

Appendix B –Public Engagement Level of Impact and Notice Guidelines

This appendix provides a framework to allow staff, or anyone undertaking public engagement on behalf of the town, to assess the level of impact they wish to achieve through engagement and the appropriate notice requirements for each. The level of community impact of the project or initiative is an important component to determine the appropriate public notice.

The table below sets out the notice requirements for initiatives undertaken by the town that are not stipulated in the *Municipal Act, 2001* as listed in Appendix A. Public engagement for any policy, program, project, service and by-law initiative that has related notice requirements contained in Appendix A – Municipal Act Public Notice Requirements, shall comply with the notice requirements referenced in Appendix A.

Public notice requirements for *Planning Act* applications are determined through the *Planning Act* and recommendations from Council. Statutory public meetings for Draft Plans of Subdivision, Official Plan Amendments, and Zoning By-law Amendments require a mail-out notice to all properties within 240 metres of the subject property, which exceeds the statutory requirements.

This appendix applies to all town-initiated policies, programs, projects, services and by-laws that require public engagement, including public meetings and notice requirements as stated in applicable legislation (other than the *Municipal Act, 2001*).

The table below lists the level of impact for engagement. Staff are responsible for determining the appropriate level of impact for their respective type of project or initiative. The criteria used to determine the level of impact is listed in the second column. The required public notice and optional notice are also indicated for each level in the third and fourth columns. Timeframe, in the fifth column, refers to the number of consecutive days the notice is to be posted before the meeting or event, not including the day of the meeting or event.

Level of impact	Criteria (one or more of the following)	Required public notice	Optional notice, in addition to required notice	Timeframe to provide notice (min.)
Level 1				
Low impact Local area/group Inform interested parties of the issue or project	<ul style="list-style-type: none"> • Lower level of real/perceived impact or risk on local area, small community or user group(s) of a specific program, service or facility • Small change or improvement to a program, service or facility in local area • Low or no risk of controversy or conflict in local area • Issues or initiatives that are routine 	<ul style="list-style-type: none"> • Town website and notification subscriptions • Email to registered interested parties • Confirm notice requirements per applicable legislation 	Written notice to affected area, minimum 120 metres from the subject site	14 days
Level 2				
Low impact Town-wide Inform interested parties of the issue or project	<ul style="list-style-type: none"> • Lower, although still some real or perceived risk across the town • Potential for some controversy or conflict • Potential for some impact, although not significant 	As required in level 1	Oakville online news outlet Social media	14 days
Level 3				
High impact Local area/group Inform and Involve, Consult,	<ul style="list-style-type: none"> • High level of real/perceived impact or risk on local area, small community or user group(s) of a specific service or facility 	<ul style="list-style-type: none"> • Town website and notification subscriptions • Social media • Email to registered interested parties, target 	Written notice to affected area, minimum 120 metres from the subject site	14 days

Level of impact	Criteria (one or more of the following)	Required public notice	Optional notice, in addition to required notice	Timeframe to provide notice (min.)
Collaborate with interested parties on the issue or project	<ul style="list-style-type: none"> • Loss of or significant change to any facility, program or service to a local community • Potential high degree of controversy or conflict • Any impact on health, safety or well-being 	resident's associations, target business associations <ul style="list-style-type: none"> • TV screens and/or posters in town facilities and properties • Confirm notice requirements per applicable legislation 	And/or Mobile sign	
Level 4				
High impact Town-wide Inform and Involve, Consult, Collaborate with interested parties on the issue or project	<ul style="list-style-type: none"> • High level of real/perceived impact or risk across the town • Significant impact on attributes that are of high value to the town, such as Council's strategic goals • Any impact on health, safety or well-being • Potential high level of interest across Oakville • Potential high impact at provincial or national level 	As required in level 3	Printed newspaper or Oakville online news outlet And/or Mobile sign	14 days