

Planning & Development Services Report to
Infrastructure and Planning Committee
2024 November 06

ISC: UNRESTRICTED
IP2024-1169

Proposed Amendments to the Online Advertising for Planning Matters Bylaw

PURPOSE

The purpose of this report is to amend the Online Advertising for Planning Matters Bylaw (30M2022) to include road closure applications so that they are no longer required to be advertised in the newspaper.

PREVIOUS COUNCIL DIRECTION

On 2022 November 02, Council gave three readings to Bylaw (30M2022), which enabled The City to advertise Planning Matters on calgary.ca, rather than in the newspaper (Attachment 1).

RECOMMENDATION(S):

That the Infrastructure and Planning Committee recommend that Council give three readings to the proposed amendments to the Online Advertising for Planning Matters Bylaw (Attachment 2).

CHIEF ADMINISTRATIVE OFFICER/GENERAL MANAGER COMMENTS

General Manager Debra Hamilton concurs with this report. Expanding online advertising to include road closures aligns with advertising requirements for other Planning Matters and improves the accessibility of this information for Calgarians.

HIGHLIGHTS

- Shifting to online advertising for road closures will continue to deliver these notices to a broader audience than The Calgary's Herald's readership, will reinforce Calgary.ca as the information hub for all planning matters and will reduce costs for public notices.
- The recommendation follows Council's recent approvals of Online Advertising for Planning Matters (IP2022-0934), Online Advertising – Public Works Notices, Property Tax Sale and Annual Report (PFC2021-0503) and Public Hearing Process Improvements – Recommended Approaches (EC2022-0328), which transitioned the advertisement of other notices online.
- Planning Matters identified in Part 17 of the *Municipal Government Act* (MGA) are already advertised online. This recommendation would add road closures, which are identified in Part 3 of the MGA, to the list of items advertised on Calgary.ca.

DISCUSSION

The Online Advertising for Planning Matters Bylaw (30M2022) was approved by Council on 2022 November 02 (IP2022-0934). The Bylaw enables Administration to advertise Planning Matters online at Calgary.ca instead of in The Calgary Herald, in accordance with Section 606.1(1) of the MGA. The Bylaw defines Planning Matters as any bylaw, resolution, meeting, public hearing or something else required to be advertised by Part 17 of the MGA.

Road closures are contained in Part 3 of the MGA and are therefore not currently subject to the Bylaw. In order to advertise road closures electronically, an amendment to Bylaw 30M2022 is required to expand the definition of Planning Matters to include Part 3 of the MGA (Attachment 2). Currently road closures are advertised in The Calgary Herald and on Calgary.ca.

Proposed Amendments to the Online Advertising for Planning Matters Bylaw

EXTERNAL ENGAGEMENT AND COMMUNICATION

- | | |
|--|---|
| <input type="checkbox"/> Public engagement was undertaken | <input type="checkbox"/> Dialogue with interested parties was undertaken |
| <input type="checkbox"/> Public/interested parties were informed | <input checked="" type="checkbox"/> Public communication or engagement was not required |

Public communication or engagement was not required due to the scope of the proposed amendment to Bylaw 30M2022, which will identify road closures as forming part of the definition of Planning Matters. As part of the work on the Online Advertising for Planning Matters Bylaw, the public was informed of the proposed advertising transition by email and newsletter in 2022 prior to the Bylaw proceeding to the Public Hearing of Council and additional communications were undertaken via organic social media, email and newsletter after the Bylaw was adopted.

IMPLICATIONS

Social

The advertising of Planning Matters online reaches a wider variety of Calgarians than print and paper materials. The proposed amendments will continue supporting The City's ongoing efforts to foster a more equitable, diverse, inclusive and accessible planning process.

Environmental

Discontinuing advertising of road closures in the printed form may assist in reducing paper waste as less space will be needed in the newspaper.

Economic

Adoption of the proposed bylaw amendments promote fiscal responsibility by reducing advertising expenses and streamlining the advertising process.

Service and Financial Implications

Cost savings

Road closure applications make up only a very small percentage of the overall Planning Matter advertisements, however removing the requirement to advertise in the newspaper will result in a minor cost savings.

RISK

It is likely that there may be some Calgarians who do not use digital media who will be frustrated by the proposed change. However, switching to online advertising is likely to engage more Calgarians in Planning Matters, which is consistent with one of Council's guiding principles from Resilient Calgary: Council's Strategic Direction 2023-2026, which is to strengthen relationships with Calgarians. Impacts from this change will be mitigated by the communications plan that accompanied the adoption of the Online Advertising Bylaw.

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ATTACHMENT(S)

1. Previous Council Direction
2. Proposed Amendments to the Online Advertising for Planning Matters Bylaw
3. Presentation

Department Circulation

General Manager/Director	Department	Approve/Consult/Inform
Debra Hamilton	Planning and Development Services	Approve
Jill Floen	Law	Consult

Author: Steve Jones, Community Planning