

Police marketing plan features new logo

Continued from page 1
concerned citizens. Mediacom Inc and 3M Advertising have offered to display posters in mall and bus shelters at no charge.

A new logo featuring police and human elements of the policing program was unveiled. The established slogan of the Halton Regional Police is "Progress through Participation."

Regional police hope that this will change the police service's thoughts and actions and encourage the average law-abiding Jane and John Doe to take part in their community's crime prevention tactics.

The general goal is to put a lid on the public's fears of deteriorating neighborhoods and social decay. The strategy encourages citizens to protect their present quality of life.

Police say the goal will be achieved by the existence of community consultation committees. These committees are comprised of volunteer citizens and liaison police officers who will meet regularly to attack concerns.

An advisory council comprised of various community groups will also meet quarterly for further con-



HALTON REGIONAL POLICE SERVICE

sultation and problem-solving sessions.

The system will be evaluated after the first three months, Barratt said.

In some communities, these committees have already been established.

In Halton Hills, there are four community consultation committees, one in Acton, one in Georgetown, and one each in

Halton Hills north and south, said 11 Division Crime Prevention Sergeant Allan McWhirter.

"We want to be constructive," McWhirter said. The police are trying to be proactive against crime instead of reactive. In other words, they want to put a plug on crime before it begins.

McWhirter cited this year's control of bush parties as a good example. Instead of having to break up a swinging event, most were prevented by citizen tips and the watch of police ahead of time.

"The key word is involved," McWhirter said. "Citizens have to become involved for it to be successful."

Police officers from Iowa were up visiting the Region to learn about Halton's community policing, which is said to be among the best in North America.

"We still operate without community policing," said Lieutenant Commander Chuck Witt of Clinton, Iowa. "Reactive policing just doesn't work."

NEC controversy continues

Continued from page 1
regions and municipalities along the escarpment is "the first step towards getting rid of the NEC altogether," she asked the committee to take another look at its recommendation. "If there's a problem with the NEC, please let's address the problem rather than scrapping the whole thing," she suggested.

Among NELOC members addressing the committee was Halton Hills landowner Kent McClure, whose recent application for a 19-home subdivision just south of the Erin Township/Halton Hills Town Line was approved by the Ontario Municipal Board (OMB) after being rejected by the NEC. The Hickory Falls Ratepayers Association also opposed the subdivision plan.

Echoing other NELOC members who spoke to the committee before he took his turn at the microphone, McClure emphasized, "Our Coalition strongly supports the Niagara Escarpment Plan." NELOC "fought hard" to retain the Plan at the five-year review, he

said. While the NEP isn't being contested by the landowners' group, its administration by the NEC has been roundly criticized by the 600-member organization, about 100 of which live in Halton.

"We would like to see this Plan administered in a fair and consistent manner throughout the length of the escarpment," McClure said. "Our group believes that if the region takes over development control, more protection will be provided for the escarpment," he stated.

"The region will follow the same Niagara Escarpment Plan with the same development criteria, but it will have more public input, more media coverage, be more politically accountable and be better informed (than the NEC)."

The planning committee's original decision went before regional council for ratification on Nov. 18, but was referred back to the committee so that delegations representing both sides of the issue

would have an opportunity to speak. At the committee meeting three weeks ago, only NELOC members were on hand to present their viewpoint.

On Wednesday, committee members heard 12 delegations, four of which opposed the shift of NEC authority to the region.

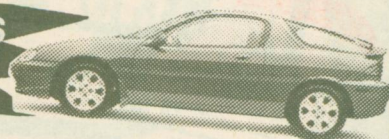
One of the speakers, Murray Stephen, general manager of the Halton Region Conservation Authority (HRCA), chose to take a neutral stance.

While noting that "the HRCA has not taken a position on this," Stephen suggested more information be obtained on the type of organizational structure that would be required to implement the delegation of development control in the region's hands.

He also suggested that results of a five-year review of the Niagara Escarpment Plan (NEP) are expected before the end of December and "it would seem prudent to await the outcome of that report" before proceeding with the region's proposal.

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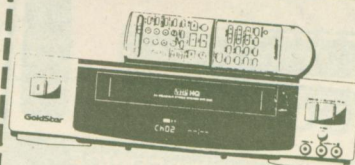
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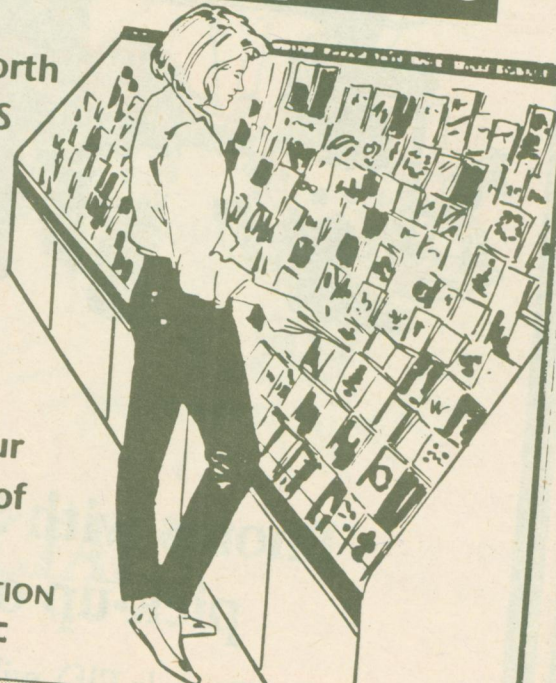
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