



REPORT

TO: Mayor Lawlor and Members of Council

FROM: Valerie Petryniak, Town Clerk & Director of Legislative Services

DATE: May 13, 2024

REPORT NO.: ADMIN-2024-010

SUBJECT: Amendments to Public Notification Policy

RECOMMENDATION:

THAT Report No. ADMIN-2024-010 dated May 13, 2024 regarding Amendments to Public Notification Policy be received;

AND FURTHER THAT Council approve the new Public Notification By-law attached as Appendix A;

AND FURTHER THAT Council repeal By-law 2008-0001 in its entirety.

KEY POINTS:

The following are key points for consideration with respect to this report:

- The Municipal Act requires a municipality to adopt a policy outlining when and how the municipality shall provide public notice
- The current public notification policy, By-law 2008-0001 requires amendments to correct public notifications in the local newspaper

BACKGROUND AND DISCUSSION:

Section 270 (1.4) of the Municipal Act states a municipality shall adopt and maintain policies with respect to the circumstances in which the municipality shall provide notice to the public and if notice is to be provided, the form, manner and times notice shall be given.

The current public notification policy was adopted by Council in 2008 which listed a number of reasons the municipality would be required to provide notice. It also explained the method in which that notification would be given, namely through publication of an advertisement in the Independent Free Press.

With the dissolution of Metroland Media Group and the end of print publications of its weekly community newspapers, the Town along with many other municipalities were left to find alternate methods of notice which still complied with legislation.

Council recently approved two reports which provided for alternative notice for Planning matters, (Reports PD-2024-011 and PD-2024-002). The new Public Notification policy addresses all other matters as prescribed by the Municipal Act.

New Policy

The form of notification, manner and timing for giving notice is outlined in Schedule A of the policy and will be deemed to be the minimum requirements staff must adhere to. Nothing will prevent the use of additional methods that may be more effective or to provide a longer period of notice.

The general practice for all notices will be:

- Staff needing the notification will prepare a Public Notice Document in accordance with the policy and will provide the document to Communications staff prior to the timeframe it needs to be posted.
- Communications staff will post the document to the Corporate Advertising and Public Notices page on the Town's website. This page will be located on the main page of the website, being noticeable for all to find. Staff will also provide the notice to the Clerk.
- Communications staff will post the notice to any digital media outlets appropriate for the postings, and to all appropriate social media accounts.
- The Clerk will then provide the Public Notice Document to all facility supervisors to post on the public bulletin boards in their respective facilities.

Given the digital means available to staff today, the new public notification policy will provide for information to be available to the public in a variety of formats.

STRATEGIC PLAN ALIGNMENT:

This report is administrative in nature and does not have an impact on the Town's Strategic Plan.

RELATIONSHIP TO CLIMATE CHANGE:

This report is administrative in nature and does not directly impact or address climate change and the Town's Net Zero target.

PUBLIC ENGAGEMENT:

Public Engagement was not needed as this report is administrative in nature.

INTERNAL CONSULTATION:

Senior Management staff was consulted in the preparation of the new policy.

FINANCIAL IMPLICATIONS:

This report is administrative in nature and does not have any financial implications.

Reviewed and approved by,
Chris Mills, Chief Administrative Officer