

Attachment 5: Public Notice Methods Analysis Table

Public Notice Method	Analysis of Reliability, Suitability and Accessibility per the Public Notice Regulation	Staff Recommendation
1. City's Website: Dedicated Notices Page	<ul style="list-style-type: none"> Provides factual information direct from the City of Burnaby Published and updated once per week on Thursdays (exceeding the 1 month website minimum) Displaying information legibly and in variable sizes, removing accessibility barriers found in small print in physical newspapers The notice can be consulted more than once during the notice period as the webpage will be organized by publication dates, and previous notices will remain online up to 1 year Free and no cost to the public to access Available in any location with internet access, rather than seeking out a local printed paper Searchable by keywords on the City's website and through Google querying Users can also find supporting documentation and contact information on the City's website The City has metrics on the use of the website, which already has a high volume of traffic. 	
2. City's Email Subscription Service: CityConnect eNewsletter	<ul style="list-style-type: none"> Distributed once per week on Thursdays (keeping with previous newsprint publication dates) Members of the public consent to receive the emails Displaying information legibly and in variable sizes, removing accessibility barriers found in small print in physical newspapers Allows the public to consult the notice more than once as the notice will be in an emailed format that has a link that will not expire before 1 year after publication date Free and no cost to the public to access Available in any location with internet access, rather than seeking out a local printed paper Searchable by keywords via email linking to the notices on the City's website eNewsletter is subscriber-driven, and it is the subscriber's responsibility to update their email addresses with the City. eNewsletter is web compatible, which allows subscribers to easily access backup information on the City's website. Metrics are readily available to assess the frequency and manner of use of eNewsletter by its subscribers. While the City already has a base of email subscribers, potential limitations to eNewsletter include that it may take time to grow the subscriber base for those who specifically seek Public Notices. 	<p>Staff recommend the website and email subscription service as the two mandatory methods of public notice in the Public Notice Bylaw.</p>
3. City's Facebook Page	<ul style="list-style-type: none"> Public notices are not a natural fit for content users, who do not generally subscribe to Facebook in order to receive legal statutory notices, which may be lengthy and text-heavy as notice content is legislated The formal content of public notices is counter to what tends to be well-received on Facebook. Members of the public may respond to Facebook notices in comments instead of the prescribed methods provided in the notices (For example, a comment on a Facebook post does not constitute a public hearing submission). Facebook ads and pushed notices have a cost associated by fees set out by the software provider 	
4. City Sending Direct Emails to Public for Notices	<ul style="list-style-type: none"> Sending notices directly to residents' email addresses is another potential option. However, this medium does not have any significant advantages over the eNewsletter. A significant disadvantage of email is that the City would have the responsibility to compile and regularly update a list of the email addresses of residents, and this will likely pose a prohibitive obstacle to creating an effective means of notice. There is also uncertainty of knowing if recipients are actually opening and reviewing an email containing a local government public notice, in contrast to an eNewsletter that monitors and collects this data. 	<p>Staff do not recommend these options as mandatory notice methods in the Public Notice Bylaw but would like to include these as value-added or additional notification methods for project and application specific items, based on the desire of outreach and community engagement direction from Council or departmental staff.</p>
5. Other online newspapers, community driven websites or alternative newsletters	<ul style="list-style-type: none"> Staff have concerns about the reach of such online media sources, given the perceived limited reach of local newspapers on readership, generally. Staff also have concerns about the effectiveness of such notices, given that the postings are not under the control of the City and therefore the City has limited control over issues such as the accessibility and legibility of notices, and how long the notices are posted for. Further, the cost of using online newspapers for notices is similar to the cost of using the paper format, which is therefore higher than the cost of other Internet methods. 	
6. City-Wide Direct Physical Mail Out	<ul style="list-style-type: none"> Using direct mail out has the advantages of targeting the residents most impacted by the matter at issue. However, the cost of direct mail out to the entire City is prohibitive as a default means of providing public notice throughout the City for every matter requiring notice. Direct mail out is currently used to supplement the default notice provisions, and staff recommend that this practice continues. Direct mail out is already in place for addresses that require notification that fall within the 30m to 50m radius of subject properties based on the type of application. 	
7. Posting at Libraries and Recreation or Community Centres	<ul style="list-style-type: none"> These places are frequently visited by youth, seniors and unhoused community members – i.e., audiences who are underrepresented on certain Internet formats. Libraries in particular may be suitable for the content of public notices, and residents are used to receiving general information that the libraries have on display. Recreation centres, on the other hand, usually display information pertaining to recreational activities. A natural disadvantage of using any physical location is that residents would have to travel there to see the notice. Common areas may have space limitations, particularly at recreation centres and the physical location of the notices may require monitoring or security to ensure statutory notices would not be removed, altered or covered. Further, the manual posting of public notices may leave room for human error or timing conflicts Digital kiosks located at these centres may be an option, but its feasibility would require further examination by staff. Staff recommend that the option be retained to use recreation centres and libraries to supplement the City website and eNewsletter as means of notice, depending on the circumstances. 	