



Communications and Engagement



Edmonton

Public Notification Bylaw Amendment Report CE00826

Public Hearing

March 15, 2022

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Shifting Landscape - MGA Changes

- The *Municipal Government Act* (MGA) was revised in 2017, allowing for alternative advertising methods
- The City passed the Public Notification Bylaw 18826 on October 7, 2019 to align with the MGA changes
- NOTE - Certain acts such as the *Expropriation Act* have not been amended and still require public notification in a newspaper of general circulation

Clarifying the proposed amendment

	Pre-Bylaw	CURRENT 2019 Bylaw	FUTURE 2021 Bylaw Amendment
Site-Specific Requirements	1. Newspaper Advertising	1. Mail notification 2. Edmonton.ca	1. Mail notification 2. Edmonton.ca
City-Wide Requirements	1. Newspaper Advertising	1. Edmonton.ca 2. Public Service Announcement 3. Service Centre	1. Edmonton.ca 2. Public Service Announcement
Large-Scale Requirements			1. Edmonton.ca
Additional Optional Methods	Includes, but is not limited to, social media, road signs, billboards, digital media buys, news releases, media opportunities, newspaper, radio and television advertising, digital signage, interior and exterior transit signage		

More details on large-scale rezoning notifications

- **Scope and Application:** Only applies when a bylaw rezones 500 or more parcels of land at once (ie. large scale City projects like the Zoning Bylaw Renewal).
- **Benefits:** Provides an efficient and financially responsible approach to notify Edmontonians, through a digital notification method (edmonton.ca).
- **Content of Notice:** Information remains consistent with other rezoning notifications that the City mails out. Only change is to the method of notification.
- **Equity of Communications:**
 - In contrast to the traditional notification methods under MGA, large-scale rezoning notification method ensures all Edmontonians are made aware of the rezoning of property in Edmonton.
 - Accompanied by a broad and robust marketing and communications strategy to give ample and equal opportunity to learn about the City-wide rezoning.



Thank you



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