



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



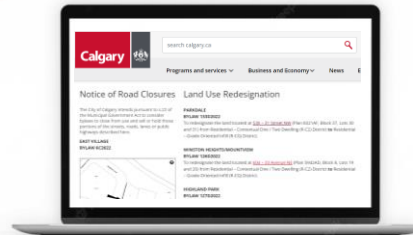
Letters to
Adjoining Owners

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Published in local
newspaper

OR



Bylaw to allow digital
advertising

Advertising for Planning Matters – Current Methods



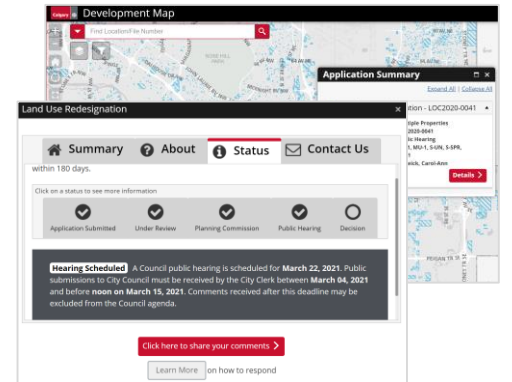
The Calgary Herald



Letters to
Adjoining Owners



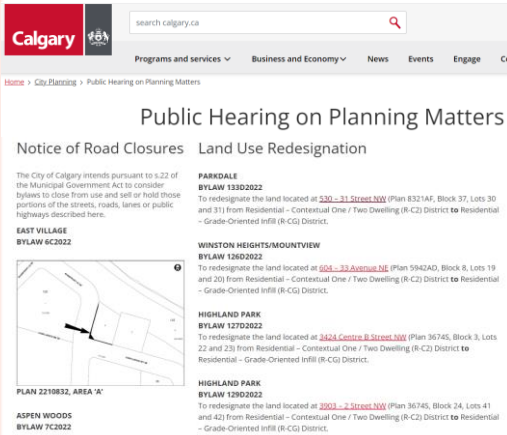
Notice Posting Signs



Development Map on
Calgary.ca

Required per the MGA

Advertising for Planning Matters – Proposed Methods



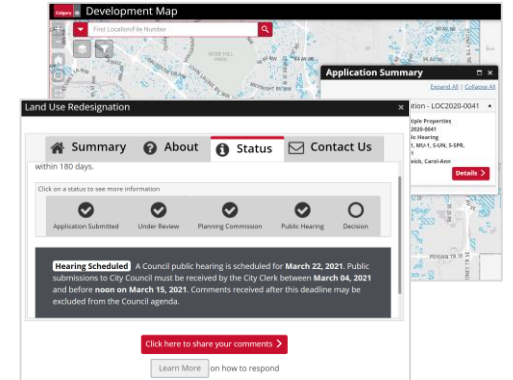
Calgary.ca



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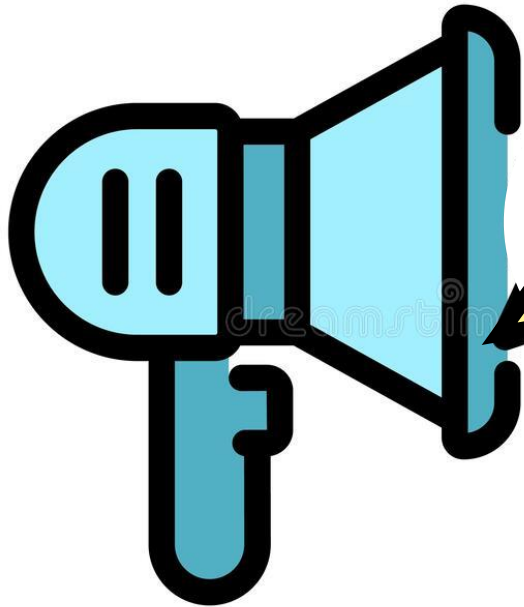
Required per the MGA

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

Communications Strategy for the Change



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

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