



Staff Report

Administration – Communications

Report To: COW_Finance_Admin_Fire_Community_Services
Meeting Date: August 26, 2024
Report Number: FAF.24.086
Title: Follow Up to Notice Policy Public Meeting
Prepared by: Tim Hendry, Manager of Communications and Economic Development

A. Recommendations

THAT Council receive Staff Report FAF.24.086, entitled “Follow Up to Notice Policy Public Meeting”;

AND THAT Council repeal the Town’s “Provision of Notice and Manner of Giving Notice to the Public Policy” POL.COR.07.03 and replace it with the new policy as attached to this report;

AND THAT Council repeal and replace By-law 2008-09 as outlined in this report.

B. Overview

This report is a follow-up to the Public Meeting held on July 9, 2024 related to the proposed amendments to the Town’s Public Notice Policy and seeks Council endorsement and approval of the policy as presented.

C. Background

At the May 21, 2024 Committee of the Whole meeting, Council received staff report [“FAF.24.062 Amendments to the Public Notice Policy”](#) and provided direction to staff to proceed to a Public Meeting to receive comments on the amended draft policy as attached to the staff report.

D. Analysis

At the July 9, 2024, Public Meeting, Council sought comments from the public, and in response, two written comments were received.

The first comment suggested a few housekeeping changes to clarify definitions and terms used within the policy. Staff agree with these comments and the changes have been made within the draft policy as attached to this report. In addition, the comment also suggested that the URLs of the Town’s Social Media accounts should be referenced in the Policy or within a schedule. Staff also agree and support this recommendation and will ensure that the URLs to the Town’s social

media accounts are included. With respect to the comment provided about customer service response times, staff do not feel that it is appropriate for the Notice Policy to reference customer service standards, as customer service standards would be better suited for a standalone policy. This recommendation will be reviewed by the Town's Senior Management Team with further information provided to Council.

The second comment suggested that the public notice related to Planning and Development Projects should not only adhere and meet the minimum requirements of the Planning Act and other applicable legislation but go above and beyond these requirements, whenever possible, to ensure adequate time for public engagement. Staff fully agrees and supports the focus of the comment and is committed to going above and beyond the minimum requirements for planning and development projects. This philosophy is referenced within the Policy under the 'Principles of the Communications Strategy' section.

Staff would like to highlight that this standard is already in effect in the Town, as demonstrated by the 74+ dedicated planning project webpages, which serve as a comprehensive resource for residents to access information, staff reports, and documents related to every active planning project happening in the Town. Communications and Planning staff are always interested and focused on improving and enhancing engagement with residents and will continue to implement new communication improvements in keeping with the recommendations provided by the comment that was received.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders.

F. Environmental Impacts

No environmental impacts are anticipated as a result of this report.

G. Financial Impacts

The costs associated with issuing public notices and advertising are included in the annual operating budgets for each department. In addition, the Town's Communications Division operating budget also includes an annual allocation to cover the cost of newspaper advertising.

H. In Consultation With

Shawn Everitt, Chief Administrative Officer

Corrina Giles, Town Clerk

I. Public Engagement

The topic of this Staff Report has been the subject of a Public Meeting and/or Public Information Centre which took place on **July 9, 2024**. Those who provided comments at the Public Meeting and/or Public Information Centre, including anyone who has asked to receive notice regarding this matter, has been provided notice of this Staff Report. Any comments regarding this report should be submitted to Tim Hendry, Manager of Communications & Economic Development, communications@thebluemountains.ca.

J. Attached

1. Draft Notice Policy POL.COR.24.XX
2. Draft Public Notice By-law 2024-XX
3. Public Meeting Comments

Respectfully submitted,

Tim Hendry
Manager of Communications & Economic Development

For more information, please contact:
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Report Approval Details

Document Title:	FAF.24.086 Follow Up to Notice Policy Public Meeting.docx
Attachments:	- Attachment-1-Draft-Notice-Policy-POL-COR-24-XX.pdf - Attachment-2-Draft-Public-Notice-By-law-2024-XX.pdf - Attachment-3-Public-Meeting-Comments.pdf
Final Approval Date:	Aug 13, 2024

This report and all of its attachments were approved and signed as outlined below:

Tim Hendry - Aug 13, 2024 - 1:58 PM

Shawn Everitt - Aug 13, 2024 - 4:49 PM