

JUN 21 2021

ITEM: 8.2.2 PFC2021-0503

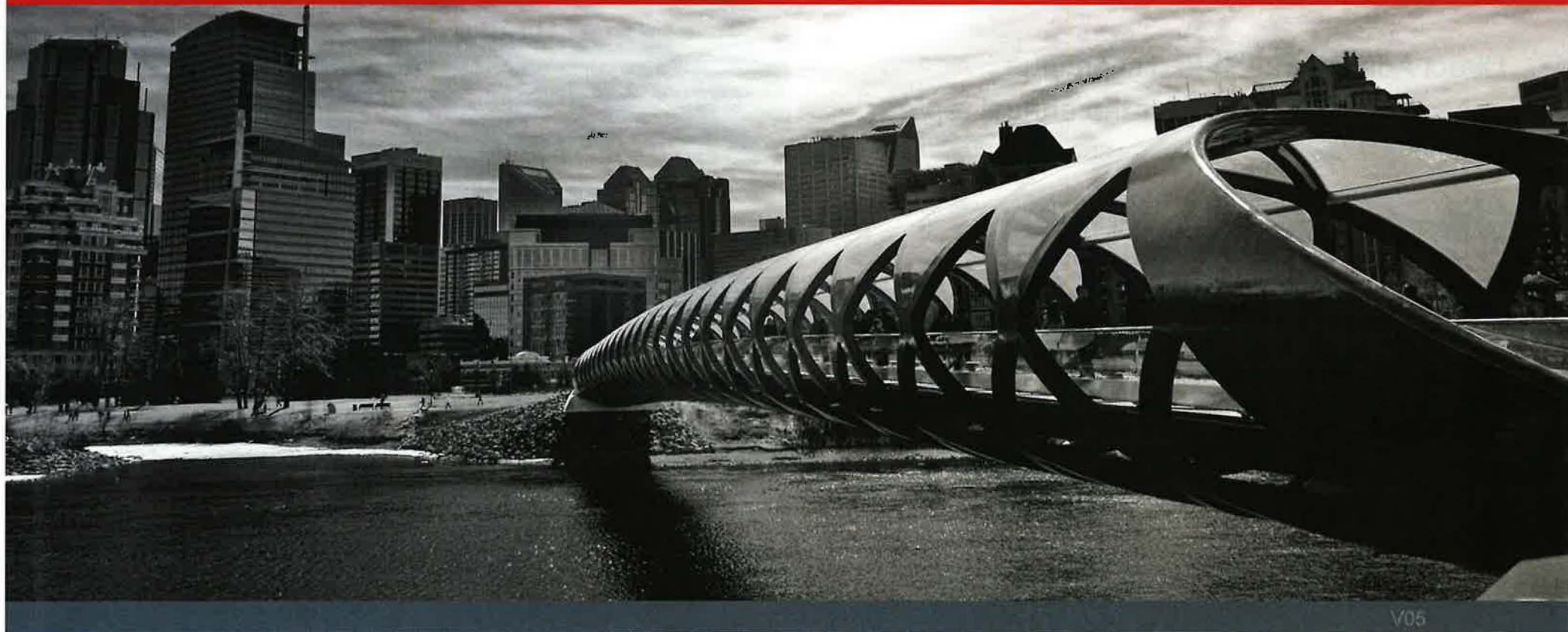
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CITY CLERK'S DEPARTMENT

# Online Advertising - Public Works Notices, Property Tax Sale and Annual Report PFC2021-0503

June 21, 2021

Steve Wyton, Manager, Corporate Project & Asset Management





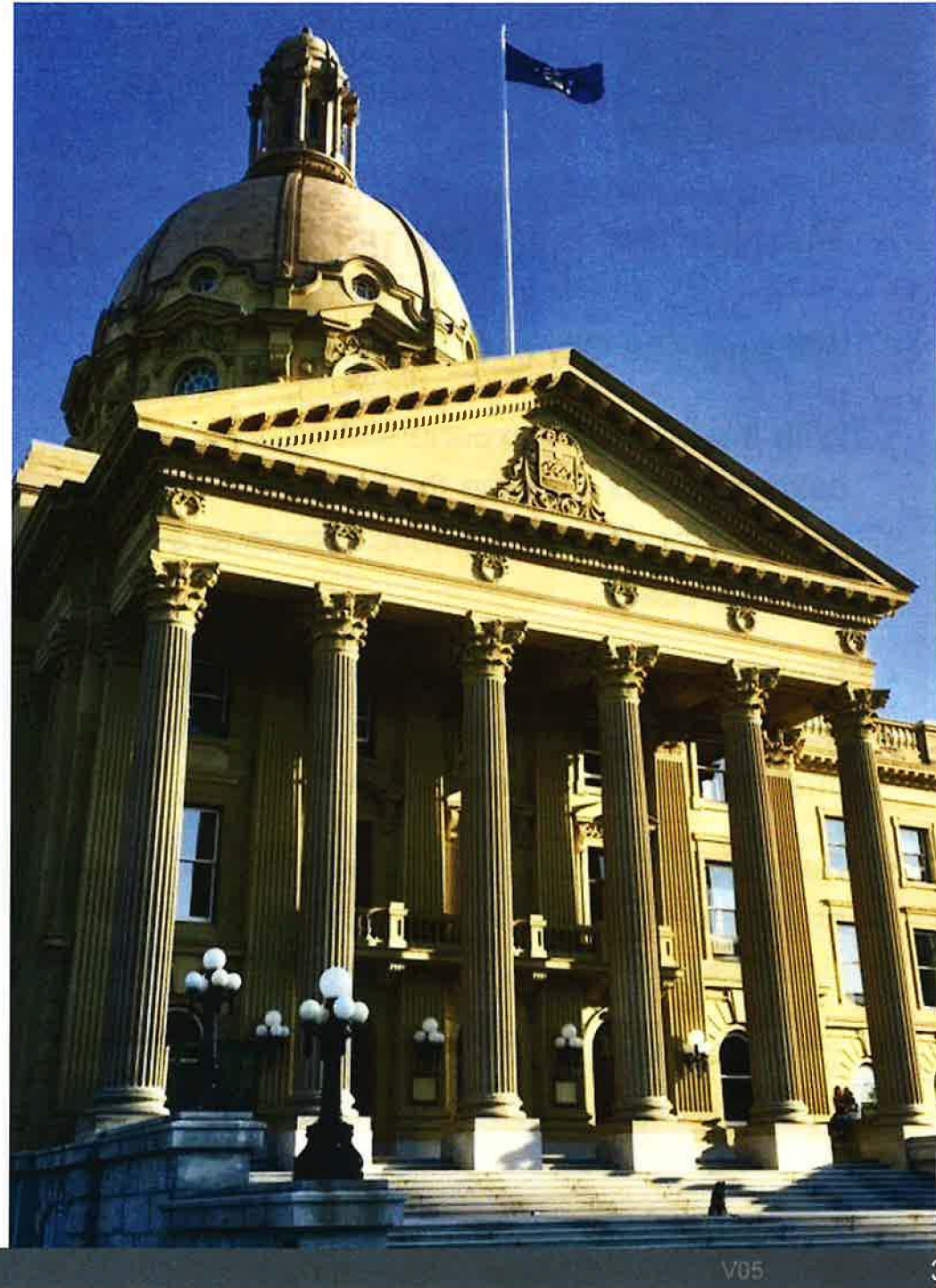
## Recommendations:

- Give three readings to the proposed Charter bylaw (Attachment 1) to authorize online posting of public works notices and property tax sale advertisements; and
- Direct Administration to discontinue newspaper advertising for the annual report.



## Current State:

- *The Municipal Government Act* requires municipalities to publish notices regarding public works and tax sales in print media. It is also a current practice to advertise the annual report in a local newspaper.
- Council may use a charter bylaw to vary from *the Act*.
- Recommendations will not affect primary means of communicating (direct mail) with impacted property owners for notice of public works or tax sales.





## Benefits of Transition to Online Advertising:

- Will save The City over \$20,000 annually.
- With the internet's exponential growth, calgary.ca has become the most effective medium for delivering public notices at a reduced cost.
- It will improve accessibility by allowing the general public to view notices online at any time and for no additional cost.
- Recommendations are aligned with the amended *Public Notice and Legal Advertising Policy*.
- Strategic alignment to *Council's Citizen Priority: A well-run city*.



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