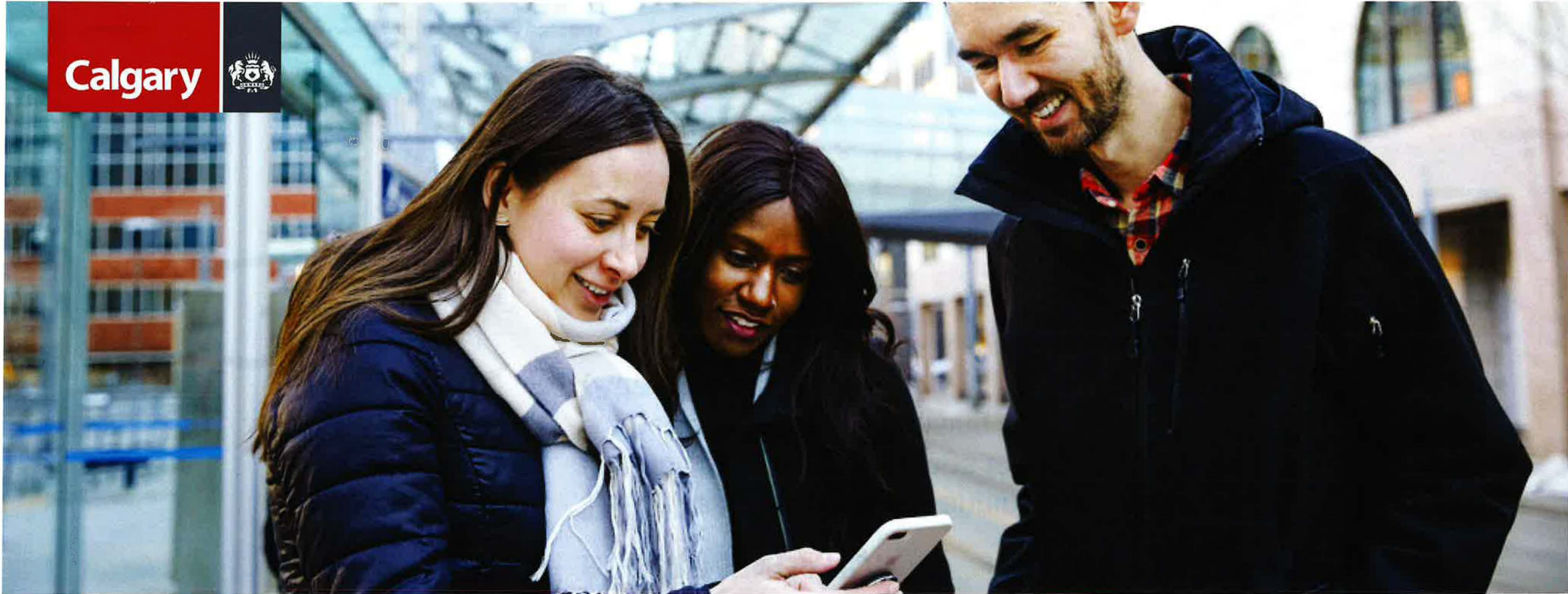
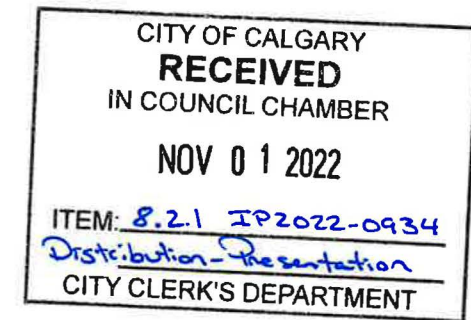


Calgary



Transition to Online Advertising for Planning Matters IP2022-0934

November 1, 2022





RECOMMENDATION

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



Published in a local newspaper

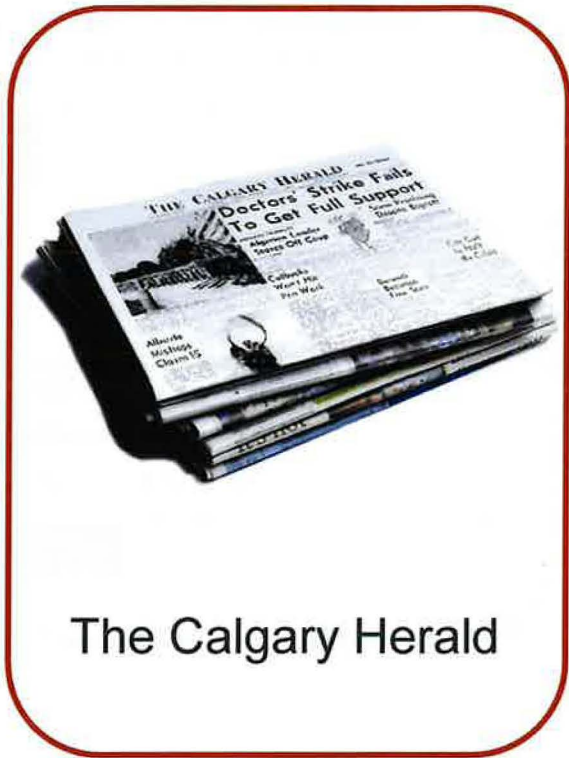
OR



Bylaw to allow digital advertising



Advertising for Planning Matters – Current Methods



The Calgary Herald



Notice Posting Signs



Development Map on Calgary.ca

Required per the MGA



Advertising for Planning Matters – Proposed Methods



Calgary.ca



Notice Posting Signs



Development Map on Calgary.ca

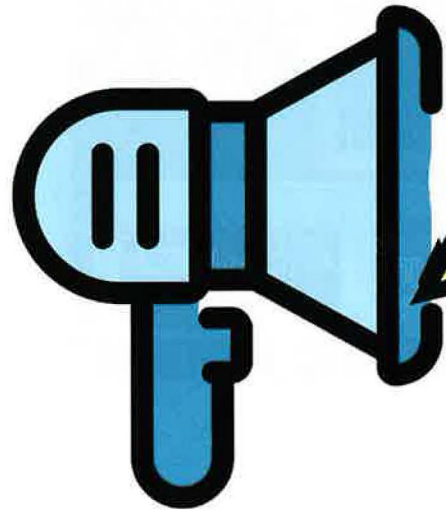
Required per the MGA



Benefits of Transitioning to Online Advertising



- Reduce costs
- Streamline advertising process
- Reduce reliance on paper
- Reinforce Calgary.ca as the information hub for municipal matters
- Make ads more equitable and accessible



- The Calgary Herald newspaper/web ads
- Social media
- Community Association newspapers
- Multi-cultural newspapers/Radio
- Notice posting signs
- Letters to adjoining owners of Land Use Amendment applications



RECOMMENDATION

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