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:

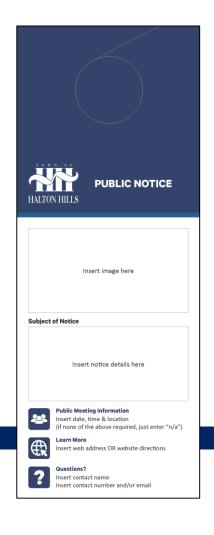
- Identified current circumstances and tactics for public notification
- Identified current policies and applicable legislation
- Reviewed and provided feedback on categories, templates, language, etc.
- Will be consulted a final time prior to launch

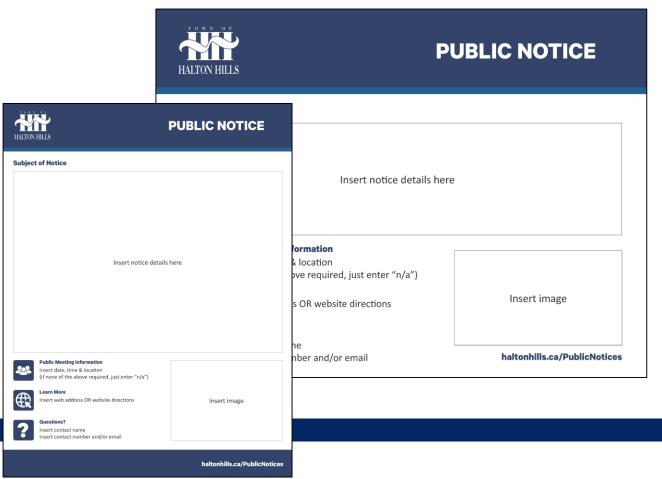




Templates:Dark Blue – General Governance





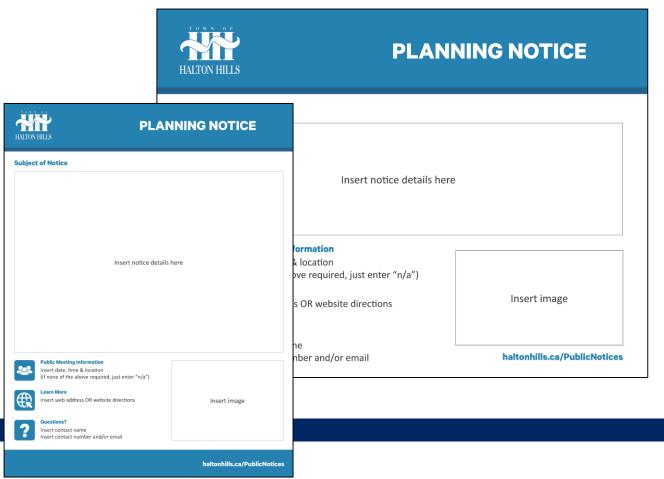




Templates:Light Blue – Planning





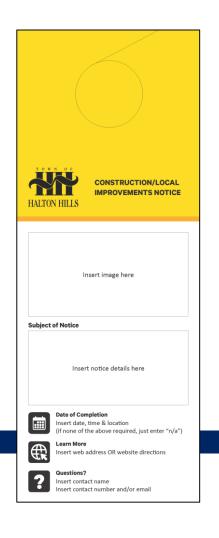




Templates:

Yellow - Construction & Local Improvements





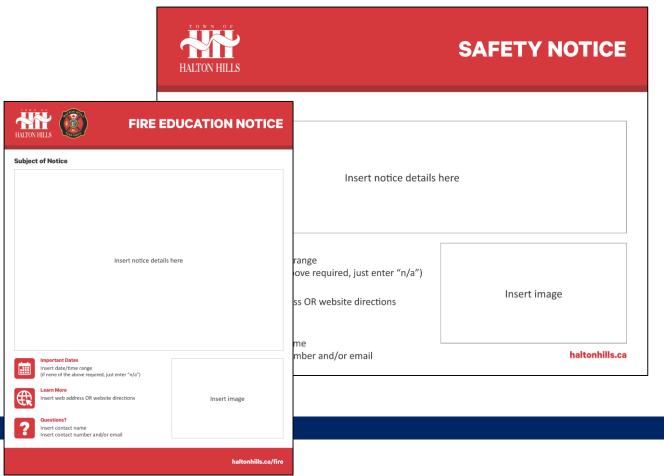




Templates: Red – Safety & Fire Education







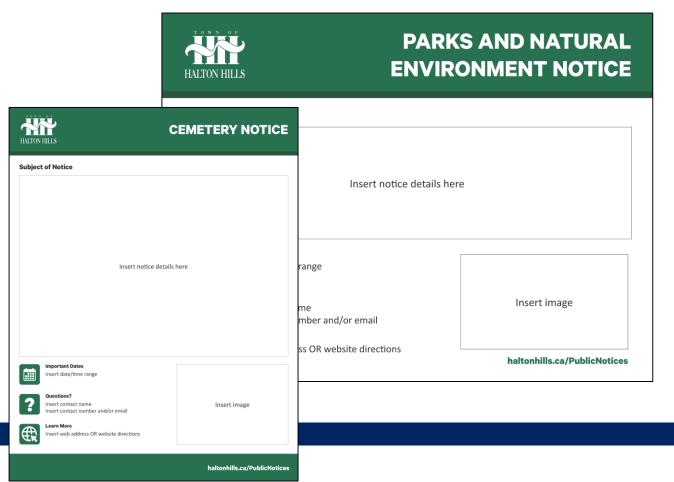


Templates:

Green - Environment & Green Space









Project Examples



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

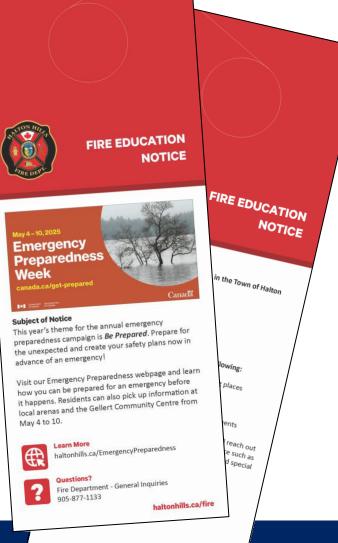
Visit haltonhills.ca/InvasiveSpecies to learn more.



dressee Street

haltonhills.ca/PublicNotices







Next steps

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





Thank you!

