

### **Advertisement bylaw (Electronic and other methods)**

**606.1(1)** 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.

**(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.

**(3)** Council must conduct a public hearing before making a bylaw under subsection (1).

**(4)** A notice of a bylaw proposed to be made under subsection (1) must be advertised in a manner described in section 606(2)(a) or (b) or by a method provided for in a bylaw made under this section.

**(5)** A notice of a bylaw proposed to be made under subsection (1) must contain

- (a) a statement of the general purpose of the proposed bylaw,
- (b) the address or website where a copy of the proposed bylaw may be examined, and
- (c) an outline of the procedure to be followed by anyone wishing to file a petition in respect of the proposed bylaw.

**(6)** A bylaw passed under this section must be made available for public inspection.

Basically, this section allows a council to enact a bylaw allowing them to select one or more methods for advertising, one of which may be electronically.

Council must be satisfied that the method(s) chosen will reach substantially all citizens in their municipality. To determine the method(s) the citizens want and need depends on the size and population of the municipality. It can be as simple a paper or telephone survey, or as complicated as a full blown media campaign. The choice is yours; however, it is vitally important that whichever method(s) is chosen reaches the most citizens.

Then, a public hearing must be held on the bylaw. The notice of this hearing can only be advertised by newspaper, residential mail or delivery. These requirements ensure that the selected method(s) are guided by public input.

For information on public input, view the [Public Input Toolkit](#) or [Citizen Engagement Toolkit](#) or [Social Media Resource Guide](#).

