

Management Directive No.:	
Management Directive Name:	Days of Significance
Date Approved by CAO or Designated Person:	
Date revision approved by CAO or Designated Person:	
Related SOP, Management Directive, Council Policy, Forms	Flag Policy 2021-038 Days of Significance SOP

Directive Statement and Rationale:

To provide direction to staff on the process by which members of the public and Council may request a 'Day of Significance' be recognized by the municipality. Days of Significance refer to a day, week, month or other time period that is used to recognize a cause, memorial, event or other significant initiative.

Further details on flag protocol, supplementary to the Flag Policy 2021-038.

The directive:

- ensures that a fair and transparent process exists for recognizing Days of Significance.
- describes how the municipality will communicate to the public when flags are raised or half-masted, and when days are recognized as significant
- is in compliance with the Flag Policy, and references half-masting of flags for current and former dignitaries and City Employees, and at Fire and Paramedic Stations
- includes direction on the Days of Significance which may or may not involve flags
- outlines the process for members of the public and Council to request days of recognition
- outlines the process for staff requests for internal recognition of significant days
- outlines the various levels of recognition available
- outlines the process to be followed for internally to fulfill requests and where to find the current calendars of recognized dates

Scope:

The directive applies to all staff who are part of the process outlined, specifically including the Clerk's Office, Communications, Advertising and Marketing, and Building and Property.

All other departments will have a role to play in developing materials each year for respective municipal service weeks that pertain to their business unit. E.g. Public Works Week, Small Business Week.

All staff are welcome to submit additional days of significance to be recognized internally at Level 5. See below process to follow.

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Criteria for recognition

1. The day or cause to be recognized must reflect the corporate mission, vision and values.
2. The day or cause to be recognized **must not**:
 - involve violence, racism or hatred, nor have political or religious motivation.
 - have philosophy that is contrary to City policies/by-laws.
 - conflict with another recognized day or cause on the municipal calendar.
3. The day or cause to be recognized **must be** in connection with a local charitable or non-profit organization to:
 - help increase public awareness of their programs and activities; or
 - celebrate national or international distinction or a significant contribution to the community; or
 - recognize an organization that has helped to enhance Kawartha Lakes in a positive manner; or
 - celebrate significant historic milestones (e.g. 25th, 50th or 100th anniversary); or
 - at the discretion of the City Clerk, in consultation with the Chief Administrative Officer as a symbolic gesture of collective community spirit and support.
4. An organization shall not be recognized more than once per calendar year.
5. Organizations are required to submit recognition applications on an annual basis.

Additional criteria applicable to alternate flag raisings:

1. There will be a maximum of two recognitions per month involving alternate flags.
2. A flag may be flown for a period of up to one month, or for the duration of the associated event, whichever is less.

3. Alternate flag raisings will not necessarily include a ceremony.
4. All flag raisings will take place at City Hall, 26 Francis Street, Lindsay, at the eastern side of the building.

Conditions

The City will arrange for the flag to be raised and lowered by staff.

All other costs associated with recognition flag raising and ceremonies are at the cost of the local association (e.g. flags, audio/visual equipment, signage, speakers or any other equipment being used).

Please note: The City of Kawartha Lakes does not issue proclamations, as per the Procedural By-Law.

Half-Masting of Flags

The half-masting of flags is an act of honour expressing a collective sense of sorrow shared by all citizens. The City of Kawartha Lakes will fly its flags at half-mast in the event of a death or to commemorate a solemn occasion.

The flags will be lowered in accordance with this management directive or in circumstances not identified herein, at the direction of the City Clerk and/or CAO or by following Federal and Provincial direction. When flags are flown at half-mast, the Communications, Advertising and Marketing division will update the appropriate page of the City's website to note the reasoning for the lowering of the flags.

Location of Half-Masting of Flags

All Flags shall be flown at half-mast at: City Hall, the Cenotaph at 190 Kent St. West, Lindsay, Bobcaygeon Service Centre, Coboconk Service Centre, Omemee Service Centre and Logie Park.

Flags will be lowered upon notification of death for three days.

Multiple Flag Poles

In the event of multiple flags being flown together, all will be flown at half-mast in accordance with this policy; this includes alternate flags.

Current dignitaries

- The Sovereign
- Sovereign's Immediate Family
- Current and former Governors General of Canada

- Current and former Prime Ministers of Canada
- Current Lieutenant Governor of Ontario
- Current Premier of Ontario
- Current Member of Parliament, or Member of Provincial Parliament
- Current Mayor or Member of Council

Former dignitaries

Flags may be flown at half-mast at the discretion of the City Clerk, upon notification or request, at designated City of Kawartha Lakes facilities:

- Former Lieutenant Governors of Ontario
- Former Premiers of Ontario
- Former Member of Parliament, or Member of Provincial Parliament
- Former Mayor
- Former Members of City Council when requested
- Former Mayors and Members of Councils of the former County of Victoria when requested

City Employees – During the Line of Duty/Workplace

An employee of the City of Kawartha Lakes, Kawartha Lakes Police Service, or OPP – Kawartha Lakes Detachment, who dies in the line of duty or by reason of the position they occupy:

- All Flags shall be flown at half-mast upon notification of death for three days

Fire Stations

Flags at Kawartha Lakes Fire Stations may also be flown at half-mast at the direction of the Fire Chief. Flags will be lowered upon notification of death for three days.

- in recognition of the death of inactive or retired Kawartha Lakes fire fighters;
- in recognition of line-of-duty deaths of firefighters in other municipalities; and
- in special circumstances outside of Ontario

The half-masting of such flags shall be performed by the station coordinator, or designate.

Paramedic Stations

Flags at Kawartha Lakes Paramedic Stations may also be flown at half-mast at the direction of the Paramedic Chief. Flags will be lowered upon notification of death for three days.

- in recognition of the death of inactive or retired Kawartha Lakes paramedic;

- in recognition of line-of-duty deaths of paramedics in other municipalities; and
- in special circumstances outside of Ontario

The half-masting of such flags shall be performed by the station coordinator, or designate.

Current Employees - City Flags

A current employee of the City of Kawartha Lakes by request:

- City Flags shall be flown at half-mast upon notification of death for three days.

Additional days of recognition involving half-masting

- The National Day of Mourning for Persons Killed or Injured in the Workplace (April 28)
- Firefighters' National Memorial Day (Second Sunday in September)
- Police and Peace Officers' National Memorial Day (Last Sunday in September)
- Remembrance Day (November 11)
- National Day of Remembrance and Action on Violence Against Women (December 6)

Application Process – Public requests

1. It is the responsibility of the requesting organization to submit an online application for recognition of a significant day or cause.
2. An online application for request of recognition must be fully completed at least 60 days prior to the date of recognition to allow for approval and coordination.
3. Requests will be confirmed based on the criteria set out above and on a first come, first served basis.
4. Level of recognition may be requested on the application. The City Clerk reserves the right to reassign recognition level.
5. Organizations with approved flag raising requests are required to provide a flag to the Clerk's Office seven (7) business days in advance of the flag-raising. All other information pertaining to the flag raising recognition, including a ceremony if approved, will be required ten (10) business days in advance of the recognition.

Approval Process: Public request for external recognition

1. Upon receipt of a completed application online form:
 - The City Clerk reserves the right to assign a recognition level and/or deny request.

- The Executive Assistant to the Mayor and Council will coordinate recognition level, flag raising and ceremony with the requester, as applicable.
2. Once the date of the recognition and the level of recognition is approved by the City Clerk, the following will receive a copy of the completed application form:
- Mayor and Deputy Mayor
 - City Clerk
 - Executive Assistant to the Mayor and Council
 - Communications group email
 - Supervisor, Facility Management Operations

Approval Process: Staff request for internal recognition

Upon receipt of a completed application through the online form on the Employee Website, 30 days in advance of the requested day of significance:

- The City Clerk reserves the right to assign a recognition level and/or deny request. All internal requests will be recognized at Level 5. If a public recognition is requested, please follow the **Approval Process: Public request for external recognition**, noted above.
- Once the date of the recognition is confirmed and approved according to the Criteria outlined above, the Communications, Advertising and Marketing division will finalize the content of the announcement and share with all staff on the appropriate internal communication channel(s).

Department/Division Responsibility

Clerk's Office: approval of all requests, coordination with local community groups and organizations requesting recognition and/or flag raising, and coordination of Council Recognition will be managed by the Executive Assistant to the Mayor and Council. The Executive Assistant will ensure Mayor and Council submit their requests using the 'Approval Process: Public request for external recognition' noted above.

Communications, Advertising and Marketing (CAM): creation of all materials relating to approved Days of Significance, including but not limited to press releases, Mayor/Deputy Mayor speaking notes, media advisories, social media and website postings.

Building and Property: raise and lower flags, arrange requested lighting at City Hall, and any additional logistic requests pertaining to flag raising ceremonies.

All Departments: Department owners, as indicated on the Calendars, will work proactively with CAM to plan the annual background information and related staff engagement and/or local perspective for respective professional service weeks and IDEA driven dates. (see Calendar for department owners). IDEA team to create internal communications and post on the Employee Website and coordinate any additional local stakeholder involvement.

Timing: Background information to be provided to CAM from department owners a minimum of four weeks (30 days) in advance of the recognition date. This will allow public information to be developed and shared in advance for media purposes. Depending on the scope of the project and support required, additional lead time may be needed. For example, if a department wishes to engage staff, have a video created or engage external stakeholders, additional time may be needed. Please reach out as early as possible.

Calendars

Appendix A: Days of Significance Calendar, subject to annual review in November. Please refer to www.kawarthalakes.ca for current calendar of recognized dates.

Appendix B: Internal Days of Significance Calendar, subject to annual review in November. Please refer to the Employee Website for internally recognized dates.

Management Directive

Recognition Levels

	Flag	Lights at City Hall, if requested	Mayor/Deputy Mayor attends	Announcement during Council	Employee Communication	Media advisory, and/or press release	Social Media, Website	City Website, Days of Significance Page listing	Calendar of Events listing
Level 1 Flag raising <i>At City Hall</i>	X	X	X	X	X	X	X	X	X
<i>e.g. National Day for Truth and Reconciliation</i>									
Level 2 Flag lowering	X	X	optional	optional	X	optional	optional	X	
<i>e.g. Death of employee, Remembrance Day</i>									
Level 3 Council recognition		X		X	X	X	X	X	X
<i>e.g. National Disability Employment Awareness Month</i>									
Level 4 Municipal awareness		X			X	X		X	optional
<i>Any approved date that does not warrant upper levels of recognition. e.g. VON Week</i>									
Level 5 Staff awareness					X				
<i>e.g. Aug 23 International Day for Remembrance of the Slave Trade and its Abolition</i>									

Revision History:

Proposed Date of Review:

Revision	Date	Description of changes	Requested By
0.0	[Date]	Initial Release	