

Public Notification Program



Presentation Objectives

- Background
- Steps Taken
- Templates



Overview

Public Notification Program

Defined as providing notice to the public and/or stakeholders who may be impacted by or have an interest in a specific issue or initiative.

Current State

- Departments/divisions use a variety of tactics to inform the public: emails, addressed/unaddressed letters, signage, advertising, social media, website, etc.
- Communications sometimes but not always involved



New Approach to Public Notification

- Public Notification Program recognizes and aligns with Town's existing Public Notification Policy (By-law No. 2024-0048)
- Colour-coded and templated materials to suit range of notification requirements
- Standardized across all departments regardless of topic.



Goal, Outcomes & Deliverables



Goal:

Standardize and simplify public information

Outcomes:

- Increased public understanding
- Increased public awareness
- Increased public engagement
- Increased staff efficiency

Deliverables:

- Branded fillable templates (postcard, door hanger, posters, outdoor signage & online notices)
- Local production resources
- Public Notification Program hub on the HILLs

Research:

- Communications met with the City of Cambridge
- Concept was 'floated' to staff before being embedded into 2025 workplan
- Communications sourced the following resources for staff: plain language training, production costs, and distribution costs


Staff Team:

Representatives from Town divisions were consulted on the following:

- Identified current circumstances and tactics for public notification
- Identified current policies and applicable legislation
- Reviewed and provided feedback on categories, templates, language, etc.
- Will be consulted a final time prior to launch





Templates: Dark Blue – General Governance


**PUBLIC NOTICE**

Subject of Notice

Insert notice details here

**Public Meeting Information**
Insert date, time & location
(if none of the above required, just enter "n/a")

**Learn More**
Insert web address OR website directions


**Questions?**
Insert contact name
Insert contact number and/or email

Insert image

Insert additional notice details here

Business/Addressee
Number & Street
City, Province
Postal Code


haltonhills.ca/PublicNotices


**PUBLIC NOTICE**

Insert image here


Subject of Notice

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Templates: Light Blue – Planning

**PLANNING NOTICE**

Subject of Notice

Insert notice details here

**Public Meeting Information**
Insert date, time & location
(if not applicable just enter "n/a")

**Learn More**
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**Questions?**
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Insert image

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Business/Addressee
Number & Street
City, Province
Postal Code

haltonhills.ca/PublicNotices

**PLANNING NOTICE**

Insert image here


Subject of Notice

Insert notice details here

**Public Meeting Information**
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Templates:


Yellow – Construction & Local Improvements


**CONSTRUCTION/LOCAL IMPROVEMENTS NOTICE**

Subject of Notice

Insert notice details here

**Date of Completion**
Insert date/time span

**Learn More**
Insert web address OR website directions


**Questions?**
Insert contact name
Insert contact number and/or email

Insert image

Insert additional notice details here

Business/Addressee
Number & Street
City, Province
Postal Code


haltonhills.ca/PublicNotices


**CONSTRUCTION/LOCAL IMPROVEMENTS NOTICE**


Insert image here

Subject of Notice

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**Date of Completion**
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(if none of the above required, just enter "n/a")

**Learn More**
Insert web address OR website directions

**Questions?**
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Insert contact number and/or email

**CONSTRUCTION/ LOCAL IMPROVEMENTS NOTICE**

Subject of Notice

Insert notice details here

**Date of Completion**
Insert date/time range

**Learn More**
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**Questions?**
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Insert image

Insert notice details here

Insert image

haltonhills.ca/PublicNotices





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Templates:


Red – Safety & Fire Education


**FIRE EDUCATION NOTICE**

Subject of Notice

Insert notice details here

**Important Dates**
Insert date/time span
(if none of the above required, just enter "n/a")

**Learn More**
Insert web address OR website directions


**Questions?**
Insert contact name
Insert contact number and/or email

Insert image

Insert additional notice details here

Business/Addressee
Number & Street
City, Province
Postal Code

haltonhills.ca/fire


**SAFETY NOTICE**

Insert image here

Subject of Notice

Insert notice details here

haltonhills.ca

**SAFETY NOTICE**

Insert notice details here



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mber and/or email


Insert image


haltonhills.ca


**FIRE EDUCATION NOTICE**

Subject of Notice

Insert notice details here

**Important Dates**
Insert date/time range
(if none of the above required, just enter "n/a")

**Learn More**
Insert web address OR website directions

**Questions?**
Insert contact name
Insert contact number and/or email

Insert image

haltonhills.ca/fire



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Templates: Green – Environment & Green Space

**PARKS & NATURAL
ENVIRONMENT NOTICE**

Subject of Notice

Insert notice details here

**Important Dates**
Insert date/time span

**Questions?**
Insert contact name
Insert contact number and/or email


**Learn More**
Insert web address OR website directions

Insert image

Insert additional notice details here

Business/Addressee
Number & Street
City, Province
Postal Code


haltonhills.ca/PublicNotices


**PARKS & NATURAL
ENVIRONMENT
NOTICE**


Insert image here


Subject of Notice


Insert notice details here

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(if none of the above required, just enter "n/a")

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**PARKS AND NATURAL
ENVIRONMENT NOTICE**


**CEMETERY NOTICE**

Subject of Notice

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**Learn More**
Insert web address OR website directions

Insert image

Insert notice details here

Insert image


haltonhills.ca/PublicNotices



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Project Examples


**TOWN OF
HALTON HILLS**

**PARKS & NATURAL
ENVIRONMENT NOTICE**

Subject of Notice
Invasive Species - Spongy Moth
It's that time of year again! Spongy moth outbreaks are cyclical and typically peak every 7 to 10 years. Currently, spongy moths are on a downward trend from a 2021 peak.
Most trees in Halton Hills are on private land. During an outbreak, you can help reduce the impact on the community's tree canopy by reducing spongy moths on your property. Consult a local tree service company or visit the invasive species page on haltonhills.ca for control methods and steps you can take to protect your trees



**Important Dates**
n/a

**Questions?**
Contact Public Works
905-873-2600, ext. 2603

**Learn More**
Visit haltonhills.ca/InvasiveSpecies to learn more.

haltonhills.ca/PublicNotices

**FIRE EDUCATION
NOTICE**



May 4 – 10, 2025
Emergency Preparedness Week
canada.ca/get-prepared

Subject of Notice
This year's theme for the annual emergency preparedness campaign is **Be Prepared**. Prepare for the unexpected and create your safety plans now in advance of an emergency!

Visit our Emergency Preparedness webpage and learn how you can be prepared for an emergency before it happens. Residents can also pick up information at local arenas and the Gellert Community Centre from May 4 to 10.

**Learn More**
haltonhills.ca/EmergencyPreparedness

**Questions?**
Fire Department - General Inquiries
905-877-1133

haltonhills.ca/fire

Next steps

- Public Notification Program hub created on Town intranet
 - First reviewed by our staff team before Town-wide rollout



Thank you!