Building Permits | 462 |
| Tax Information | 657 | Short Term Rentals | 452 |



Q1 2024 Total Traffic to Website

- Organic Search
- Direct
- Social Media
- Referral

Website Highlights:

- Social media and referral traffic to the website has significantly increased compared to Q1 2023.
- Website home page seen twice number of views compared to Q1 2023.
- Septic Systems added as a web page under Build icon now that Building Department handles inspections and permits.

Communications – News

Media Releases/Invites

February 6: Municipality of Trent Lakes grants over \$50,000 to 15 community organizations

March 27: Municipality of Trent Lakes to Hold Recognition Event for the First Playground in Buckhorn

Monthly Municipal Communications Overview:

January

- Applications Open to be a Volunteer Firefighter.
- Blankets For People is Coming to Trent Lakes.
- Provide Feedback on Private Road Grant Policy.

February

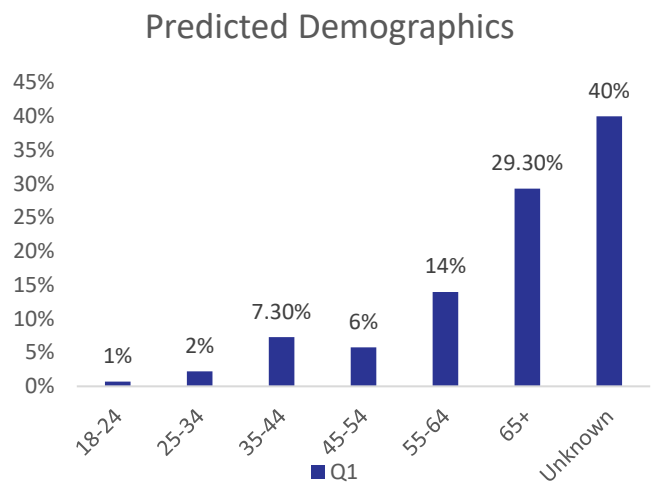
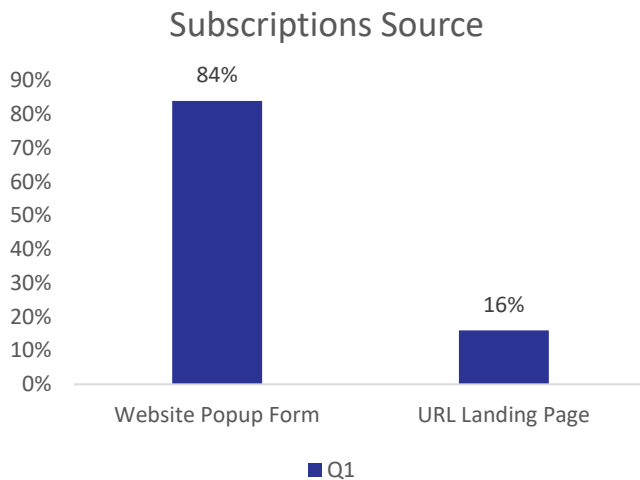
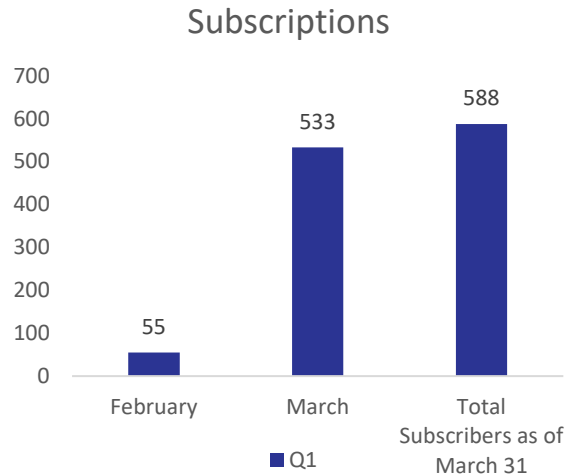
- Feedback Requested on the 2024 Development Charges Background Study.
- Municipality of Trent Lakes Grants Over \$50,000 to 15 Community Organizations.
- Building By-law Fee Review - Sewage Permit Fees.
- 2024 Interim Tax Bills Mailed.
- Notice of Public Meeting: Community Improvement Plan Update.
- [Are you interested in becoming a volunteer firefighter? Trent Lakes wants to hear from you](#)
- [Kawartha Land Trust purchases largest nature preserve in its history](#)
- [Trent Lakes passes 2.15 per cent tax rate increase for 2024 budget](#)
- [Kawartha Land Trust announces largest protected property purchase in its 22-year history](#)
- [Kawartha Land Trust purchases 1,400-acre nature reserve along Pigeon Lake](#)

March

- Load Restrictions in Effect.
- Sign up For Our New Monthly E-Newsletter!
- Provide Feedback on Community Improvement Plan Underway.
- Join us as we Launch Ode'Naang Park's New Playground!
- No Daytime Burning 2024.
- [Buckhorn: Public meeting held to discuss community improvement plan](#)

Communications – Newsletter

| | |
|--------------------------------|------------|
| Q1 Total subscribers | 588 |
| Q1 average daily subscriptions | 8 |



E-Newsletter
April 2024

465 subscribers opened April 2024 Newsletter **1,184** times.

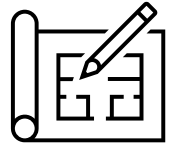
128 subscribers clicked links in April 2024 Newsletter **222** times.

- ### Top links clicked:
1. Council Meeting Calendar
 2. Burn Permits
 3. Earth Day Campaign
 4. Septic Systems
 5. Well Water Safety

Economic Development and Communications successes:

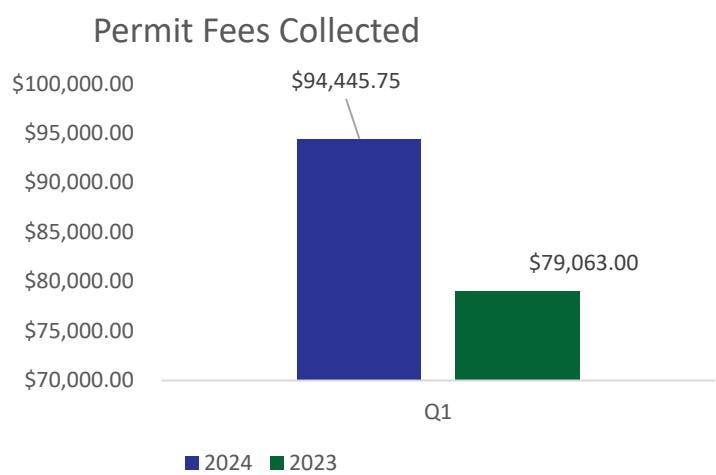
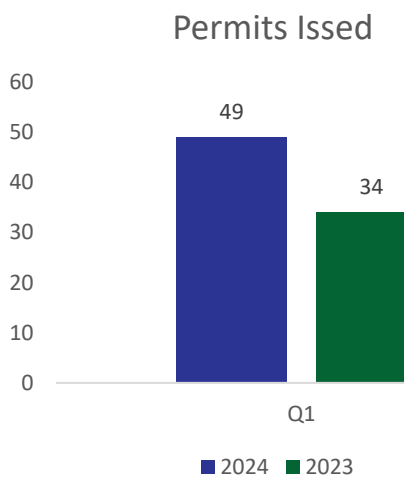
- Launched public monthly newsletter and monthly staff newsletter.
- Increase in website and social media visits/engagement compared to last year.
- Submitted Rural Transit Solutions Fund application in partnership with Peterborough County, the Buckhorn Community Centre and Citizens for Alternative Transportation in Trent Lakes.

Building, Planning & By-law

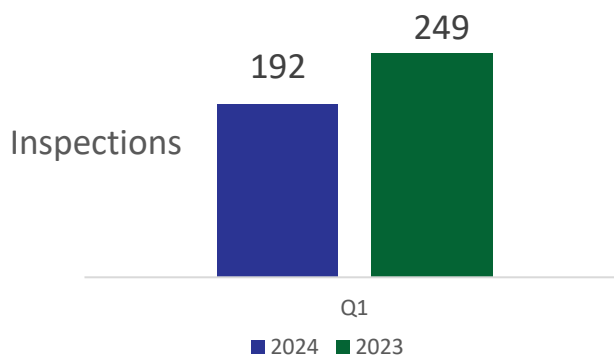


Building

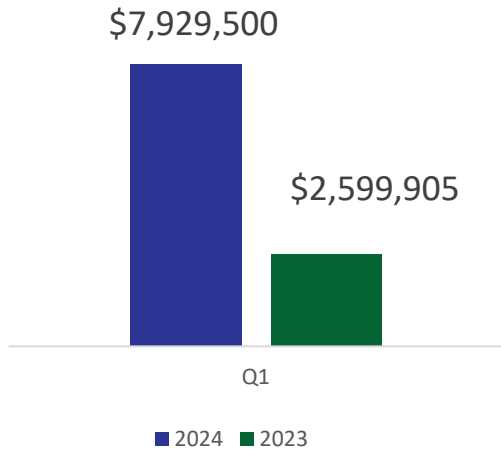
Permits



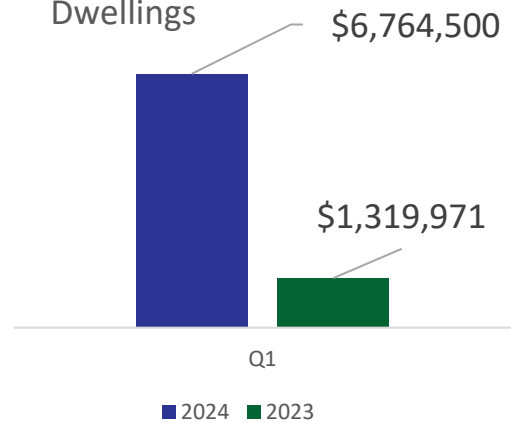
| Q1 2024 Amount | |
|----------------|--|
| 12 | Permits waiting for further information |
| 2 | Permits in abandon state given notice of rejection |
| 1 | Permits waiting planning approval for further processing |
| 2 | Permits waiting plans review |
| 9 | Permits waiting for payment to be issued |



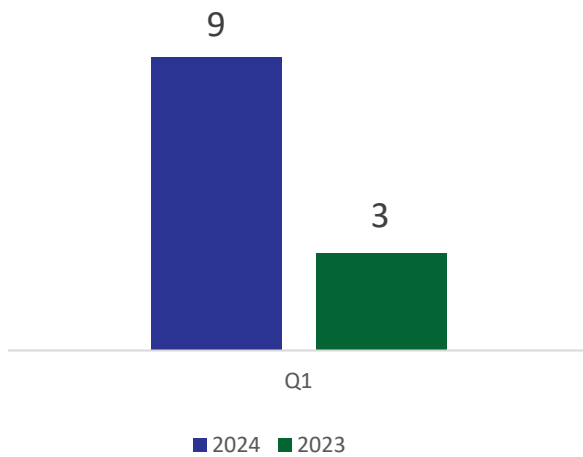
Construction Value



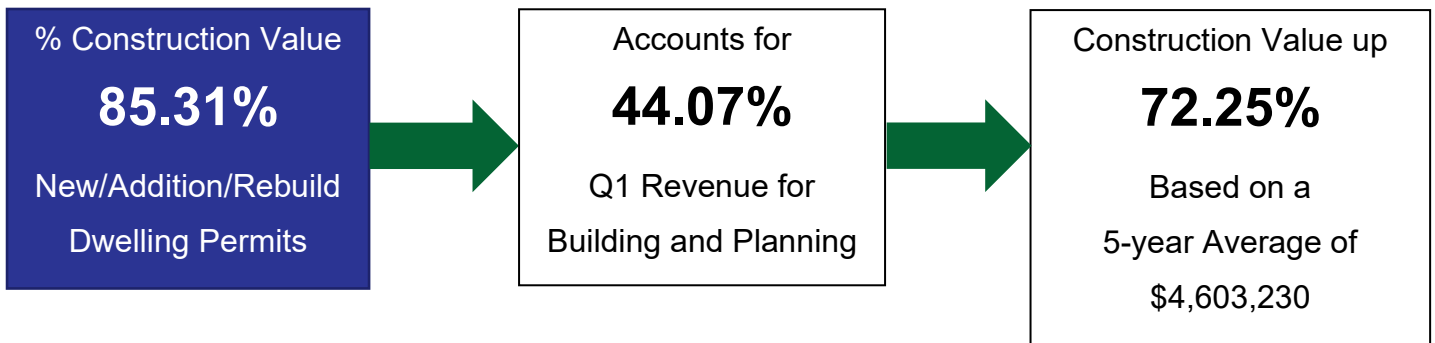
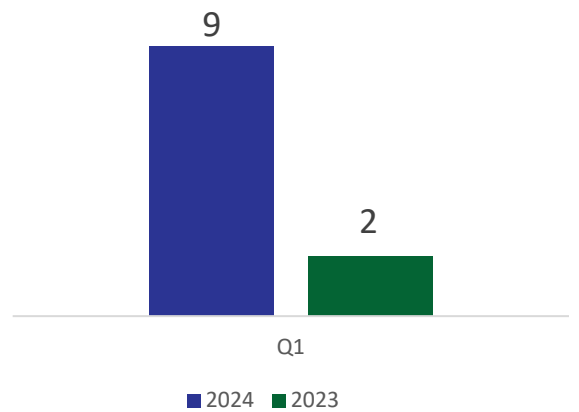
Construction Value For Dwellings



New Dwellings (Development Fees)

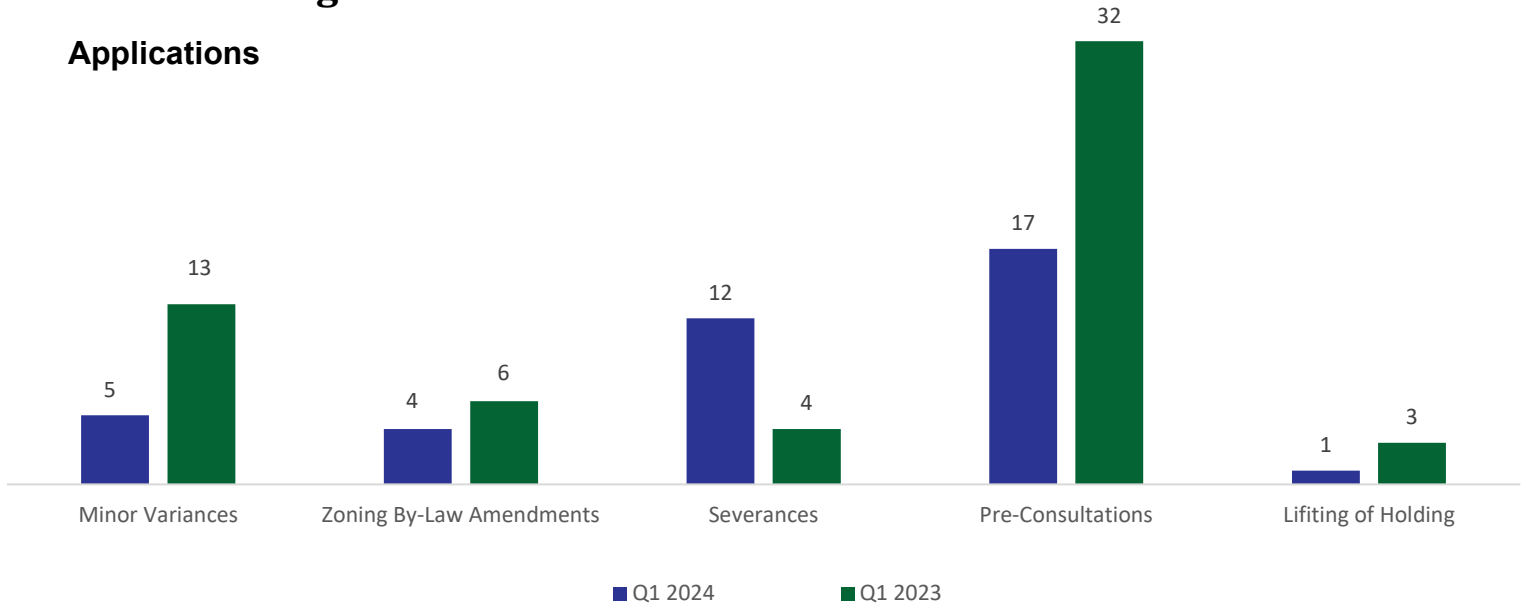


Replacement Dwellings



Planning

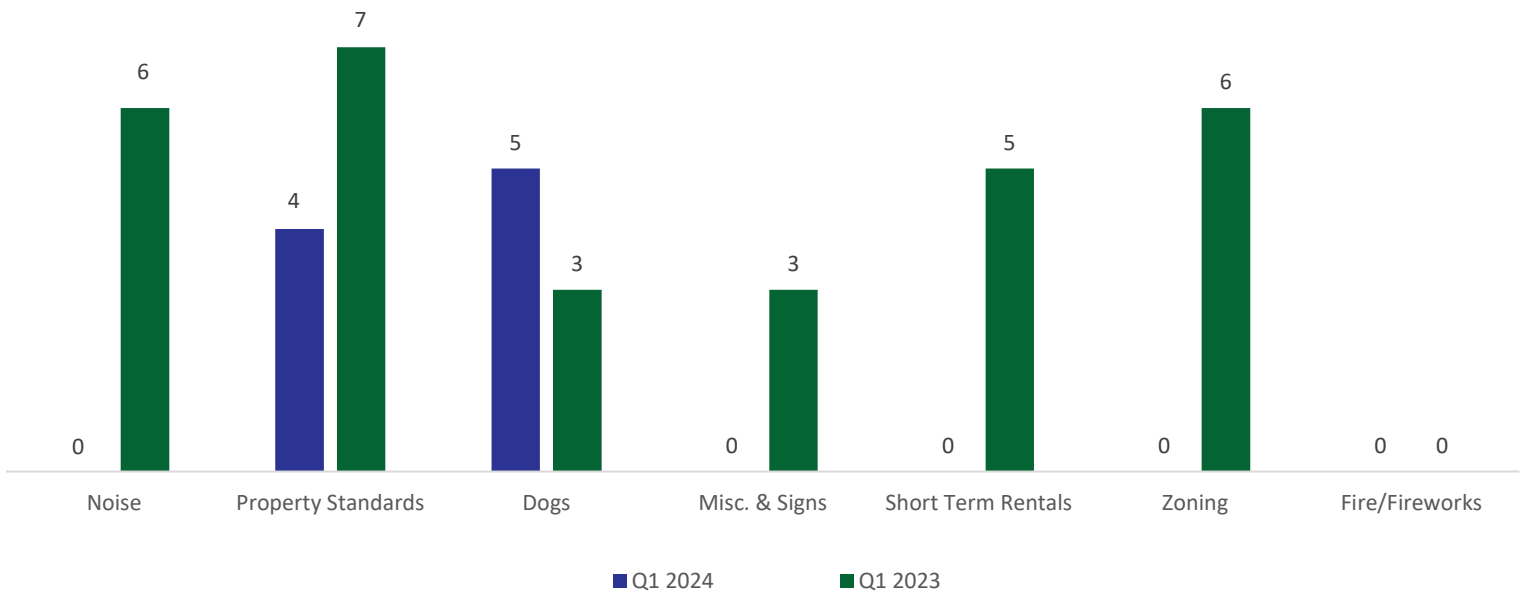
Applications



Zoning By-law Amendments in process: 7
 Zoning By-law Amendments to be reviewed: 2

By-law

By-law Complaints Received



Current Active By-law investigations: 5

AMPS Penalties Current Quarter

| Amount | Type of complaint | Maxama or Trent Lakes staff? |
|--------|-------------------|------------------------------|
| 100 | Dog | Trent Lakes Staff |
| 250 | Dog | Trent Lakes Staff |

Maxama Current Quarter

| Type of complaint | Complaints Contacted | Property Visits |
|-------------------|----------------------|-----------------|
| Noise (STR) | 2 | 1 |

Building, Planning and By-law successes:

- Development Charges By-law brought to Council for approval.
- Effective April 1st, 2024, Trent Lakes assumed the enforcement of Part 8 (Sewage System Program). During Q1, staff prepared all applications, public information, updated digital platforms and set up Cloud Permit for permit intake. Staff also obtained education / qualifications and worked with PPH staff for smooth transition.
- STRA draft by-law and checklists prepared for Council to review.

Fire & Emergency

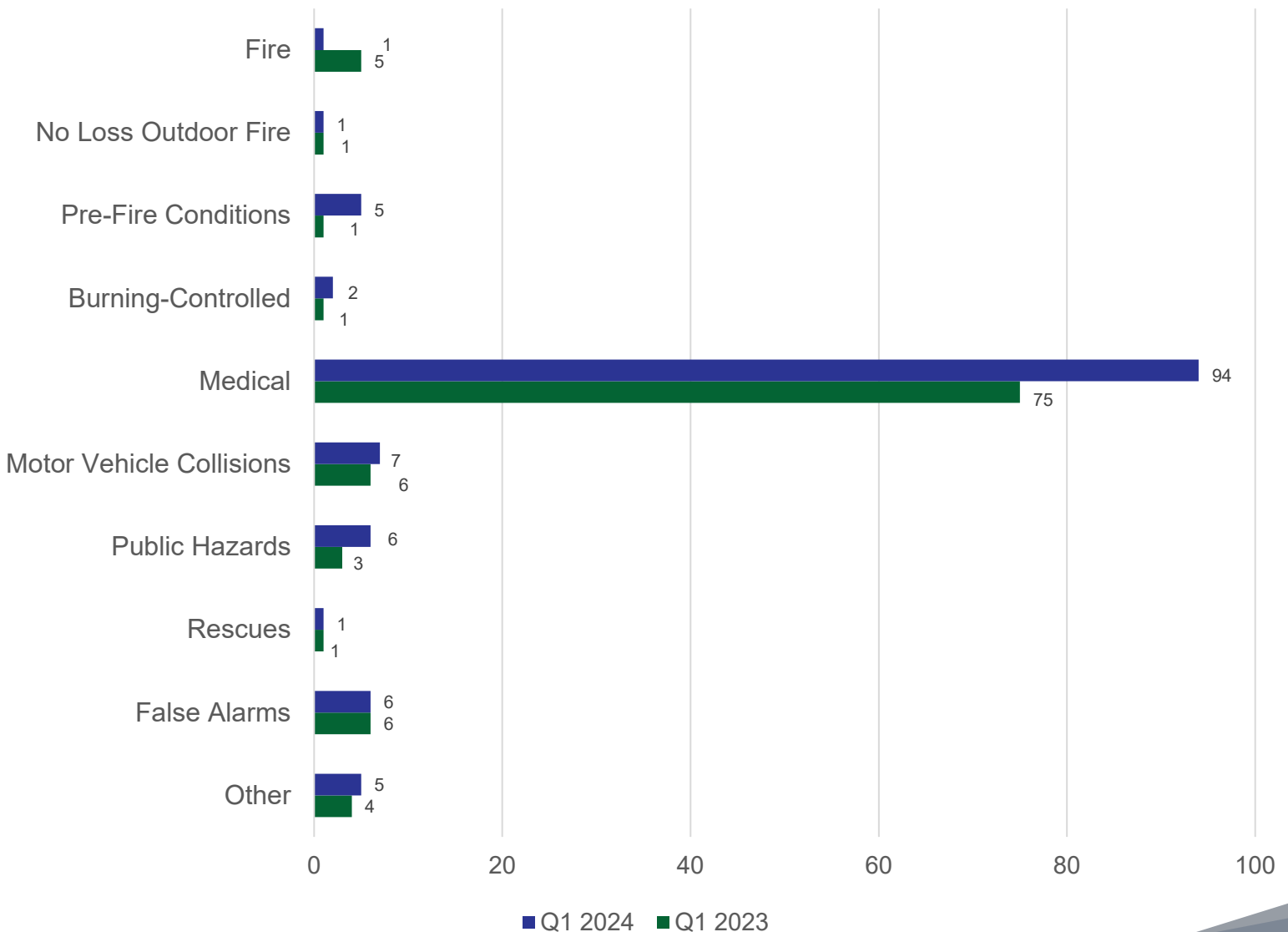
Incidents – By Type

Total incidents January - March

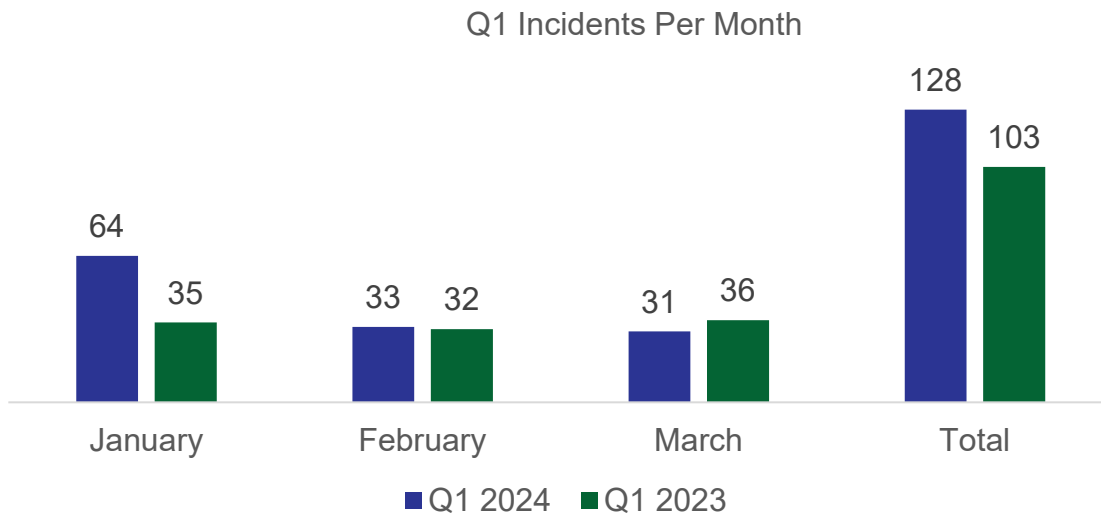
2024 YTD
128
Incidents



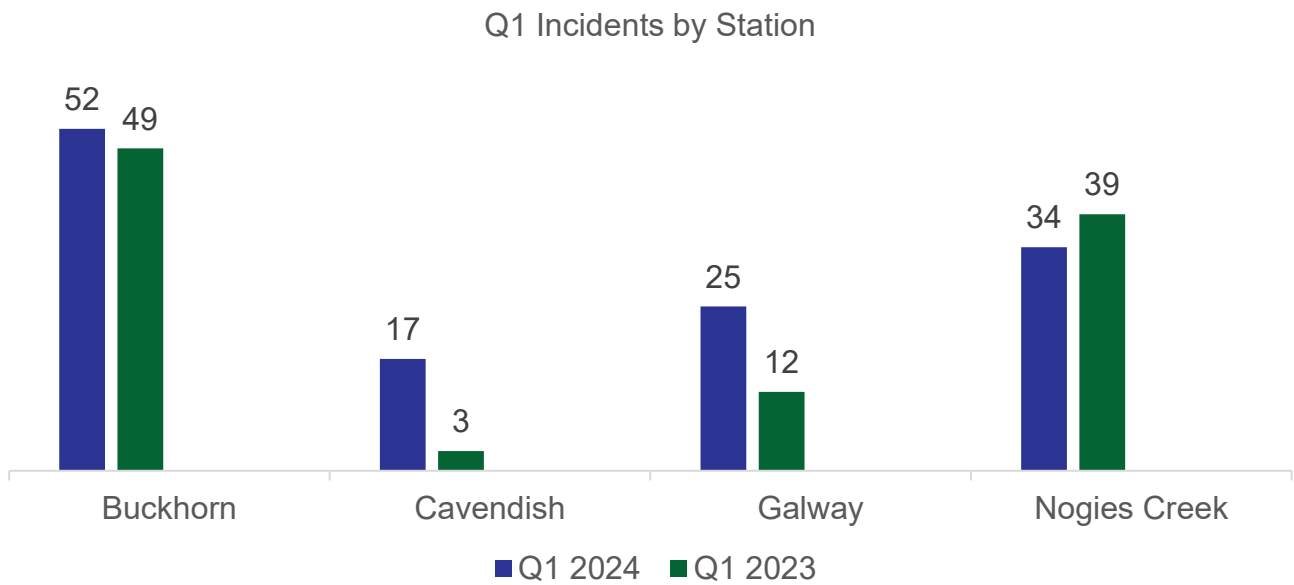
2023 YTD
103
Incidents



Incidents – By Month



Incidents – By Station

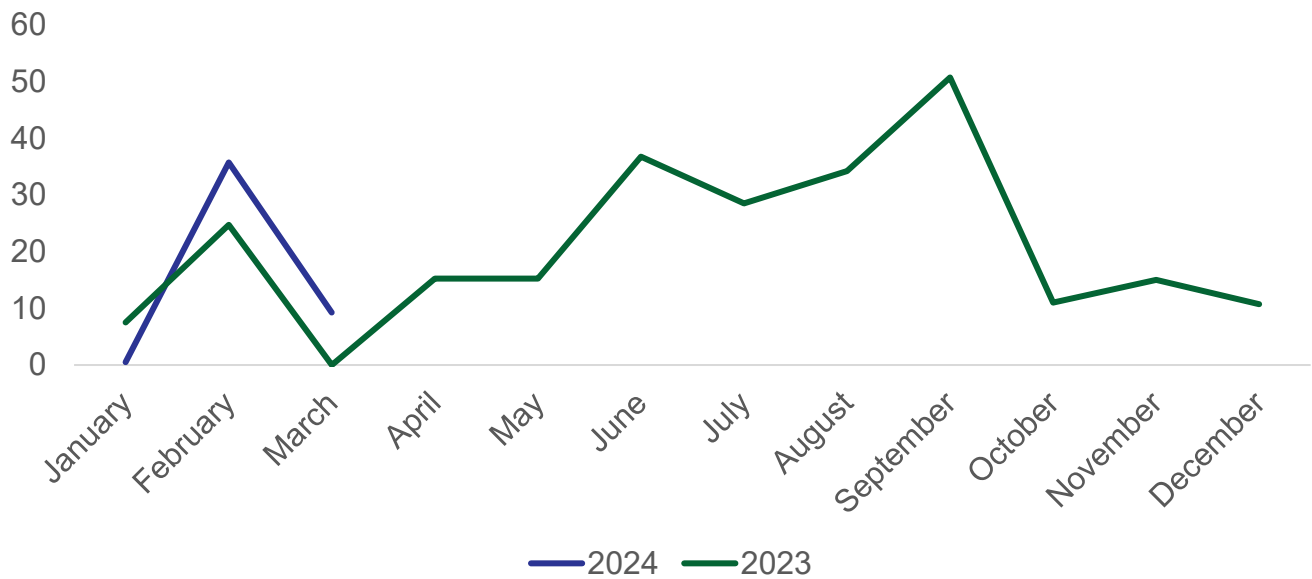


Hours

Public Education



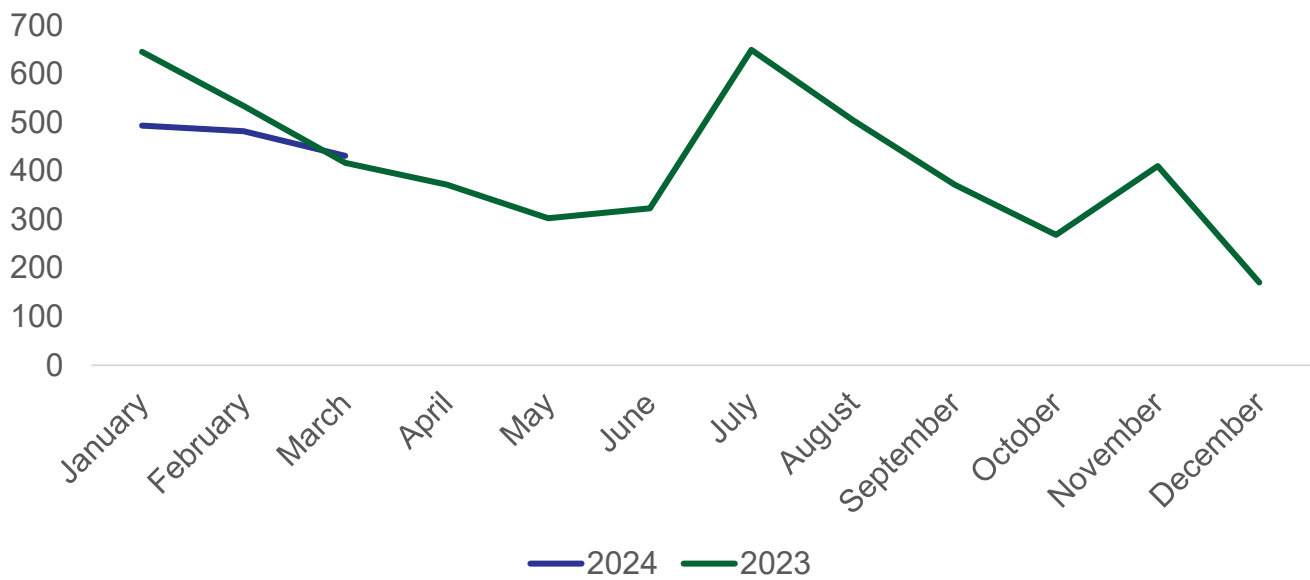
Q1 Monthly Hours for Public Education



Training

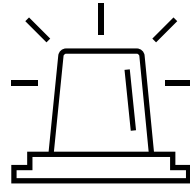


Q1 Monthly Hours for Training



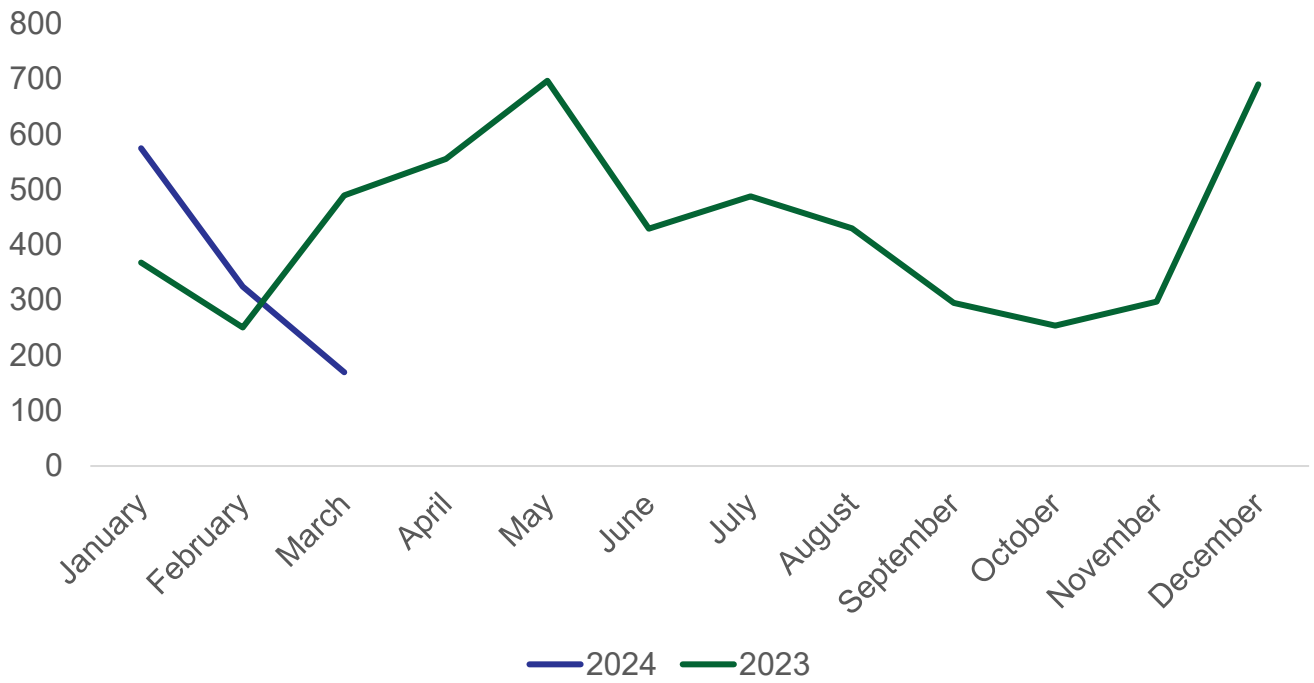
Incidents

2024 YTD
128
calls



2023 YTD
103
calls

Monthly Calls for Incidents



Fire Prevention

| | Q1 2024 |
|---------------------------------------|---------|
| Large Burn Requests | 5 |
| Residential Fire Safety Inspections | 2 |
| Commercial Fire Safety Inspections | 0 |
| Commercial Fire Safety Re-inspections | 2 |
| Pre-incident Plans | 2 |

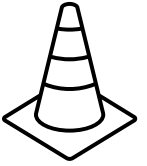
Burn Permits

| | Q1 2024 |
|----------|---------|
| January | 70 |
| February | 114 |
| March | 259 |

Fire successes:

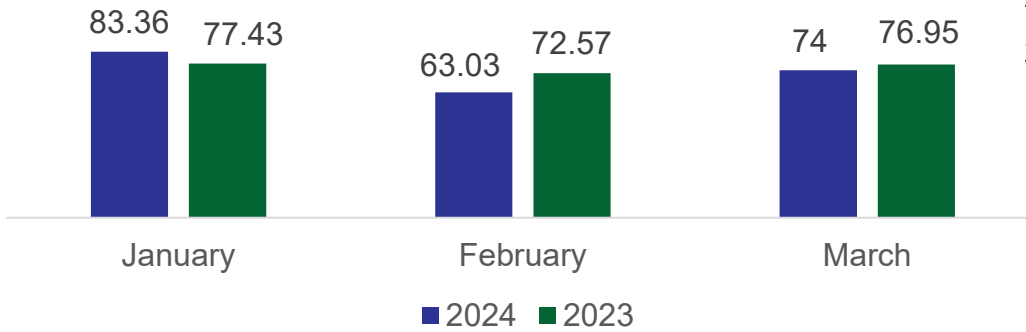
- Firefighters are attending EOETA for FFI and FFII.
- Dry Hydrant Testing occurred in the two new locations in Buckhorn.

Public Works and Waste Management



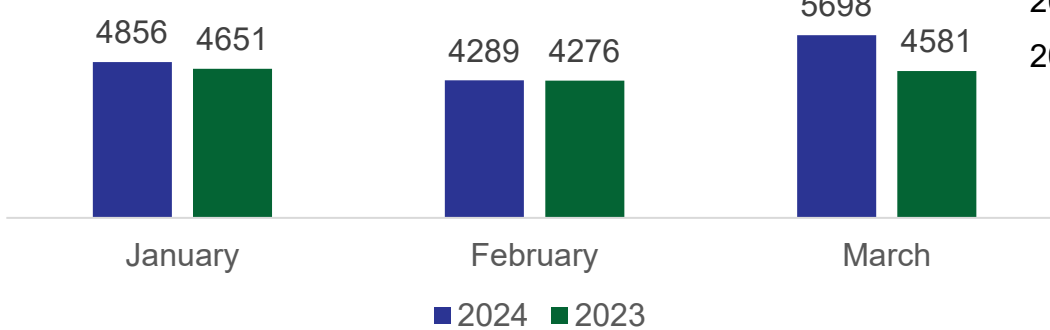
Waste Management

Garbage Quantities (in Tonnes)



2024 YTD: 223.34 Tonnes
2023 YTD: 226.95 Tonnes

Vehicle Counts



2024 YTD: 14,843 Vehicles
2023 YTD: 13,508 Vehicles

Public Works successes:

- Successfully transitioned to new Blue Box Recycling Framework.
- Received delivery of new pick-up truck.
- Purchased new Half Load signs to increase efficiency during load restriction season.

Engineering and Design Updates:

- Construction under way, 40% completed, on schedule.
- Design ongoing for the joint Buckhorn Fire Hall and Public Works Depot, 20% completed.

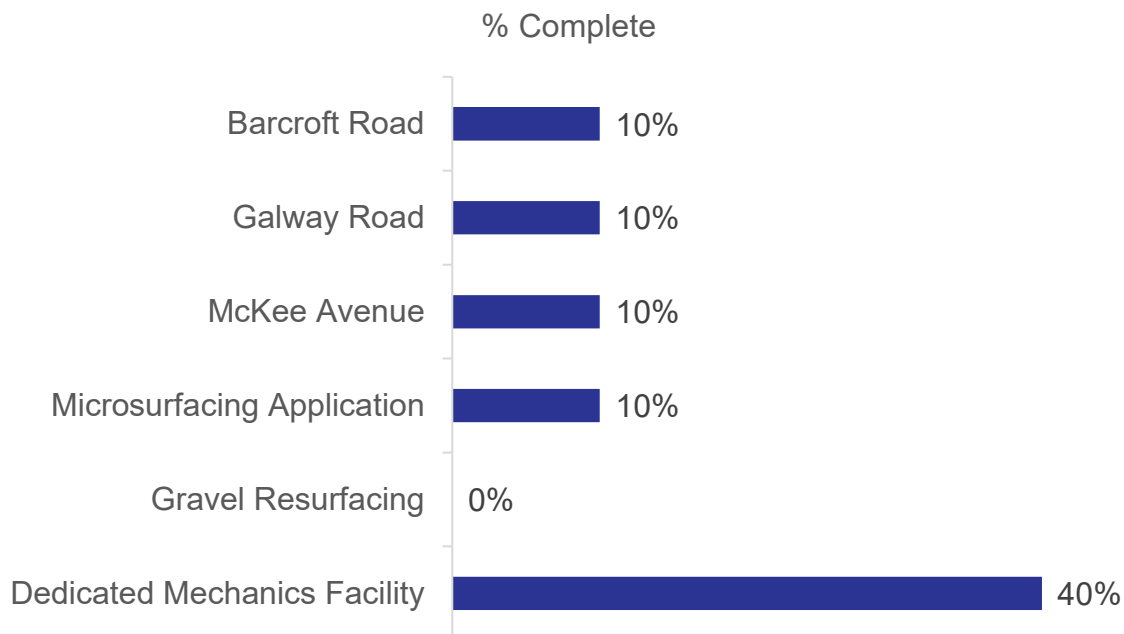
Operation Updates:

- Posted and hired summer positions.

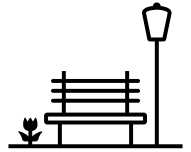
Recycling Events/Waste Management Updates:

- Sale of 18 more FoodCyclers.
- Renewal and new procurement completed for expiring service agreements.
- Training completed for two new casual part time staff members.

Capital Projects and Road Work

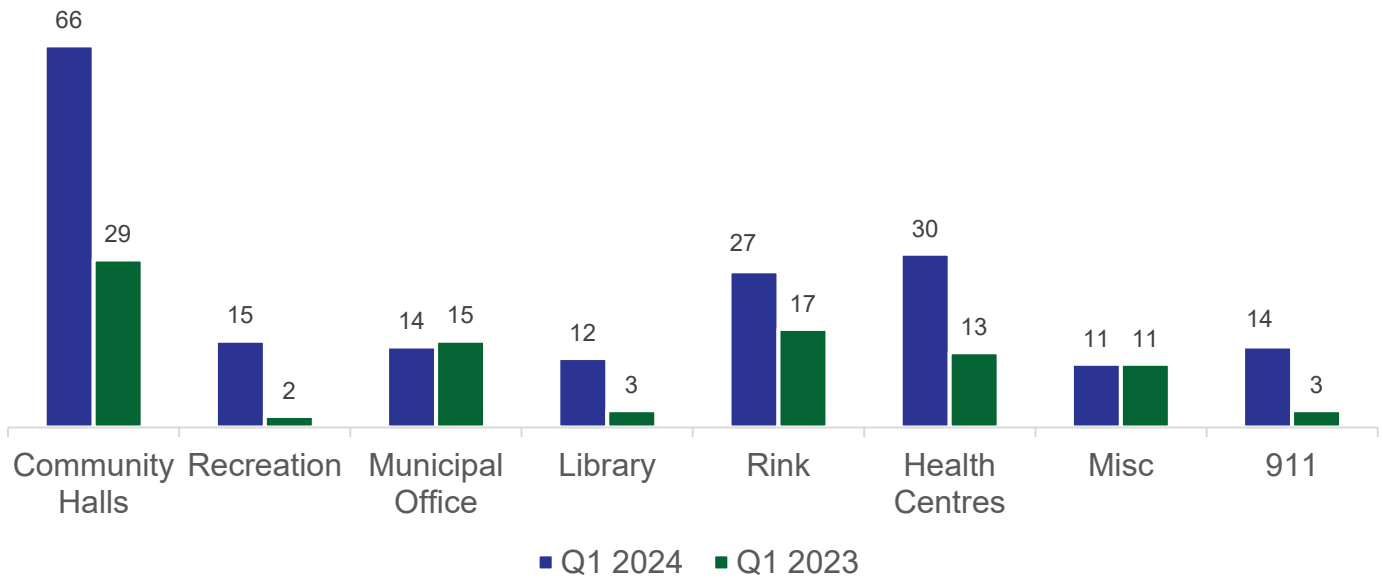


Recreation and Facilities



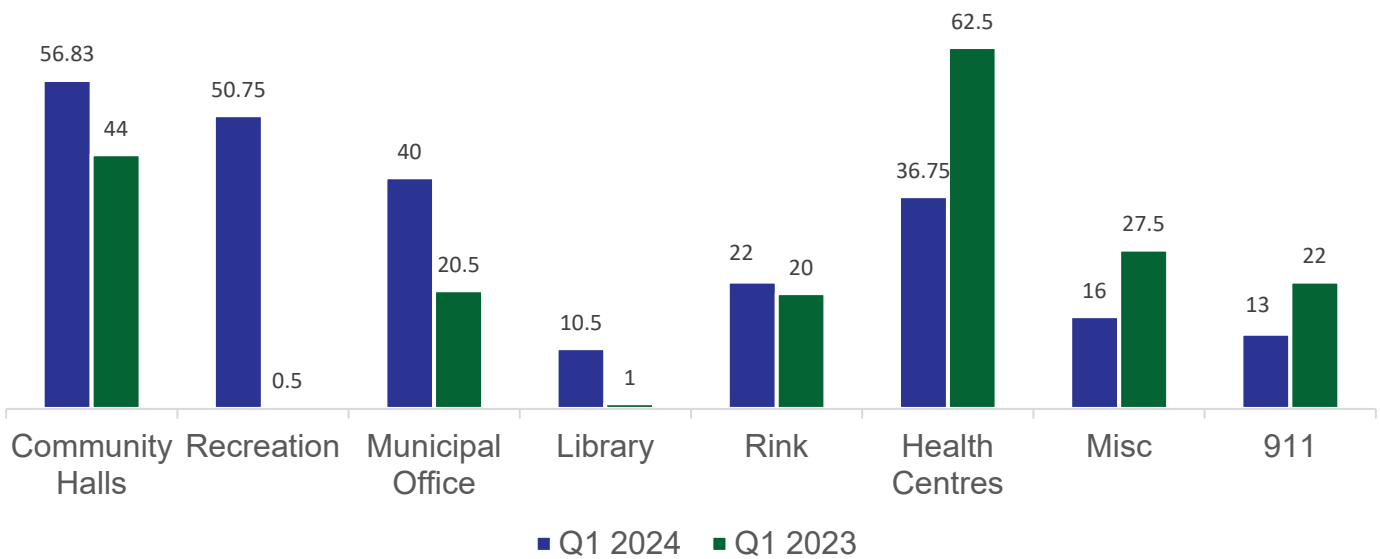
Work Orders – Completed

Distribution of Work Orders



Work Orders – Hours Distribution

Distribution of Work Orders



Recreation and Facilities successes:

- New operations management software that will allow us to capture more of our staff hours by amalgamating various work orders, inspections, and reoccurring tasks under a single database. Reduction of approximately 50% of old systems annual cost.

Green Initiatives

Changed our firefighting foam to an environmentally friendly fluorine free foam.



Preparation for various diversion programs such as mattress disposal, paper shredding, and bulky plastics recycling.



Hosting Clean Roadways For Earth Day campaign in Trent Lakes.



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 | In progress |
| 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 | In progress |
| Implement the Short-Term Rental Licensing Plan. | Building & Planning/CAO | In progress |
| Investigate the need for a heritage policy | Planning | In Progress |
| Reviews | | |
| Complete a service-level review for the Fire Department. | Fire | In progress |
| 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 | In progress |

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 | In progress |
| 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 | In progress |
| 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 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 | In progress |
| 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). 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 | In progress |
| 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 | Ongoing |

Open Spaces Master Plan

| Action | Lead | Progress |
|---|-------------------------|-------------|
| Parks and Beach Recommendations | | |
| Add seating at Adam and Eve Rocks. | Recreation & Facilities | In progress |
| Add directional signage to park amenities at Ode'Naang Park | Recreation & Facilities | In progress |
| Develop and implement a signage strategy. | Recreation & Facilities | In progress |
| Develop Crow's Line beach connection | Public Works | In progress |
| Trail Recommendations | | |
| Formally adopt good industry standards for trail design and construction. | Recreation & Facilities | In Progress |
| Establish trail maintenance best practices document. | Recreation & Facilities | In Progress |
| Conduct a study to develop t18 into an accessible trail. | Recreation & Facilities | In Progress |
| Facility Recommendations | | |
| Develop Lakehurst Hall Lower Bowl and Trail Head | Recreation & Facilities | In progress |

Internal Communications Strategy

| Action | Lead | Progress |
|--|-------------------------|-------------|
| Goal 1: Help Employees be Well Informed of Municipal Services | | |
| 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 EDO | In Progress |
| Improve Employees Knowledge of Municipal Functions | | |
| Have Department Heads develop background information and key messaging for employees for large projects. | Department Heads | In Progress |
| Goal 2: Increase Employees Skills for Communication in and Across Departments | | |
| Create Best Practices for Employees | | |
| Provide employees training in daily communications including email best practices, report writing, conflict resolution, etc. | EDO Clerk | In Progress |
| Provide clear deadlines and needs for quarterly reports as far in advance as possible. | CAO EDO | In Progress |
| Goal 3: Proactively Prevent Communication Issues | | |
| Develop Tools for Risk Management | | |
| Make cross training a priority within departments. | Department Heads | In Progress |
| Keep Council informed on department initiatives | Department Heads EDO | In Progress |
| Goal 4: Enhance the Workplace Culture Between Office Staff and Remote Staff | | |
| 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 Department Heads | Ongoing |
| Make FAQ's easily accessible online and in print. | EDO | In Progress |
| List what services each department provides on the website. | EDO | In Progress |
| Utilize community billboards to advertise print materials. Ensure transfer station staff have print materials to hand out. | EDO Recreation and Facilities Public Works | Ongoing |
| Create a monthly e-newsletter highlighting the most important news. | EDO Department Leads | Completed |
| Actively promote signing up for the e-newsletter and website subscriptions. | EDO | Ongoing |
| Promote the dates of Council meetings and link to the agenda | EDO | Ongoing |
| Utilize stakeholder connections and Council's network to reach those without access to the internet and/or social media. | EDO | Ongoing |
| Ensure all content has a professional, relatable, and friendly voice | EDO Department Leads | Ongoing |
| Track analytics of online communications to understand what works best. | EDO | Ongoing |



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