



REPORT

TO: Mayor Lawlor and Members of Council

FROM: Meagan Cooper, Communications Specialist

DATE: April 16, 2025

REPORT NO.: ADMIN-2025-008

SUBJECT: Public Notification Program

RECOMMENDATION:

That Report No. ADMIN-2025-008 dated April 16, 2025, regarding Public Notification Program, be received for information.

KEY POINTS:

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

- The Public Notification Program provides protocols to ensure information on matters important to the community is communicated in a clear and consistent format.
- The Public Notification Program will strengthen and reinforce the Town's commitment to accountability and transparency.
- The Public Notification Program provides minimum form and manner staff can use when disseminating public notification. The program includes a colour-coded library of templates and a resource portal for staff.
- The Public Notification Program is not a formal policy, rather it aligns with the Town's [Public Notification Policy \(By-law No. 2024-0048\)](#).

BACKGROUND AND DISCUSSION:

The Halton Hills Public Notification Program is designed to ensure that residents and stakeholders receive notices about matters affecting them, as required by legislation or as deemed necessary by the Town. The program provides standardized templates for

staff to use when issuing notices, aiming to streamline the process and maintain consistency.

Purpose: The program guides staff on the minimum standards for public notices, aligning with the Town's Public Notice Policy. It enhances accountability and transparency by ensuring clear and consistent communication on important matters.

Scope: The program covers various types of notices, including those related to general governance, planning and heritage, construction and local improvements, safety and fire education, and parks and natural environment. Colour coding of the above categories is as follows:

- **Dark Blue** – General governance matters
- **Light Blue** – Planning & heritage matters
- **Yellow** – Construction & local improvement matters
- **Red** – Safety & fire education matters
- **Green** – Parks & natural environment matters

Resources: Communications has developed a library of templates such as postcards, door hangers, outdoor signage, flyers/posters and online notices for access by staff. The templates will be available on the Town's intranet which will also house resources such as FAQs, local production resources, plain language writing tools and more.

Exceeding Requirements: While the Public Notification Program sets minimum standards, staff recognize that not all department initiatives will fit within the parameters of this program. Some initiatives will require more robust campaigns (promotion advertising, branding etc.) and these will continue to be supported by Communications staff.

STRATEGIC PLAN ALIGNMENT:

This report supports the strategic priority area of Safe and Welcoming Communities and specifically, the objective 'Enhance outreach and engagement within our communities'.

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:

Staff from across the organization were consulted in the development of the Public Notification Program along with the senior management team.

FINANCIAL IMPLICATIONS:

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

Reviewed and approved by,

Alexandra Fuller, Director of Communications

Chris Mills, Chief Administrative Officer