



Council Policy

Policy Title: Public Notice and Legal Advertising Policy
Policy Number: CS010
Report Number: C82-115, C2009-30
Adopted by/Date: Council / 1982 September 21
Effective Date: 1982 September 21
Last Amended: 2009 April 27
Policy Owner: Customer Service and Communications

1. POLICY STATEMENT

- (a) The City of Calgary is committed to the most effective and efficient use of funds for public notice and legal advertising initiatives.
- (b) The City of Calgary is committed to ensuring the public receives adequate and appropriate communications of City information and business.
- (c) The City of Calgary is committed to complying with legislation contained in the MGA M-26 RSA2000, Sections 606.1 (1) and (2) a and will ensure that public notices and legal advertisements for the municipality are published in one or more methods, which may include electronic means.
- (d) This policy applies to all public notices and legal advertisements on behalf of City business and overrules all other City bylaws and/or policies, such as the Land Use Bylaw.
- (e) Unless specifically required under applicable legislation from another level of government (i.e. The Water Act and The Environmental Protection & Enhancement Act), all public notices will be advertised.
- (f) At the discretion of the Returning Officer, who acts independently under the Local Authorities Elections Act, public notices pertaining to the Civic Election, enumeration or Census may be inserted in the media channels that they deem meet the needs of the Local Authorities Election Act.

2. PURPOSE

This policy outlines The City's rationale and background for the placement of public notices and legal advertising, based on legislation contained in the Municipal Government Act M-26 RSA2000, Sections 606.1 (1) and (2) and in light of the current budgetary conditions.



3. DEFINITIONS

- (a) “legal advertisement” means an advertisement required by legislation to announce a notice, proceeding, or decision of an authorized entity (e.g. The City of Calgary) for the knowledge of the general public or parties who are/may be involved or interested in the proceeding so that they can participate.
- (b) “legislation” means a body of approved policy, requirements, processes, procedures that gives authority to a particular entity to conduct business within a specific topic area, regional area, and/or context.
- (c) “public notice” means a written or formal notice or advertisement, regarding government- related activities, published in a newspaper circulating in the area likely to be affected by the proposal to which the notice relates.

4. APPLICABILITY

All employees are expected to comply with the requirements of laws, regulations and Council policies including this policy. Failure to comply will be considered misconduct under the current similar compliance process in The City’s Code of Conduct, which can result in disciplinary measures up to and including dismissal.

5. LEGISLATIVE AUTHORITY

The legislative authority for this Policy is the Municipal Government Act M-26 RSA2000, specifically sections 606.1 (1) and (2).

6. PROCEDURE

- 6.1 Media buys and advertisements are the responsibility of the Director, Customer Service and Communications (CSC), or designate. The procedure is as follows:
 - (a) Communications staff (or business unit staff) open a service request with CSC for the production of a public notice, legal advertisement, promotional advertisement, or other print / promotional medium.
 - (b) CSC Creative staff will review the service request, discuss the project with communications / business unit staff to clarify requirements, including objectives of the initiative as well as target audiences
 - (c) CSC staff develop the creative pieces, as well as conduct media ‘buy’ to secure advertising based on policy guidelines and requirements of the specific project.

- (d) Billing for advertisements are paid by CSC and then recovered through an internal financial transfer of funds from the corresponding Business Unit budget.
- (e) CSC staff tenders and negotiates the annual corporate advertising line rates and contracts with the media, in conjunction with Supply Management, on behalf of The City of Calgary.

EXCEPTIONS

There are few exceptions to this policy, those being:

- (a) As identified in specific legislation that supersedes the Municipal Government Act (i.e. The Water Act and The Environmental Protection & Enhancement Act).
- (b) At the discretion of the Returning Officer (operating under the Local Authorities Elections Act), public notices pertaining to the Civic Election, enumeration or Census may be inserted in both newspapers.
- (c) As approved by the Director of CSC, or designate, on a case-by-case basis, based on requirements to reach specific target audiences.

7. AMENDMENT(S)

Date of Council Decision	Report/By-Law	Description
2009 April 27	C2009-30	<ul style="list-style-type: none"> • This policy is being amended from the 1982 report Public Notice and Legal Advertising Procedures C82-115, to reflect current City policy and legislation contained in the Municipal Government Act M-26 RSA2000. • 2010 revision-policy number change from FCS016 to CS010 due to department reorganization

8. REVIEW(S)

Date of Policy Owner's Review	Description
2020 October 01	Alignment to the MGA Act M-26 RSA2000, Sections 606.1 (1) and (2) and CSC procedures and processes.