



# Transition to Online Advertising for Planning Matters IP2022-0934

September 9, 2022



## RECOMMENDATION

That the Infrastructure and Planning Committee recommend that Council:

Give three readings to the proposed Bylaw to Authorize Online Advertising for Planning Matters (Attachment 1).

## Public Notices that have moved Online

SDAB Appeal Notices	2018
Development Permit Public Notices	2019
Public Works & Property Tax Notices	2021





## THE MUNICIPAL GOVERNMENT ACT



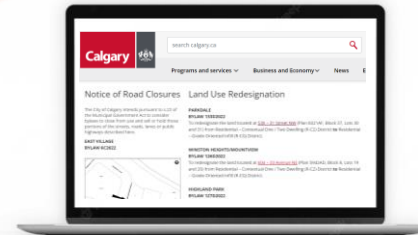
Letters to  
Adjoining Owners

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Published in local  
newspaper

OR



Bylaw to allow digital  
advertising

# Advertising for Planning Matters – Current Methods



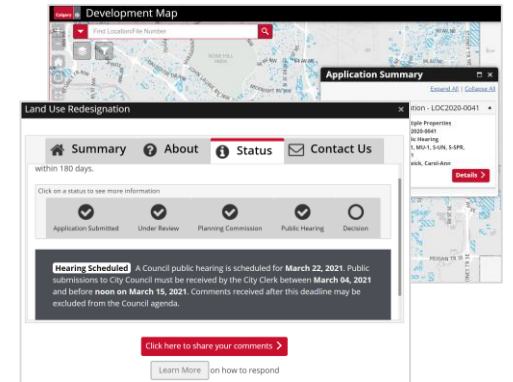
The Calgary Herald



Letters to Adjoining Owners



Notice Posting Signs

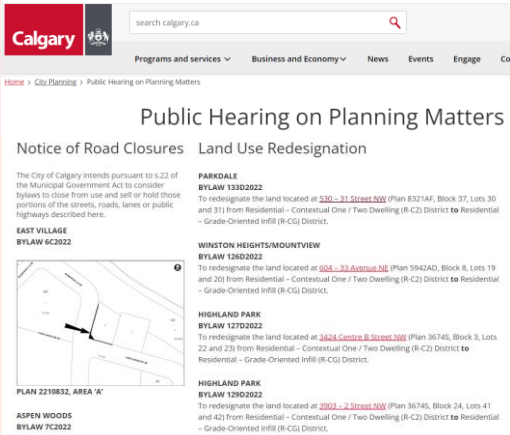


Development Map on Calgary.ca

Required per the MGA



# Advertising for Planning Matters – Proposed Methods



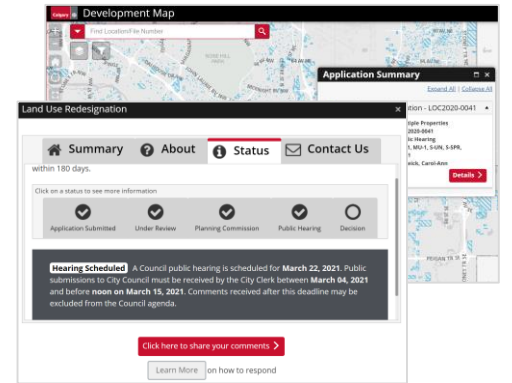
Calgary.ca



Letters to Adjoining Owners



Notice Posting Signs



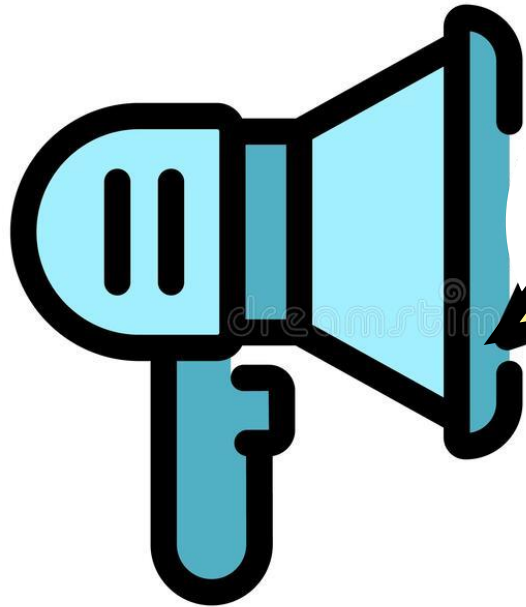
Development Map on Calgary.ca

Required per the MGA

# Benefits of Transitioning to Online Advertising



- Reduce costs
- Equitable and accessible
- Reduce reliance on paper
- Streamline advertising process
- Reinforce Calgary.ca as the information hub



- The Calgary Herald newspaper/web ads
- Social media
- Community Association newspapers
- Multi-cultural newspapers/Radio
- Notice posting signs



## **RECOMMENDATION**

That the Infrastructure and Planning Committee recommend that Council:

Give three readings to the proposed Bylaw to Authorize Online Advertising for Planning Matters (Attachment 1).