

Town of Pelham Quarterly Report

Wednesday, April 22, 2026

Subject: Quarterly Report for the Reporting Period: Jan, Feb and March 2026

Division: Communications and Government Relations

Recommendation:

BE IT RESOLVED THAT Council receive the Q1-2026 Communications and Government Relations quarterly report, for information.

Projects:

During the first quarter of 2026, the Communications Department delivered support across a wide range of corporate priorities, strategic initiative and community-facing programs. A focus was placed on supporting the Niagara Region Governance Review as well as the Additional Residential Unit (ARU) Zoning By-law presentation and dedicated website page. The department led and produced print and digital media for numerous activities at the Meridian Community Centre including the new Volunteer Fair. The department also monitored and responded to all media requests, the general inbox and social media comments. Additional initiatives included participation in the Ontario Emergency Preparedness - Emergency Information Officer two-day training, the preparation and distribution of media releases, council highlights, and grant submissions, as well as communications support for final reporting requirements associated with completed grants. The department also onboarded the new part-time social media and design specialist in mid-February.

Government Relations:

The Communications Department supported a range of government relations, governance, and mayoral engagement activities during Q1. This included assistance at the ROMA Conference and participation in two ministerial delegations with the Ministry of Infrastructure to review the Housing-Enabled Water Systems Fund (HEWSF), as well as with the Ministry of Tourism, Culture, and Gaming to advocate for a revised definition of "tourist" to enable the community to access additional grant funding opportunities. In support of the Niagara Region Governance Review, the department developed and delivered key communication tools, including video production, a dedicated website page, and an online public engagement form to support community awareness and participation. The department also provided support to the Mayor at a number of community events, including the Mayor's Youth Forum, Citizen of the Year celebration,

the Legion Branch #613 Ribbon Cutting, flag raisings for Meals on Wheels and Crime Stoppers. Further design support for the Chamber of Commerce presentation related to the Town of Pelham was also provided.

Grants:

During the Q1 reporting period, staff completed applications for 15 grants aligned with the Town's Strategic Priorities, totalling \$1,486,723.87. A summary of all submitted grants is included below. In addition, the communications team attended a meeting with Niagara Nutrition Partners to review eligibility and future funding opportunities and completed a grant review with editing support for a Pelham Cares application.

Strategic Priority Focus: Environmental and Climate Adaptation

Centennial Park EV Chargers

- Funder: Ontario Vehicle Innovation Network (Ontario Ministry of Transportation); EV ChargeON Grant
- Amount Requested: \$149,830.20

Yellow Fish Road Program and Earth Day Cleanup

- Funder: Niagara Community Foundation; Environmental Grant
- Amount Requested: \$17,301.60

Phragmites Stormwater Pond Cleanup

- Funder: Invasive Species Centre; Invasive Phragmites Fund
- Amount Requested: \$5,000.00

Pelham Town Hall Energy Audit

- Funder: Enbridge; Municipal Building Audit Offer
- Amount Requested: Free building audit (no cash value)

Strategic Priority Focus: Community Development and Growth

Pelham Summer Chill Support

- Funder: Tourism Niagara; Tourism Partnership Niagara Grant
- Amount Requested: \$19,500

Winterfest Ice Carving Presentations

- Funder: Ontario Arts Council; Ontario Arts Presenters Fund
- Amount Requested: \$5,000

Town of Pelham Best Garden Contest

- Funder: Scott's Miracle-Gro and Communities in Bloom; Best Garden Contest
- Amount Requested: signs and prizes for winners (no cash value)

Senior Active Living Centre Operational Funds and Pilot Program for Individuals with Dementia

- Funder: Ontario Ministry for Seniors and Accessibility; Senior Active Living Centre Fund Operating Grant and Special Request
- Amount Requested: \$70,000 total (Operating: \$55,000; Special Request: \$15,000)

Senior Nordi Pole Walking Program

- Funder: Older Adult Centres' Association of Ontario; Links2Wellbeing Nature Based Prescribing Program
- Amount Requested: \$1,500

Circul-Air, Roto-Decon Washer for Fire Department

- Funder: Firehouse Subs Canada; Public Safety Foundation Grant
- Amount Requested: \$43,323.07

Harold Bradshaw Trails Work

- Funder: Ontario Ministry of Rural Affairs; Rural Ontario Development Program – Intake Two
- Amount Requested: \$26,775.00

Harold Black Park Accessible Trail Network

- Funder: RBC and the Rick Hansen Foundation; Barrier Buster Grant
- Amount Requested: \$40,000

Strategic Priority Focus: Infrastructure Investment and Renewal

Harold Black Park Accessible Pedestrian Bridge

- Funder: Ontario Trillium Foundation; Capital Grant
- Amount Requested: \$200,000

Harold Black Park Accessible Pedestrian Bridge

- Funder: Niagara Community Foundation; David S. Howes Fund
- Amount Requested: \$80,000

Lincoln Pelham Public Library Fonthill Branch Phase Two Renovations

- Funder: Employment and Social Development Canada; Enabling Accessibility Fund – Workplace Stream
- Amount Requested: \$838,493.55

Communications:

From January 1 to March 31, the Town of Pelham's social media channels highlighted a range of core municipal programs and services, with a strong emphasis on winter operations, programming, and governance review. The Town also promoted community recreation and seasonal events such as WinterFest and Family Day. Governance was supported through the sharing of Town Council agendas and meeting information. In addition, social media content highlighted the full range of new programs and services available at the Meridian Community Centre, showcasing recreation, fitness, camps, and community programming. Specific promotions were developed for youth recreation programs, such as the RoboThink partnership and March Break camps. A dedicated

promotion was also developed for an awareness campaign on the new provincial regulations regarding the installation of Carbon Monoxide Alarms in residences.

The Town of Pelham's Spring *Life in Pelham* Community Guide, which was mailed in late March to 6,670 residences across Pelham, provided a seasonal snapshot of municipal priorities, programs, and resident-focused initiatives. The guide emphasized community engagement, environmental stewardship, and service awareness, with highlights that included Earth Day programming, community clean-up initiatives, and Easter-themed events. It also featured operational reminders such as spring street sweeping, the upcoming municipal election, upcoming closures for the Pelham Pool and promoted the Town's "Spot it? Share it!" reporting tool.

Social Media and Website Analytics, January to March 2026:

The Town of Pelham launched Engage Pelham software in Q1 to replace the previous Bang the Table platform, enabling all surveys to be built and placed directly on the Town website, providing streamlined access for residents. Staff created four surveys on Engage Pelham during Q1 to support a variety of departmental operations, resulting in 297 resident submissions.

- Governance Review - Pelham's Perspectives - 184 participants
- Summer Camp Registration Notification - 76 participants
- Additional Residential Units (ARU) Survey - 37 participants
- Youth Municipal Grant Application – built in Q1 and launch Q2

This quarter, the Town's social media channels continued to strengthen Pelham's engagement and visibility across the municipality. Social Media posts reached 394,452 unique users. There were 612 posts published, which generated 622,874 impressions, representing the total number of times the Town's content was displayed. Total follower count across both Facebook and Instagram has grown to 9,243, expanding the ability to communicate important information, share updates, and foster meaningful interaction with the community.

In addition, staff continue to monitor and update the municipal website, providing a quick reference for residents. There were 215,561 page views to the Town site during Q1, with an average of 1.87 views per user. The most frequently accessed page on the website was the Town of Pelham Council Calendar, accounting for 35% of all website visits. The next five most visited pages included arena and skating programs, Meridian Community Centre, Careers, arts and camp programs.