

CITY OF CHESTERMERE

PROVINCE OF ALBERTA

BYLAW #032-20

A Bylaw of the City of Chestermere, in the Province of Alberta, to provide for any Required Municipal Advertising to be completed using Electronic Means.

WHEREAS the Municipal Government Act, RSA 2000, C. M-26 and amendments thereto provides that (1) a Municipal Council may by Bylaw provide for one or more methods, which may include Electronic Means, for advertising proposed Bylaws, Resolutions, Meetings, Public Hearings and other things referred to in section 606;

(2) Before making a Bylaw under subsection (1), Council must be satisfied that the method the Bylaw would provide for is likely to bring proposed Bylaws, Resolutions, Meetings, Public Hearings and other things advertised by that method to the attention of Substantially All Residents in the area to which the Bylaw, Resolution or other thing relates or in which the Meeting or Hearing is to be held;

AND WHEREAS Council deems it desirable to modernize the City's Advertising methods using Electronic Means, which will improve the access to information for residents, while reducing costs and optimizing Administration time;

NOW THEREFORE the Municipal Council of the City of Chestermere, Alberta hereby enacts as follows:

1. TITLE

(a) This Bylaw may be cited as the "Digital Advertising Bylaw"

2. DEFINITIONS

(a) "Act" means the Municipal Government Act, R.S.A. 2000, Chapter M-26, as amended;

(b) "Administration" means the organization known as the City of Chestermere led by the CAO;

(c) "Advertisement" or "Advertising" means a notice or announcement published in a public medium;

(d) "Bylaw" means an active bylaw of the City;

- (e) "City" means the municipal corporation of the City of Chestermere, in the Province of Alberta, or the area within the City of Chestermere's corporate limits, as the context requires;
- (f) "Council" means the duly elected Mayor and Councillors of the City of Chestermere;
- (g) "Communications Team" means the City Staff who are responsible for communicating information to the public, and specifically responsible for the administration of the City website and Social Media accounts;
- (h) "Development Permit Application" means an application made to the Development Authority (as defined in the Act), in accordance with the Land Use Bylaw for the purpose of obtaining a Development Permit;
- (i) "Development Permit" means a document authorizing a development issued in accordance with the Land Use Bylaw of the City pursuant to the Act;
- (j) "Electronic Means" means communicating information using the Internet, or a Website, or other digital methods;
- (k) "Meeting(s)" means any meeting called by the Mayor pursuant to the Act;
- (l) "Online" means the Internet or a Website, specifically: the City of Chestermere website, chestermere.ca;
- (m) "Public Hearing(s)" means a meeting of Council convened to hear matters pursuant to the Act;
- (n) "Required Municipal Advertising" means proposed Bylaws, approved Development Permit Applications, Resolutions, Meetings, Public Hearings and other things referred to in section 606 of the Act;
- (o) "Resolution(s)" means a formal decision made by Council;
- (p) "Social Media" means any digital tool that allows users to quickly create and share content, encompassing a wide range of websites and applications. Specifically: The City's current Social Media tools;
- (q) "Staff" means employees of the City of Chestermere who are led by the CAO;
- (r) "Substantially All Residents" means the greatest quantity of City residents possible;
- (s) "Website" means a location connected to the Internet that maintains one or more pages.

3. APPLICATION

- (a) This Bylaw applies to all Required Municipal Advertising for the City of Chestermere including, but not limited to, proposed Bylaws, approved Development Permit Applications, Resolutions, Meetings, Public Hearings and other things referred to in section 606 of the Act.
- (b) Nothing in this Bylaw relieves a person from complying with any provision of any federal or provincial law or regulation, other bylaw or any requirement of any lawful permit, order or license.
- (c) Where this Bylaw refers to another Act, bylaw, regulation or agency, it includes reference to any Act, bylaw, regulation or agency that may be substituted therefore.
- (d) All schedules attached to this Bylaw shall form part of this Bylaw.
- (e) This Bylaw is gender-neutral and, accordingly, any reference to one gender includes the others.

4. ADVERTISING REQUIREMENTS

- (a) In accordance with the Act: A notice of Bylaw, Resolution, Meeting, Public Hearing or other thing must be:
 - i. published (advertised) at least once a week for two (2) consecutive weeks in at least one newspaper or other publication circulating in the area to which the proposed Bylaw, Resolution or other thing relates, or in which the Meeting or Hearing is to be held,
 - ii. mailed or delivered to every residence in the area to which the proposed Bylaw, Resolution or other thing relates, or in which the Meeting or Hearing is to be held, or
 - iii. given by a method (i.e.: Electronic Means) provided for in a Bylaw in accordance with the Act.
- (b) In accordance with the Act: A notice of a proposed Bylaw must be advertised under subsection (2) before second reading.
- (c) In accordance with the Act: A notice of a proposed Resolution must be advertised under subsection (2) before it is voted on by council.

(d) In accordance with the Act: A notice of a Meeting, Public Hearing or other thing must be advertised under subsection (2) at least 5 days before the Meeting, Public Hearing or thing occurs.

(e) In accordance with the Act: A notice must contain:

- i. a statement of the general purpose of the proposed Bylaw, Resolution, Meeting, Public Hearing or other thing,
- ii. the address where a copy of the proposed Bylaw, Resolution or other thing, and any document relating to it or to the Meeting or Public Hearing may be inspected,
- iii. in the case of a Bylaw or Resolution, an outline of the procedure to be followed by anyone wishing to file a petition in respect of it, and
- iv. in the case of a Meeting or Public Hearing, the date, time and place where it will be held.

(f) In addition to notices of Bylaws, Resolutions, Meetings, Public Hearings, the City will advertise Development Permit Application approvals in order to provide any person deemed to be affected by the approval(s) an opportunity to appeal this decision to the Subdivision and Development Appeal Board. Any appeal must be in writing to the Secretary of the Subdivision and Development Appeal Board and forwarded to the City of Chestermere along with the required fee of \$200.00 within 21 days from the date of publication.

5. DIGITAL ADVERTISING PROCESS

(a) The City will post all Required Municipal Advertising on a prominent section of the Website and provide an option for Residents to subscribe to electronic notifications for all new notices.

(b) City Staff must submit all Required Municipal Advertising to the City Communications Team to be posted to the City Website per the timelines noted in Section 4 of this Bylaw plus one additional week. i.e.: if a Public Hearing must be advertised on the City Website for two (2) consecutive weeks in advance of the Hearing, City Staff must submit the notice per Section 4 of this Bylaw to the Communications Team at least three (3) weeks in advance of the Public Hearing.

(b) All Required Municipal Advertising will be published to the City Website in a list ordered by date. Each item will remain available for public viewing on the Website for up to one (1) year before the item expires and is archived.

(c) All Required Municipal Advertising will be published at minimum using the methods and process outlined in Section 5 of this Bylaw. Additional methods may be used to increase awareness and public engagement including but not limited to, Social Media, print Advertising, and direct mail to residents in the adjacent area(s) relating to the Advertisement.

(d) If minimum Advertising requirements are not met per Section 4 of this bylaw, pending updates to Bylaws, Resolutions, Meetings, or Public Hearings may need to be delayed until sufficient Advertising requirements have been completed.

(e) As this Digital Advertising Bylaw takes effect, the City's Required Municipal Advertising will primarily take place by Electronic Means and those means will be considered equivalent to advertising in a newspaper or other local publication in accordance with the Act.

6. SEVERABILITY

If any Section or parts of this Bylaw are found in any court of law to be illegal or beyond the power of Council to enact, such Section or parts shall be deemed to be severable and all other Section or parts of this Bylaw shall be deemed to be separate and independent there from and to be enacted as such.

7. GENERAL

(a) This Bylaw shall take effect on the day which it is finally passed.

READ A FIRST TIME this _____ day of _____, _____.

READ A SECOND TIME this _____ day of _____, _____.

READ A THIRD TIME this _____ day of _____, _____.

Resolution Numbers -

MAYOR

CAO