

**Subject: Bylaw No. 23/012 - Public Notice Bylaw**

**APPROVALS:**

**Jody Butz**

\_\_\_\_\_  
Director

\_\_\_\_\_  
Interim Chief Administrative Officer

**Recommended Motion:**

THAT Bylaw No. 23/012, being the Public Notice Bylaw, be read a first time; and

THAT a Public Hearing regarding Bylaw No. 23/012 be scheduled to be held on September 12, 2023.

**Summary:**

Section 606.1 of the *Municipal Government Act* (the “Act”) allows municipalities to pass an advertisement bylaw to provide flexibility and allow municipalities to develop notification tools that will best meet the needs of their communities.

Currently, the Municipality does not have a bylaw outlining the methods used to share notices with the public. In order to maximize its reach to the residents, the Municipality has primarily advertised public notices in *The Fort McMurray Today*, mailed notices directly to residents via Canada Post, included notices in local newsletters and posted notices on the municipal website.

The *Fort McMurray Today* (“the Today”) newspaper was a major source for advertising public notices, however, over the last number of years there has been a steady decline in the publishing of the printed edition of the Today, going from a daily issue to a weekly edition. In February 2023 the Today ended its printed edition and reverted to publishing an online edition of the newspaper. As a result, the Municipality has used the municipal website as one of the major sources of keeping residents informed of important news.

Enhancements were made on the municipal website where a web page was created specifically for all municipal public notices where notification for development permit approvals, public hearing notices and tribunal notices can be found. On this page users are able to see a list of active notices and search by a date range, a category or by subject matter. A menu item has been added under Trending on the main page of the Municipal website that will take users to the public notices landing page.

**Background:**

Benchmarking from across the province (Attachment 2) has shown that municipalities are using their municipal websites as a major source for public notices, as well as using other media platforms to enhance and support advertisements based on the needs of their communities.

In the spirit of openness and transparency, the proposed bylaw was developed to inform the public and outline the various methods which the Municipality may use to provide notice to the public more effectively and efficiently. The intent of the bylaw is to identify alternate means available to the Municipality in providing notice to the public, with the flexibility to select the best option applicable to a specific need. These alternate methods do not eliminate any current methods used, but rather will enhance public notification by combining the use of both print and electronic media.

The Municipality's electronic media coverage has increased over the years, particularly during and after the COVID-19 Pandemic, which saw electronic communication becoming the most recognized platform for residents to be engaged and receive news on the most up to date municipal business.

The 2022 Social Media + Web Metrics (Attachment 3) provides a summary of the performance and metrics for social media and website traffic for the Municipality for 2022. There were over one million unique visits to the municipal website in 2022 with over two and a half million page views. 60% of our users are accessing the website via a mobile device.

#### **Budget/Financial Implications:**

It is not anticipated that there will be any financial implications, however, should any costs arise, they can be assumed within the current approved budgets.

#### **Rationale for Recommendation:**

Administration is confident that using the municipal website as the major source for advertising is a sustainable and inclusive manner that would provide different levels of accessibility and would bring any subject matter to the attention of substantially all residents in the region. As well using the municipal website will allow for important and emergent information to be released and viewed in a timely manner.

The Municipality will continue to use the current traditional methods of advertising such as social media, newsletters, and mail particularly in the rural communities where internet access is not consistent or available. In addition, the municipal website offers various tools for accessibility and translation, and residents have the ability to subscribe to the webpage to stay up to date on municipal news, programs, and operations.

#### **Strategic Plan Values:**

Building Partnerships

**Attachments:**

- 1. Bylaw No. 23-012 - Public Notice Bylaw**
- 2. Benchmarking - Advertising Tactics**
- 3. Communications & Engagement Social Media and Web Metrics**

## BYLAW NO: 23/012

### A BYLAW OF THE REGIONAL MUNICIPALITY OF WOOD BUFFALO TO ESTABLISH ALTERNATE METHODS OF PUBLIC NOTIFICATION AND ADVERTISEMENT

**WHEREAS** pursuant to Section 606 of the *Municipal Government Act*, RSA 2000, c. M-26 a Council must give notice of certain bylaws, resolutions, meetings, public hearings, or other things by advertising in a newspaper or other publication circulating in the area, mailing or delivering a notice to every residence in the affected area or by another method provided for in a bylaw under section 606.1;

**WHEREAS** pursuant to section 606.1 of the *Municipal Government Act*, a 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 of the Act;

**WHEREAS** pursuant to section 158.1 of the *Local Authorities Election Act*, RSA 2000 (LAEA), if a bylaw is passed in accordance with section 606.1 of the *Municipal Government Act*, this bylaw shall be used for the purpose of notifications referred to in sections 26, 35, 53.01, 53.1 and 74 of the LAEA;

**AND WHEREAS** Council is satisfied that the advertising methods set out in this Bylaw are likely to bring matters advertised by the chosen method to the attention of substantially all residents in the area to which the bylaw, resolution or other things relates or in which the meeting or public hearing is to be held.

**NOW THEREFORE**, the Council of the Regional Municipality of Wood Buffalo, duly assembled, enacts as follows:

#### **Short Title**

1. This Bylaw may be cited as the “Public Notice Bylaw”.

#### **Purpose**

2. The purpose of this Bylaw is to provide methods for advertising proposed bylaws, resolutions, meetings, public hearings, and other things required to be advertised under the Act by the Municipality and to modify certain advertising requirements.

#### **Definitions**

3. In this Bylaw, unless the context otherwise requires:
  - (a) “Act” means the *Municipal Government Act*, RSA 2000 c. M-26 and all amendments and revisions thereto;
  - (b) “Bylaw” means this Public Notice Bylaw;

- (c) “Council” means the council for the Regional Municipality of Wood Buffalo;
- (d) “Chief Administrative Officer” means the chief administrative officer for the Municipality;
- (e) “Municipality” means the Regional Municipality of Wood Buffalo;
- (f) “Notice” means any advertisement, notice, notification or other form of communication required by section 606 of the Act;
- (g) “Social Media” means mobile-based and internet-connected applications and tools that support the sharing and publication of various types of information among people. Social Media services can include, but are not limited to, popular web-based blogs and networking websites such as Facebook, Twitter, LinkedIn, Reddit, Instagram, SnapChat, TikTok and YouTube;
- (h) “Social Media Account” means an approved Municipal account with specific user identification and association login credentials providing access to a Social Media platform. These accounts are administrative accounts and not the accounts of elected officials.
- (i) “Tax Auction” means a public auction pursuant to section 418(1) of the Act;

### **Advertising Methods**

4. Any notice required to be advertised, such as bylaws, resolutions, meetings, public hearings or something else under section 606 of the Act must be advertised:
  - (a) where the matter is of general interest to the entire Municipality, electronically on the Municipality’s website at [www.rmwb.ca/publicnotice](http://www.rmwb.ca/publicnotice);
  - (b) by mailing or delivering a notice by regular post or other delivery method, within the area reasonably expected to be affected; or
  - (c) a combination of 4(a) and 4(b) to be determined by the Municipality as reasonably necessary to bring to the attention of substantially all residents in the area to which the bylaw, resolution or other things relates or in which the meeting or public hearing is to be held.
5. Notwithstanding section 4, anything required to be advertised under Part 17 of the Act or relating to development permits identified in the Land Use Bylaw must be advertised in accordance with the Land Use Bylaw.
6. Notices advertised online pursuant to section 4(a) or (c) must remain accessible from the initial date of posting, through to the date of the thing advertised.

7. In addition to advertising pursuant to section 4, the Municipality may also use one or more of the following methods to enhance and support public awareness:
  - (a) online newspapers, print newspapers, municipal newsletters, fliers, and other materials circulated in the Municipality;
  - (b) Municipal Social Media Accounts;
  - (c) signage, digital signage;
  - (d) printed copies of notice available at Jubilee Centre and rural contact offices;
  - (e) mail;
  - (f) email and other opt-in electronic communications; or
  - (g) any emergent technologies sufficient for these purposes.
8. Unless otherwise stated in this Bylaw, any other bylaw of the Municipality or any other applicable legislation, the methods used to advertise legislated notifications are at the discretion of the Chief Administrative Officer.
9. Tax Auctions shall continue to be advertised, in accordance with section 421(1) of the Act, and may also be advertised in accordance with this Bylaw not less than 10 days before the date on which the Tax Auction is to be held.

**Coming Into Force**

10. This Bylaw comes into effect on the day it is passed.

Read a first time this \_\_\_\_day of \_\_\_\_\_, Year.

Read a second time this \_\_\_\_ day of \_\_\_\_\_, Year.

Read a third time and final time this \_\_\_\_ day of \_\_\_\_\_, Year.

Signed and Passed this \_\_\_\_\_ date of \_\_\_\_\_ Year

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Chief Legislative Officer

# Benchmarking

Bylaws, resolutions, public hearings, or meetings

Advertising Tactic	Airdrie	Edmonton	Leduc	Lethbridge	Rockyview	Calgary	RMWB
Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Local newspaper or other publication	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Public Service Announcements to Local Media (Media Releases)		<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>
Social media			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Mail		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Hard copies at municipal offices/city hall	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Digital signage			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Electronic “opt-in” communications (including email) (Subscribe to Page Updates)				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Other emerging technologies				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

\*Leduc has a clause if no print publications are available.



# COMMUNICATIONS & ENGAGEMENT

2022 Social Media + Web Metrics



REGIONAL MUNICIPALITY  
OF **WOOD BUFFALO**

## Report Overview

This document provides a summary of the performance and metrics of the Social Media + Web properties of the Regional Municipality of Wood Buffalo.

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OVERALL RMWB MEDIA COVERAGE		
<i>Metric</i>	<i>Definition</i>	<i>Result</i>
Media hits	Number of overall media stories covering RMWB	1246
Provincial, national or international stories	Number of stories about the region as a whole (Not specific to the RMWB as an organization) that are provincially, nationally or internationally focused in their orientation	2726
Top Reporter Coverage	Top reporters covering RMWB and topics	<ol style="list-style-type: none"> <li>1. Vincent McDermott, Fort McMurray Today/Postmedia (industry &amp; economy, environment, national, provincial &amp; Indigenous affairs)</li> <li>2. Laura Beamish, Fort McMurray Today/Postmedia (municipal affairs, general news, sports)</li> <li>3. Jamie Malbeuf – CBC news, Fort McMurray (general/feature news)</li> <li>4. Adam Ophus - Mix 103.7 Radio</li> <li>5. Shawn Crites – Mix 103.7 Radio</li> </ol>
Mayor's Office media requests	Number of overall media-related deliverables in support of the Mayor's Office. (Includes key message development, research, interview and response coordination, statement creation and coordination, strategic advice, among other functions)	174
News releases	Number of news releases issued	214



## Social Media

SOCIAL MEDIA OVERVIEW		
Metric	Definition	Result
RMWB followers	Includes followers on Facebook, Twitter, LinkedIn, Instagram and subscribers to YouTube	70,628
RMWB direct engagements	Includes all engagements directly related to RMWB on Facebook, LinkedIn, Twitter, Instagram and YouTube	468,327
RMWB impressions	Includes all views directly to RMWB Twitter, Facebook, YouTube, Instagram and LinkedIn	18,035,010

### 2022 Social Media Following Breakdown

- Facebook 43%
- Twitter 36%
- LinkedIn 13%
- Instagram 7%
- YouTube 1%

Facebook		
Metric	Definition	Result
Posts	Number of RMWB posts	1,560
Page likes / followers	The number of likes your Facebook Pages have at any moment	122,253
Total impressions	The number of times any organic or paid content from your Page or about your Page appeared on Someone's screen. Content can include posts, check-ins, ads, stories from friends who interacted with your page and more	10,998,190
Page Engagements	The total number of interactions (reactions, comments, and shares) received by your Pages' posts as well as by other posts on Facebook that mention your Pages (that is, reactions to user check-ins, event responses, mentions, likes of your pages and more)	31,184
Post Reach	The total number of unique accounts that have seen your posts	6,672,917
Facebook videos	Number of videos posted to Facebook	74
Facebook unique video views	Lifetime: Number of unique people who viewed video for more than 3 seconds. (Unique Users)	139,029
Link Clicks	The number of clicks on links to select destinations	156,345



Twitter		
<i>Metric</i>	<i>Definition</i>	<i>Result</i>
Tweets	Number of RMWB tweets	1,717
Followers	Number of users who follow @RMWoodBuffalo	102,034
Impressions	Number of impressions of RMWB tweets and video views	1,258,400
Engagements	Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion	23,333
Link Clicks	The number of times someone on Twitter clicks on a link in our Tweet	2,807

LinkedIn		
<i>Metric</i>	<i>Definition</i>	<i>Result</i>
Posts	Number of RMWB posts	411
Followers	Number of users following the Regional Municipality of Wood Buffalo LinkedIn page	33,958
Engagements	Includes comments, likes, link clicks and shares	5,985
Impressions	Includes post impressions and page views	144,222

YouTube		
<i>Metric</i>	<i>Definition</i>	<i>Result</i>
Videos	Number of RMWB videos	86
New Subscribers	Number of new subscribers following the RMWB YouTube channel	72
Total Subscribers	Total number of subscribers to RMWB YouTube channel (including new subscribers)	1,827
Views	Includes video views	49,846
Average Watch Time	Average minutes watched	10.36 min



Instagram		
Metric	Definition	Result
Posts	Number of RMWB posts not boosted or promoted / boosted or promoted	461
Followers	Number of users who follow the RMWB Instagram account	18,859
Post Impressions	The total number of times your organic photo, video or carousel post was shown to users on Instagram	401,614
Post Reach	The total number of unique accounts that have seen your organic photo, video or carousel post	389,385

**Top Tweet**

November 29, 2022: An earthquake shook Fort McMurray. Earthquakes Canada reported a Magnitude 6.0 earthquake located near Grande Cache Alberta.  
*Post Impressions: 9,512 | Post Engagements: 304*



**Top Facebook Post**

April 28, 2022: Post promoting the Good Neighbours blog.  
*Reach: 34,440 | Impressions: 35,953 | Engagement: 638*



## RMWB.ca Website

There were over one million unique visits to the Municipal website in 2022 with over two and a half million page views. 60% of our users are accessing the website via a mobile device. This percentage dropped in 2022. The return to the office is the most possible reason for this.

Top Performing Webpage: The Transit Routes pages were by far the most popular webpages on the municipal website with over two hundred thousand unique page views. Of the Route Pages, the Airport, Timberlea and Thickwood routes were the three most popular. See the chart below for the top five pages on the website.

WEBSITE ANALYTICS AND RESULTS		
Metric	Definition	Result
Website sessions	Number of visitors to the site	1,129,844
Average time on page	Average time visitors are on the pages	6:42 minutes
Top pages	Top five most visited pages of RMWB.ca (unique page views)	<ol style="list-style-type: none"> <li>1. Transit Routes – 217,741 (Route 11 – was the most popular, followed by Route 15 –Timberlea and Route 16 – Thickwood)</li> <li>2. Garbage Collection Calendar – 59,732</li> <li>3. Council – 36,645</li> <li>4. Pulse – 27,237</li> <li>5. E-Permitting – 18,643</li> </ol>
Additional Website Analytics		
<ul style="list-style-type: none"> <li>• 2,637,252 page views</li> <li>• 60% mobile device users</li> <li>• Top five keyword searches: jobs/careers, transit/bus, garbage/recycling, pulse, animal control/lost pets, snow removal, landfill,</li> </ul>		

