



REPORT

TO: Mayor Lawlor and Members of Council

FROM: Alex Fuller, Director of Communications
Pete Routledge, Director of Information Technology Services

DATE: April 1, 2026

REPORT NO.: ADMIN-2026-010

SUBJECT: Website Policy

RECOMMENDATION:

THAT REPORT NO. ADMIN-2026-010 dated April 1, 2026 regarding Website Policy be received;

AND FURTHER THAT Council approve the Website Policy, attached as Appendix "A", which establishes governance, responsibilities, and protocols for the management of the Town's websites.

KEY POINTS:

The purpose of this report is to introduce the Town's first formal website policy. The policy provides a governance framework for the management of the Town's websites, clarifies responsibilities across the organization, and establishes consistent protocols to support accuracy, accessibility, security, and effective public communication.

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

- The Town does not have a policy on website governance and accountability.
- The proposed policy formalizes protocols but recognizes that specific operating procedures will provide more specific information around staff roles.
- Having a policy for the Town's websites establishes clear accountability, mitigates organizational risk related to content management and governance and provides a foundation to support future digital initiatives.

BACKGROUND AND DISCUSSION:

The Town's website is a primary channel for delivering information and services to residents, businesses, and stakeholders. While websites have historically been managed through a combination of informal practices and departmental processes, the Town has not previously adopted a formal policy to guide website governance, decision-making, and accountability.

As the Town's digital presence has grown in complexity, the need for a clear, corporate approach to website management has increased. Establishing a website policy ensures that expectations, responsibilities, and oversight are clearly defined and consistently applied across all Town-managed websites.

The proposed policy is intentionally principles-based. It establishes "what" must be governed and "who" is responsible. Detailed operational steps will be covered in the standard operating procedures (SOPs) which will be developed as part of the Website Redevelopment Project.

The proposed website policy formally recognizes:

- The governance structure for Town websites
- Corporate ownership and accountability
- Responsibilities for content creation, approval, and maintenance
- Protocols for managing website content and functionality
- Alignment with legislative requirements, corporate standards, and best practices

The proposed policy can be found in Appendix A.

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:

Town Clerk & Director of Legislative Services
Manager of Economic Development & Innovation

FINANCIAL IMPLICATIONS:

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

Reviewed and approved by,

Jon Rehill, Commissioner of Corporate & Emergency Services

Chris Mills, Chief Administrative Officer