

Background and Previous Council Direction

Background

Administration recommended to transition the advertisement of Planning Matters in the newspaper to advertisement online at Calgary.ca, which followed Council's recent approvals of other notices that had been moved online. At that time, advertising of Planning Matters was required in a newspaper as per the Municipal Government Act (MGA). However, the MGA authorizes Council to, by bylaw, provide for electronic means of advertising Planning Matters where Council is satisfied that the method provided in the proposed bylaw is likely to bring things required to be advertised to the attention of affected residents. The City of Calgary's website, Calgary.ca, has become the primary source of information related to municipal affairs, including planning and development and therefore has become the most effective medium for delivering public notices at a reduced cost while reaching a more diverse audience than that of the newspaper.

Previous Council Direction

DATE	REPORT NUMBER	DIRECTION/DESCRIPTION
2022 November 02	IPC2022-0934	Council approved the Bylaw (30M2022) to Authorize Online Advertising for Planning Matters which enabled The City to advertise Planning Matters on Calgary.ca rather than in the newspaper.