



CORPORATE POLICY: A0-2017-02
Flag Policy & Protocol – Public Awareness
Campaigns and Proclamations

Applies to: Corporate
Effective Date: 2017-02-13
Updated: 2021-05-17
Effective Update Date: TBD

POLICY NAME: Flag Policy & Protocol – Public Awareness Campaigns and Proclamations
APPLIES TO: Corporate
EFFECTIVE DATE: February 13, 2017, updated May 17, 2021 (Pilot Program)
DEPARTMENT: Clerk Services / Office of the Mayor
POLICY NUMBER: A09-2017-02

POLICY STATEMENT

To provide standards to flags flown on Town property including procedures for raising and lowering flags, as well as a list of events for which the flag should be lowered to half-staff.

To provide public awareness opportunities for various organizations, community and citizen matters.

DEFINITIONS

Community Flagstaff means a flagstaff specifically designated to fly flags at the request of health organizations, community/citizen groups and not-for-profit organizations, and is located in front of the Collingwood Public Library and Municipal Offices located at 55 Ste. Marie Street, Collingwood.

Community Flag Raising means the raising of a flag on a dedicated flagstaff for the purpose of raising awareness.

Flag Raising means raising a flag on a flag pole at a Town facility.

Proclamation means a public or official announcement or declaration by the Town of Collingwood.

Public Awareness Campaign means a public effort seeking to promote, advocate and/or raise funds for a particular cause and shall include proclamations.

Town means the Corporation of the Town of Collingwood

Town Hall Clock Tower means the clock tower located at 97 Hurontario Street above the Town of Collingwood municipal building.

PURPOSE

This policy will set out the Town of Collingwood's approach to requests for support of public awareness campaigns, including proclamations, lighting of the Town Hall clock tower, and flag raisings. The policy also includes flag protocol and etiquette for the flying of flags on Town property, and on the Community Flag Pole.

SCOPE

This policy applies to requests for support for public awareness campaigns pertaining to health organizations (such as the Canadian Cancer Society, Heart and Stroke Foundation, and their affiliated fundraisers), not-for-profit groups (such as Big Brothers, Big Sisters) and citizen organizations (such as Pride), excluding religious organizations or highly sensitive society or community matters/groups/organizations.

The Flag Protocol applies to all flags flown on Town property, with the exception of Fire Services as administered by the Fire Chief.

GUIDELINES & PROCEDURES

1. PROCEDURES: Public Awareness Campaigns

- 1.1. Requests for the Town to support public awareness campaigns such as proclamations shall be submitted to the Mayor's Office.
- 1.2. The Mayor's Office will respond to all requests.
- 1.3. The Mayor shall have the authority to sign such proclamation on behalf of the Town.
- 1.4. The Mayor shall first send notice to all Council, Clerk, CAO and Communications Officer of his/her intent to execute the proclamation, if no concerns are raised, the Mayor shall execute the proclamation as requested. If any concerns are raised, the item will be included on the consent agenda for Council consideration.
- 1.5. All proclamations approved by the Mayor will be included on the Town Community Event Calendar on the municipal website. If the proclamation pertains to health organizations (such as the Canadian Cancer Society, Heart and Stroke Foundation, and their affiliated fundraisers), not-for-profit groups (such as Big Brothers, Big Sisters) and citizen organizations (such as Pride), excluding religious organizations or highly sensitive society or community matters/groups/organizations.
- 1.6. Any expense as a result of the proclamation shall not be incurred by the Town.

2. PROCEDURES: Community Flag Raising Requests

- 2.1. Requests for the Town to support public awareness campaigns by way of raising the organization's flag shall be submitted to the Mayor's Office.
- 2.2. The request for flag raising shall be placed on the next Council agenda under general consent items for the purpose of public awareness.
- 2.3. The Community Flagstaff may be booked through the Mayor's Office for the flying of the organization's flag upon availability and for a period of up to two weeks. If no additional requests are received during the requested timeframe, the flag can remain on the Flagstaff for an additional two weeks, for a maximum of four weeks per year.
- 2.4. Organizations excluded from this policy include religious organizations as the views of the specific religious organization may not be the views of the community as a whole.
- 2.5. Should there be no requests for an organization's flag to be flown on the Community Flagstaff, the Canada Flag shall be flown.
- 2.6. Any expense as a result of the flag raising shall not be incurred by the Town, included the purchase of such flag.
- 2.7. Community Flags shall be not larger than 36inches x 72inches (standard).

3. PROCEDURES: "Light Up The Town" – Lighting of the Town Hall Clock Tower

- 3.1 Requests for the Town to support public awareness campaigns such as requests to light up the Town Hall Clock Tower a certain colour shall be submitted to the Office of the Mayor. The Office of the Mayor will respond to all requests received.
- 3.2 Approved requests to light up the Town Hall Clock Tower shall be placed on the next Council agenda under general consent items for the purpose of public awareness.
- 3.3 Requests to light up the Town Hall Clock Tower may be booked through the Mayor's Office based on availability via the Town's Clock Tower Lighting Schedule. The clock tower will be lit for the evening of the approved date. If no additional requests are received during this time frame, the clock tower may be lit for an additional 6 days (1 week).
- 3.4 Colour of lights are dependent on Town inventory.
- 3.5 Requests will be limited to one colour per request period.
- 3.6 Clock Tower will be lit at the regular scheduled time that the Town Hall Clock Tower is lit, unless otherwise determined by Staff.

- 3.7 Staff have the ability to change the light colour at their discretion.
- 3.8 Requests will be provided on a first come first serve basis.
- 3.9 Implementation of any request is weather dependent to ensure the health and safety of Staff while accessing the bell tower.
- 3.10 Staff shall use their discretion while considering requests respectful of diversity and inclusion consistent with the provisions of the respective policy. If staff have any concerns with a request, it shall be forwarded to Council for consideration.
- 3.11 Town requests to 'light up the town' for various Town initiated or sponsored initiatives shall take precedence.

GENERAL

- 4.1. This policy shall not apply to any initiative or operation of the Town or Council with regards to public awareness campaigns.
- 4.2. This policy shall not apply to any public space or opportunity for community organizations provided by the Town to promote their activities. This includes, but is not limited to: community announcements and deputations at meetings of Council or Standing Committees, public bulletin or poster boards, the Town website's community events calendar, the Town Hall front window displays.
- 4.3. The policy does not apply to any initiatives of the Town such as holiday or special event decorations and displays.
- 4.4. The Town will fly flags in accordance with the etiquette outlined in Section 7, following the guidelines established by Heritage Canada.
- 4.5. The Town shall reserve the right at all times to remove, refuse or deny a request as deemed necessary or appropriate by the Mayor or Council.
- 4.6. The Town shall maintain all rights and authority for the purposes of flying the National, Provincial or Municipal Flag on the community flag pole on significant dates/periods as deemed appropriate (such as, but not limited to, Canada Day, Remembrance Day, Flag Day, etc...)

FLAG PROTOCOL

- 5.1. The following protocol should be followed with respect to the displaying of flags:
 - Only one flag is to be displayed per staff;
 - Flagstuffs should be of the same height when there is a grouping of flagstuffs;
 - The Canadian Flag should be given the place of honour and as such no flag should be flown or displayed above the Canadian Flag;

- Flags that are flown together should be approximately the same size; and
- The following precedence should be given if more than one flag is displayed in a grouping.

<p>One flagstaff National Flag of Canada</p>	<p>The flag should appear on the central or sole staff</p>
<p>Two flagstaffs National Flag of Canada Town of Collingwood Flag</p>	<p>The National Flag of Canada is positioned furthest to the left.</p>
<p>Three flagstaffs National Flag of Canada Province of Ontario Flag Town of Collingwood Flag</p>	<p>The National Flag of Canada is positioned in the center with the second-ranking flag (Ontario) placed to the left of the center flag and the third-ranking flag (Collingwood) to the right of the center flag.</p>
<p>Greater than three staffs National Flag of Canada Province of Ontario Flag County of Simcoe Flag Town of Collingwood Flag</p>	<p>The National Flag of Canada is positioned to the far left, followed by the ranking of the other flags.</p>

5.2 Protocol for raising and lowering of flags

5.2.1 When raising and lowering flags, the National Flag of Canada should be raised first and lowered last, unless the number of flags permits them to be raised and lowered simultaneously. All persons present during the raising and lowering of the flags should face the flag being raised and/or lowered, men should remove their hats, those in uniform should salute and all should remain silent.

5.3 Protocol for flag(s) at half-staff

5.3.1 When a flag is hoisted to or lowered from half-staff position, the flag should be first raised to the staffhead then lowered to its appropriate location on the staff. When lowering a flag to half-staff, center the flag being lowered half-way down the staff. The flags should be brought to half-staff in respect of the death of dignitaries and others as listed below and at the discretion of the Mayor or special circumstances as issued by the Federal/Provincial Government. The Flag shall be lowered to half-staff upon the announcement of the death and remain at that position up to and including the day of the funeral.

5.3.2 When flagstaffs are in a grouping and the flags are able to be lowered to half-staff, all flags flown together should be flown at half-staff.

5.3.3 Flags will only be half-staffed on those flagpoles fitted with halyards and pulleys. Flags that are flown on horizontal or angled poles, without halyards, to which flags are permanently attached and will not be required to fly half-staffed.

5.3.4 The following is a list of when the practice of half-staff should occur :

- a) On the death of:
 - i. Sovereign or member of the Royal Family related in the first degree to the Sovereign (Spouse, son or daughter, mother, father, brother or sister)
 - ii. Governor General, Prime Minister, former Governor General or former Prime Minister, a Federal Cabinet Minister
 - iii. Lieutenant Governors
 - iv. Mayor, Council Member, former Mayor and former Council
 - v. County Warden
 - vi. Municipal Employee
 - vii. Police Officers, Firefighters, Paramedics of the Town of Collingwood in the line of duty

- b) Special Days such as:
 - i. April 28 – Worker’s Mourning Day
 - ii. Last day in September – Police and Peace Officers’ National Memorial Day, unless Half-staff occurs near the place where a memorial is being observed
 - iii. November 11 - Remembrance Day
 - iv. Special circumstances as issued by the Federal/Provincial Government

5.3.5 On Special Days as listed above, the flag can be flown at half-staff from sunrise to sunset or as deemed appropriate by the Mayor of the Town of Collingwood.

COMMUNICATION

- 6.1. Requests for support for public awareness campaigns will be responded to by the Mayor’s Office.

- 6.2. When the flag is lowered to half-staff for one of the reasons described in Section 7 of this policy, notice will be provided of the reason to all staff and council, and posted on the Town’s website and social media accounts.

- 6.3. When the flag is lowered to half-staff and time permits, such as in the case of the observance of a memorial day, notice of the reason will be provided through the Town’s weekly newspaper advertisement.

NOTES:

Amendments to Policy A09-C2017-02 as highlighted in grey are not in full force and effect (Section 3). As per Staff Report C2021-11 adopted by Town of Collingwood Council on May 17, 2021 this policy is in a pilot project from July 1, 2021 to December 31, 2021.

AUTHORITY

By signing below, the official representative validates that the policy has been approved by the appropriate Approval Authority (Council, CAO, Department Head or Manager).

Approval Authority Official Representative:		Resolution
Signature:		
Date signed:		