

**Law and Legislative Services Report to
Organizational Meeting of Council
2018 October 22**

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C2018-1231
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2018 BCC Advertising Campaign Statistics

EXECUTIVE SUMMARY

Administration conducted the annual Boards, Commissions and Committees (BCC) recruitment campaign between 2018 August 16 and 2018 September 14. This report and attachment provides the advertising strategy and a statistical overview of the results of the campaign.

ADMINISTRATION RECOMMENDATION:

That Council accept this report and attachment for information.

PREVIOUS COUNCIL DIRECTION / POLICY

In 2014, Council expressed an interest in receiving statistical information about the annual Boards, Commissions and Committees (BCCs) recruitment campaign.

BACKGROUND

Since 2015, Administration has provided Members of Council with a statistical overview of the BCC recruitment campaign.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

Stakeholder Engagement, Research and Communication

The statistics in the attachment include information on:

- advertising strategy and effectiveness;
- Public Member applicants and applications; and
- non-binding nominees.

As part of the 2018 BCC recruitment campaign and the Gender Equity and Diversity baseline assessment initiative, Administration included a voluntary demographic survey as part of the online BCC application process. The attachment also includes the results of the survey.

Strategic Alignment

This report aligns with Council's priority of a Well-Run City: "Calgary's government is open, responsive, accountable and transparent, delivering excellent services at a fair price. We work with our government partners to ensure we have the tools we need" (Action Plan 2015-2018).

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Social, Environmental, Economic (External)

Financial Capacity

Current and Future Operating Budget:

There is no current or future impact to the operating budget as a result of this report.

Current and Future Capital Budget:

There is no current or future impact to the capital budget as a result of this report.

Risk Assessment

There are no risks identified with this report.

REASON FOR RECOMMENDATION:

Providing Council statistical information about the annual Boards, Commissions and Committees' (BCCs) advertising and recruitment campaign guides future directions and strategies to achieve objectives and priorities with regards to Public Member appointments to Council's BCCs.

ATTACHMENT

1. 2018 BCC Campaign