



NEWS RELEASE

Niagara-on-the-Lake Launching New Customer Service Platform

For Immediate Release

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The Town of Niagara-on-the-Lake is taking another step toward modernizing municipal service delivery with the phased rollout of My.NOTL, a new Customer Relationship Management (CRM) system designed to improve how residents connect with the Town and how service requests are managed.

The new system supports Council's Strategic Plan by advancing the Streamline & Modernize priority, strengthening customer service, and providing better data and reporting to support continuous improvement.

During the initial rollout, residents will continue to access Town services through the same channels they use today. Service requests can still be submitted by emailing info@notl.com, calling 905-468-3266, or using the Town's online service request form at www.notl.com/request-service-or-file-issue.

Later this summer, My.NOTL will expand to include a new resident self-service portal, allowing residents to submit service requests online, track their status, and receive updates throughout the process.

In addition to making it easier to access municipal services, the new platform will improve how requests are routed internally, enhance communication with residents, and provide valuable insights that will help the Town continue improving service delivery.

The Town recognizes that some residents may have service requests that are currently open. To support a smooth transition, the Town will continue operating the current customer service system alongside My.NOTL while the new platform is phased in. Staff remain committed to responding to and resolving existing service requests throughout this process, while My.NOTL is introduced to strengthen service delivery and enhance the customer experience moving forward.



"Council has made modernization and exceptional customer service a priority, and the launch of My.NOTL is an important milestone in delivering on that commitment," said Lord Mayor Gary Zalepa. "This investment will help us respond more efficiently, improve accountability, and provide residents with greater visibility into their service requests. It's another example of how we're building a more responsive and connected municipality for today and the future."

As with any significant technology implementation, residents may notice some changes as services are gradually transitioned from the existing system to My.NOTL. While every effort has been made to ensure a seamless rollout, minor adjustments may occur as Staff become familiar with the new platform.

"Introducing a system like My.NOTL is about much more than new technology; it's about creating a better experience for our residents and equipping our Staff with modern tools to serve the community," said CAO Nick Ruller. "Our teams have been working hard behind the scenes to prepare for this transition, and we appreciate everyone's patience as we continue improving how we deliver services."

Residents are encouraged to be patient throughout the rollout as the Town completes the transition. Questions or feedback can be directed to info@notl.com.

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