

GETTING TO KNOW YOU: WHY WE'RE ASKING YOU TO REGISTER ON THEIFP.CA

REGISTRATION HELPS US LEARN ABOUT OUR READERS, WRITES LEE ANN WATERMAN



LEE ANN WATERMAN
Column

It's about trust. Our relationship with our readers is built on transparency, honesty and integrity. As such, we have launched a trust initiative to tell you who we are and how and why we do what we do. This column is part of that project.

If you've logged on to our news website, theIFP.ca, over the past four months, you've likely noticed the green banner at the top asking you to register and support local journalism. And if you've read more than two stories in any of those months, you've also seen a message blocking part of the third article asking you to register to continue reading.

Many of you have answered the call - providing us your name, email address and postal code to get unlimited access to our local news and information, as well as permission to comment on articles and submit your own content. Thank you for your support.

Others have hesitated. And some have called,

emailed or posted on our Facebook page to ask: Why are you asking me to register? What are you doing with this information? Who has access to this information?

Good and reasonable questions.

The simple answer is: We want to get to know you. We want to better understand what news articles matter most to you and provide you with more of what you want.

But what does that mean exactly?

In the past, journalists worked by instinct. We reported on the issues we thought most important to our communities and assumed you read it all. But the only ways we could measure our success were letters to the editor, critical or complimentary phone calls and conversations at the grocery store.

Now, as readers register on theIFP.ca, we can use a variety of tools to get hard data on your reading habits.

How often do you visit? Twice a day, three times a week or once a month? How many articles do you read when you get there?

What subjects interest you most? Social issues? Local council happenings?

Crime? Things to do? Are you more likely read news local to your neighbourhood or about wider regional issues?

Will you stick around to devour longer, investigative pieces or are you looking for quick reads?

We're not looking at this on the individual level - but rather searching for trends that will help guide us in the issues we research and how we present that information.

We are not selling or sharing this information with anyone beyond our company, Torstar.

While this new digital tracking is an important way to learn about our readers, we still appreciate a good old-fashioned conversation. We always welcome your opinions on what you read online or in this newspaper. You can reach our newsroom at kmiceli@metroland.com or 905-873-0301.

Lee Ann Waterman is editor-in-chief of Metroland Media, York Region and chair of Metroland's trust committee. You can reach her at lwaterman@yrmg.com.

We welcome your questions and value your comments. Email our trust committee at trust@metroland.com.

PUBLIC NOTICE



Notice of public meeting: Official Plan 2041

COMMUNITY ■ LAND USE ■ RESOURCES ■ GROWTH

WHEN AND WHERE:

Meeting Date:
Tuesday, March 5, 2019
Info Session: 6 p.m.
Start Time: 7 p.m.
Meeting Location:
Town Hall 6311 Old Church Road, Council Chamber L7C 1J6

A special public meeting will be held to start the Official Plan 2041 process. Municipalities are required to update their Official Plan at least every five years, in accordance with Sections 17 and 26 of The Planning Act. Your input and insight will help inform and shape the new Plan.

We are undertaking the creation of a new Official Plan for the Town of Caledon that will take us to 2041 and we are interested in hearing your comments and thoughts on this process.

WHAT IS AN OFFICIAL PLAN?

An Official Plan is a legal document containing goals, objectives, and policies intended to guide land use, development and growth in a municipality.

WHY ARE WE REVIEWING IT?

It is now time for us to review the Official Plan to ensure that the policies are in conformity with the latest provincial policies and the Region of Peel Official Plan. As part of this process the review will also look at the Town's strategic goals, to ensure they reflect the vision and needs of the community.



ADDITIONAL INFORMATION

Any interested person may speak at the Special Public Meeting of Council and/or make written submissions. The meeting Chair will invite anyone wishing to speak to come forward at the appropriate time during the meeting.

Written submissions must be forwarded to Legislative Services, 6311 Old Church Road, Caledon ON L7C 1J7, or legislative.services@caledon.ca; 905.584.2272 x.2366.

If you require an accessibility accommodation to attend or participate in this Public Meeting, or to access any materials related to this item in an alternate format please contact Legislative Services by phone or email at accessibility@caledon.ca. Requests should be submitted at least 10 days before the Public Meeting.

For further information or to be added to the project mailing list, please contact: Marisa Williams at 905.584.2272 x.4264 or via email at marisa.williams@caledon.ca.

The personal information accompanying your submission is being collected under the authority of The Planning Act and may form part of the public record which may be released to the public.



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