

NO: R026

COUNCIL DATE: February 19, 2018

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## REGULAR COUNCIL

TO: **Mayor & Council** DATE: **February 15, 2018**  
FROM: **General Manager, Corporate Services** FILE: **1545-30**  
SUBJECT: **Public Hearing Notification and Speaking Procedures**

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## RECOMMENDATION

The Corporate Services Department recommends that Council:

1. Support the current practice of dealing with printed notifications pertaining to public hearings as contained within this report; and
2. Amend the Council Procedure By-law, 2004, No. 15300 to implement a five (5) minute speaking time for public hearings, a copy of which is attached as Appendix "I" to this report, for the required readings.

## INTENT

The purpose of this report is to provide Council with information regarding the City's existing practice of dealing with printed notifications to the community on upcoming public hearings; and propose an amendment to the Council Procedure By-law, 2004, No. 15300 (the "Bylaw") that ensures a time limit for speakers wishing to address Council on a bylaw that is the subject of the hearing.

## BACKGROUND

### Public Hearing Notifications

In order to inform the public of upcoming public hearings, the City provides public notifications as follows for each application:

1. Advertisements are published in at least two consecutive issues of a local newspaper, as shown in Appendix "II" (additional detail is provided below);
2. Notification cards, as shown in Appendix "III", are mailed to property owners that own land within 100 metres, or are located within three properties, of the subject site;
3. Public hearing information is displayed for all applications on the City's website;
4. Pursuant to City policy, a development information sign is posted in front of the subject property which provides information on the proposed development; and

5. Notices are posted to a digital bulletin board in the foyer located at City Hall outside of Council Chambers.

The above meets and exceeds the legislative requirements of s.466 of the *Local Government Act* regarding notice of public hearing, as well as City of Surrey Bylaw 6727, which provides for mailing of notices of public hearings. Please refer to Appendix "IV" and "V".

### **Newspaper Advertising**

Section 466(3) of the *Local Government Act* requires that a notice of public hearing "be published in at least 2 consecutive issues of a newspaper".

In 2014, the Black Press Group Ltd. ("Black Press") acquired the Surrey Now from Glacier Media Inc. ("Glacier"). This acquisition provided Black Press with a media monopoly in the Surrey area:

- Black Press subsequently merged the Surrey Now and the Surrey-North Delta Leader into a single paper, the Surrey Now-Leader; and
- Black Press also owns the Cloverdale Reporter and Peace Arch News newspapers.

The distribution areas for the Surrey Now-Leader and the Peace Arch News are structured such that it is not possible to place an advertisement that will reach all of Surrey without advertising in both papers. Please see Appendix "VI" for a map delineating the circulation areas. A similar coverage structure existed prior to the acquisition of the Surrey Now by Black Press; however, Black Press provided a heavily-discounted rate for insertion into both the Surrey Leader and the Peace Arch News in order to be competitive with the Surrey Now newspaper. Further complicating matters is the fact that the Cloverdale Reporter is the only newspaper that is delivered within Cloverdale on Wednesdays (Cloverdale residents receive the Surrey Now-Leader on Fridays).

### **Newspaper Advertising Costs**

Prior to Black Press' control of the local Surrey newspaper market in 2014, a competitive process existed for newspaper advertising, with both the Surrey Now and the Surrey Leader competing for the City's advertising contract. This helped to drive down the City's annual statutory advertising cost. Since then, Black Press' ownership of all three local newspapers has eliminated the City's ability to negotiate better advertising rates, or to walk away from the high prices set by Black Press. To this end, the City's statutory advertising cost has increased significantly from \$53,517 in 2013 to an average of \$121,000 per year at present (representing a 126% increase).

Prior to entering into the current advertising agreement with Black Press in 2015, the City explored alternative advertising suppliers, including both the Vancouver Sun and Vancouver Province. It was determined that, despite Black Press' price increase, it still offers a competitive cost advantage compared to advertising with the Vancouver Sun and Province newspapers. In addition, Black Press is the only option presently available that provides wide, non-subscription (free) distribution to all households across Surrey. Please refer to Corporate Report No. R165; 2015, attached as Appendix "VII", for additional information.

It is worth noting that municipalities across British Columbia, including Surrey, have been lobbying the BC government through the Union of BC Municipalities (UBCM) to amend the legislation pertaining to newspaper advertisements for public hearings. The objective is to

eliminate the mandatory requirement of advertising public hearings in printed newspapers, and conversely, take advantage of less costly, more effective online alternatives.

### **Presentations by Public at Regular Council Public Hearing Meetings**

As referenced in Appendix "IV", s.465(3) of the *Local Government Act* states that the purpose of the public hearing process is to ensure that "...all persons who believe that their interest in property is affected by the proposed bylaw must be afforded a reasonable opportunity to be heard...". Similar wording is mirrored in the City's current Council Procedure By-law, 2004, No. 15300, s.51.

The City's current Bylaw is silent with respect reflecting specific time limits per speaker at public hearing meetings. The absence of a time limit has, at times, resulted in speakers straying off topic and/or taking up a disproportion amount of time addressing a proposed bylaw. This has resulted in frustration for other speakers waiting to address Council on the same or subsequent bylaws within the public hearing meeting.

## **DISCUSSION**

### **Newspaper Advertising**

Given the current limitations to the City's newspaper advertising options as described in the preceding section of this report, staff endeavour to strike a balance between ensuring the City meets its obligations under the *Local Government Act* and controlling steadily increasing advertising costs. Accordingly, the City advertises public hearing notices as follows:

- For proposed developments that are located north of Highway 10, public hearing notices are advertised in both the Surrey Now-Leader and Cloverdale Reporter;
- For proposed developments located south of Highway 10, public hearing notices are advertised in the Peace Arch News; and
- Public hearing notifications for items that may impact all of Surrey, such as certain Official Community Plan or Zoning Bylaw text amendments, are advertised in all three newspapers.

In addition to the above, and to ensure that Surrey property owners can view all public hearing notices across the City regardless of which newspaper they receive (Surrey Now-Leader, Peace Arch News or the Cloverdale Reporter), all statutory advertising published in local papers contain the following reference:

***"Please see [www.surrey.ca](http://www.surrey.ca) for public hearing items located [north/south] of No. 10 Highway (56 Avenue)."***

Please refer to Appendix "II" for an example of a recent public hearing notice that was advertised in the January 3, 2018 edition of the Surrey Now-Leader newspaper.

Following a review of the frequency of the City's statutory advertisements over the past few years, it is estimated that the cost associated with simultaneously publishing statutory notices in all Surrey based newspapers could increase from an average of \$121,000 to \$200,000 annually (representing a 65% increase). Based on the above, there appears to be no significant value in doing so and is therefore not recommended.

As a viable alternative, the City offers a subscription service that allows the public to sign up to receive the City communications of their choice. Over 70,000 individuals have registered to use this service. By adding an option to subscribe to all public hearing notices, interested customers will be able to receive push notifications, i.e. email notice, for all public hearing items that the City has scheduled for consideration at each RCPH meeting. Accordingly, staff can modify the public hearing notification cards and newspaper advertisements to contain messaging informing residents of this subscription option.

### **Proposed Amendment to City of Surrey Council Procedure By-law, 2004, No. 15300**

As noted previously in this report, the *Local Government Act* requires Council to hold public hearings in order to provide a reasonable opportunity for those members of the public who may be affected by a proposed land use bylaw.

In order for the public hearing meeting process to be conducted in a more consistent, fair and equitable manner, and for the benefit of all participants of the meeting, it is recommended that the Bylaw be amended to include a five (5) minute time limit per each speaker wishing to comment on a bylaw that is the subject of a public hearing. It should be noted that the current Bylaw limits each Council member to speak a maximum of two (2) times on each motion for no longer than four (4) minutes each time, or except as granted permission by Council.

In the interest of procedural fairness and efficiency, a structured time limit will prompt speakers to present their views to Council in a succinct and timely fashion. In turn, this will reduce the overall amount of time required for each public hearing item, ensuring that subsequent public hearing items can be considered without undue delays for those in attendance waiting to speak.

The proposed amendment is consistent with procedures used by many municipalities across BC, including the following lower mainland municipalities:

<b>Municipality</b>	<b>Speaking Time Limit</b>
City of Coquitlam	5 minutes
City of Delta	5 minutes
District of North Vancouver	5 minutes
City of Vancouver	5 minutes
District of West Vancouver	5 minutes
City of White Rock	5 minutes
City of Richmond	10 minutes

If adopted by Council, staff will communicate this requirement to the public through its public hearing information brochure and the City of Surrey website, along with suggestions on how to concisely convey comments to Council regarding a bylaw that is the subject of a public hearing.

## SUSTAINABILITY CONSIDERATIONS

This report's recommendation of not making significant changes to the advertisement of public hearing notices and to amend the Council Procedure By-law, 2004, No. 14300 supports the City's Sustainability Charter, specifically the following Corporate Sustainability objectives:

- Objective #3: Ensure that customer interaction with the City is convenient, efficient, data-driven, and measurable;
- Objective #7: Integrate sustainable purchasing into our way of business; and
- Objective #8: Work towards corporate financial sustainability.

## CONCLUSION

The Corporate Services Department recommends that Council:

1. Support the current practice of dealing with printed notifications pertaining to public hearings as contained within this report; and
2. Amend the Council Procedure By-law, 2004, No. 15300 to implement a five (5) minute speaking time for public hearings, a copy of which is attached as Appendix "I" to this report, for the required readings.

Rob Costanzo,  
General Manager,  
Corporate Services

MP/rac/js

Appendix "I" - Proposed Amendment to Council Procedure By-law, 2004, No. 15300

Appendix "II" - Public Hearing Notice - Excerpt from the January 3rd, 2018 Edition of the Surrey Now-Leader Newspaper

Appendix "III" - Notice of Public Hearing Notification Card

Appendix "IV" - Local Government Act s.465 & 466

Appendix "V" - City of Surrey Bylaw 6727

Appendix "VI" - Surrey Newspaper Boundary Map

Appendix "VII" - Corporate Report No. R165; 2015

CITY OF SURREY

BYLAW NO. 19513

A bylaw to amend the provisions of "Council Procedure By-law, 2004, No. 15300", as amended.

.....

NOW, THEREFORE, the Council of the City of Surrey, ENACTS AS FOLLOWS:

- 1. "Council Procedure By-law, 2004, No. 15300", as amended, is hereby further amended by inserting a new sub-section 52.1 as follows:

"52.1 A person speaking at a Regular Council Public Hearing shall be limited to 5 minutes per application and the person's comments shall be confined to the matters contained in the application that is the subject of the hearing, unless otherwise permitted by the Chair."

- 2. This Bylaw shall be cited for all purposes as "Council Procedure Bylaw, 2004, No. 15300 Amendment Bylaw, 2018, No. 19513"

PASSED FIRST READING on the day of , 2018.

PASSED SECOND READING on the day of , 2018.

PUBLIC HEARING HELD thereon on the day of , 2018.

PASSED THIRD READING on the day of , 2018.

RECONSIDERED AND FINALLY ADOPTED, signed by the Mayor and Clerk, and sealed with the Corporate Seal on the th day of , 2018.

\_\_\_\_\_MAYOR

\_\_\_\_\_CLERK

Public Hearing Notice – Excerpt from the January 3<sup>rd</sup>, 2018 Edition of the Surrey Now-Leader Newspaper

These applications are at the Public Hearing stage, which is a critical time for public input.

Please see [surrey.ca](http://surrey.ca) for Public Hearing items located south of No. 10 Highway (56 Avenue).

**MEETING DATE**

**MONDAY  
JAN 8 2018**

**PUBLIC HEARING**

**MEETINGS AT CITY HALL**  
13450 - 104 AVENUE, SURREY, BC

**COMMENCING: 7PM  
COUNCIL CHAMBERS**

**MORE INFO**

Planning & Development  
604.591.4441

[www.surrey.ca](http://www.surrey.ca)

View bylaws and related documents at City Hall  
Mon-Fri 8:30am-4:30pm  
except statutory holidays.

**BE HEARD**

Email City Clerk  
[clerks@surrey.ca](mailto:clerks@surrey.ca)

Fax or mail a letter to  
City Hall (fax: 604-501-7578)

In person at a Public  
Hearing meeting

**Zoning Amendment  
Bylaw No. 19474**

**Application: 7917-0424-00**

**Location: 15039 - 68 Avenue**

**Purpose of Bylaw:** The applicant is seeking to rezone the site shown in grey on the location map from Half-Acre Residential to Single Family Residential.

The applicant is proposing to subdivide the property into 2 single family lots with the existing dwelling to be retained on proposed Lot 1.



**Zoning Amendment  
Bylaw No. 19477**

**Application: 7917-0141-00**

**Location: 10121 - 122 Street  
(10123 - 122 Street)**

**Purpose of Bylaw:** The applicant is seeking to rezone the site shown in grey on the location map from Duplex Residential to Single Family Residential.

The applicant is proposing to subdivide the site into 2 single family lots.

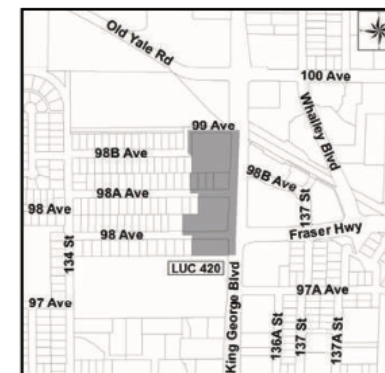


**Land Use Contract No. 420  
Termination Bylaw No. 19442**

**Application: 7917-0262-00**

**Location: 13545, 13555,  
13565 and 13583 - 98A  
Avenue; 13586 - 98 Avenue;  
9801, 9835 and 9905 King  
George Boulevard**

**Purpose:** To permit the existing underlying C-35 Zone to come into effect pursuant to Section 464.1(c) and 548 of the *Local Government Act*, R.S.B.C. 2015, c.1.

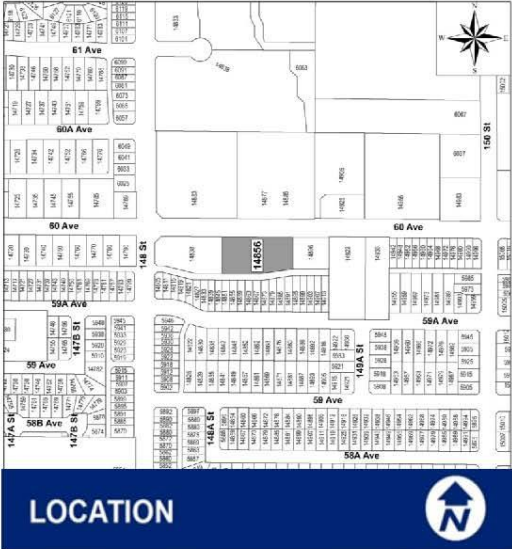


Notice of Public Hearing Notification Card

**NOTICE OF PUBLIC HEARING**

Surrey City Council will hold a Public Hearing at:  
**Surrey City Hall**  
**13450—104 Avenue**  
**Council Chambers**

**MEETING DATE**  
**MONDAY**  
**JAN. 22, 2018**  
**STARTING AT 7PM**  
**PUBLIC HEARING**



**Surrey Official Community Plan Amendment Bylaw No. 19483**

**Surrey Zoning Amendment Bylaw No. 19484**

**Application: 7917-0242-00**

**Location: 14856 – 60 Avenue**

**Purpose of Bylaws:** The applicant is seeking to redesignate the site shown in grey on the location map from Urban to Multiple Residential and rezone the site from Half-Acre Residential to Comprehensive Development.

The applicant is proposing to develop a 3-storey mixed use building containing approximately 29 apartment units and 9 ground floor commercial retail units fronting 60 Avenue.



Project Planner: Taryn Hayes at 604-591-4681



**Local Government Act s.465 & 466**

**Public hearing procedures**

**465** (1) A public hearing under section 464 (1) must be held after first reading of the bylaw and before third reading.

(2) At the public hearing, all persons who believe that their interest in property is affected by the proposed bylaw must be afforded a reasonable opportunity to be heard or to present written submissions respecting matters contained in the bylaw that is the subject of the hearing.

(3) Subject to subsection (2), the chair of the public hearing may establish procedural rules for the conduct of the hearing.

(4) More than one bylaw may be considered at a public hearing and more than one bylaw may be included in a notice of public hearing.

(5) A written report of each public hearing, containing a summary of the nature of the representations respecting the bylaw that were made at the hearing, must be prepared and maintained as a public record.

(6) A report under subsection (5) must be certified as being fair and accurate by the person preparing the report and, if applicable, by the person to whom the hearing was delegated under section 469.

(7) A public hearing may be adjourned and no further notice of the hearing is necessary if the time and place for the resumption of the hearing are stated to those present at the time the hearing is adjourned.

**Notice of public hearing**

**466** (1) If a public hearing is to be held under section 464 (1), the local government must give notice of the hearing

(a) in accordance with this section, and

(b) in the case of a public hearing on an official community plan that includes a schedule under section 614 (3) (b) [*designation of heritage conservation area*], in accordance with section 592 [*giving notice to owners and occupiers*].

(2) The notice must state the following:

(a) the time and date of the hearing;

(b) the place of the hearing;

(c) in general terms, the purpose of the bylaw;

(d) the land or lands that are the subject of the bylaw;

(e) the place where and the times and dates when copies of the bylaw may be inspected.

(3) The notice must be published in at least 2 consecutive issues of a newspaper, the last publication to appear not less than 3 days and not more than 10 days before the public hearing.

(4) If the bylaw in relation to which the notice is given alters the permitted use or density of any area, the notice must

(a) subject to subsection (6), include a sketch that shows the area that is the subject of the bylaw alteration, including the name of adjoining roads if applicable, and

(b) be mailed or otherwise delivered at least 10 days before the public hearing  
(i) to the owners, as shown on the assessment roll as at the date of the first reading of the bylaw, and  
(ii) to any tenants in occupation, as at the date of the mailing or delivery of the notice,

of all parcels, any part of which is the subject of the bylaw alteration or is within a distance specified by bylaw from that part of the area that is subject to the bylaw alteration.

(5) If the bylaw in relation to which the notice is given is a bylaw under section 548 [*early termination of land use contracts*], the notice must

(a) subject to subsection (6), include a sketch that shows the area subject to the land use contract that the bylaw will terminate, including the name of adjoining roads if applicable, and

(b) be mailed or otherwise delivered at least 10 days before the public hearing  
(i) to the owners, as shown on the assessment roll as at the date of the first reading of the bylaw, and  
(ii) to any tenants in occupation, as at the date of the mailing or delivery of the notice,

of all parcels, any part of which is subject to the land use contract that the bylaw will terminate or is within a distance specified by bylaw from that part of the area that is subject to that land use contract.

(6) If the location of the land can be clearly identified in the notice in a manner other than a sketch, it may be identified in that manner.

(7) Subsection (4) does not apply if 10 or more parcels owned by 10 or more persons are the subject of the bylaw alteration.

(8) The obligation to deliver a notice under subsection (4) or (5) is satisfied if a reasonable effort was made to mail or otherwise deliver the notice.

CITY OF SURREY

BY-LAW NO. 6727

A By-law to provide for mailing of Notices of Public Hearings pursuant to Section 892 of the *Local Government Act*, R.S.B.C. 1996, c.323, as amended

.....

**As amended by By-laws: B/L 8167, 02/25/85; B/L 8471, 01/13/86; B/L 12268, 04/25/94; B/L 12906, 09/23/96; B/L 13443, 06/22/98; B/L 14496, 09/10/01; B/L 17521, 12/12/11**

THIS IS A CONSOLIDATED BY-LAW PREPARED BY THE CITY OF SURREY FOR CONVENIENCE ONLY. THE CITY DOES NOT WARRANT THAT THE INFORMATION CONTAINED IN THIS CONSOLIDATION IS CURRENT. IT IS THE RESPONSIBILITY OF THE PERSON USING THIS CONSOLIDATION TO ENSURE THAT IT ACCURATELY REFLECTS CURRENT BY-LAW PROVISIONS.

WHEREAS the Council of the City of Surrey is required by Section 892 of the *Local Government Act*, R.S.B.C. 1996, c.323, as amended to provide that notice of the hearing of a rezoning, official community plan amendment, or a modification to an existing land use contract (the "By-law alteration") must be mailed or otherwise delivered to the owners as shown on the assessment roll as at the date of first reading of the By-law and to any tenants in occupation, as at the date of the mailing, (the "owners and occupiers"), of all parcels, any part of which is the subject of the By-law alteration or is within a distance specified by By-law from that part of the area that is subject to the By-law alteration.

THEREFORE, the City Council of the City of Surrey, in open meeting assembled, ENACTS AS FOLLOWS:

1. On or after the first day of August, 1981, a copy of every Notice of Public Hearing required to be published pursuant to Section 892 of the *Local Government Act*, R.S.B.C. 1996, c.323, as amended shall be mailed or otherwise delivered by the City Clerk at least ten (10) days before the date of the hearing to the owners and occupiers of all real property:
  - (a) Within the area that is subject to the By-law alteration; and
  - (b) Within a distance of one hundred (100) metres or within three lots in all directions, whichever is greater from all boundaries of the area that is subject to the By-law alteration.
  
2. This By-law shall come into full force and effect on the first day of January, 2012.

3. "Surrey Notice of Public Hearings Mailing By-law, 1973, No. 4041" is hereby repealed.

4. *This By-law may be cited for all purposes as "Surrey Notice of Public Hearings Mailing By-law, 1981, No. 6727."*

INTRODUCED AND PASSED on the 13th day of July, A.D., 1981.

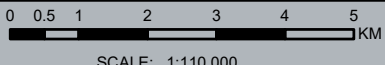
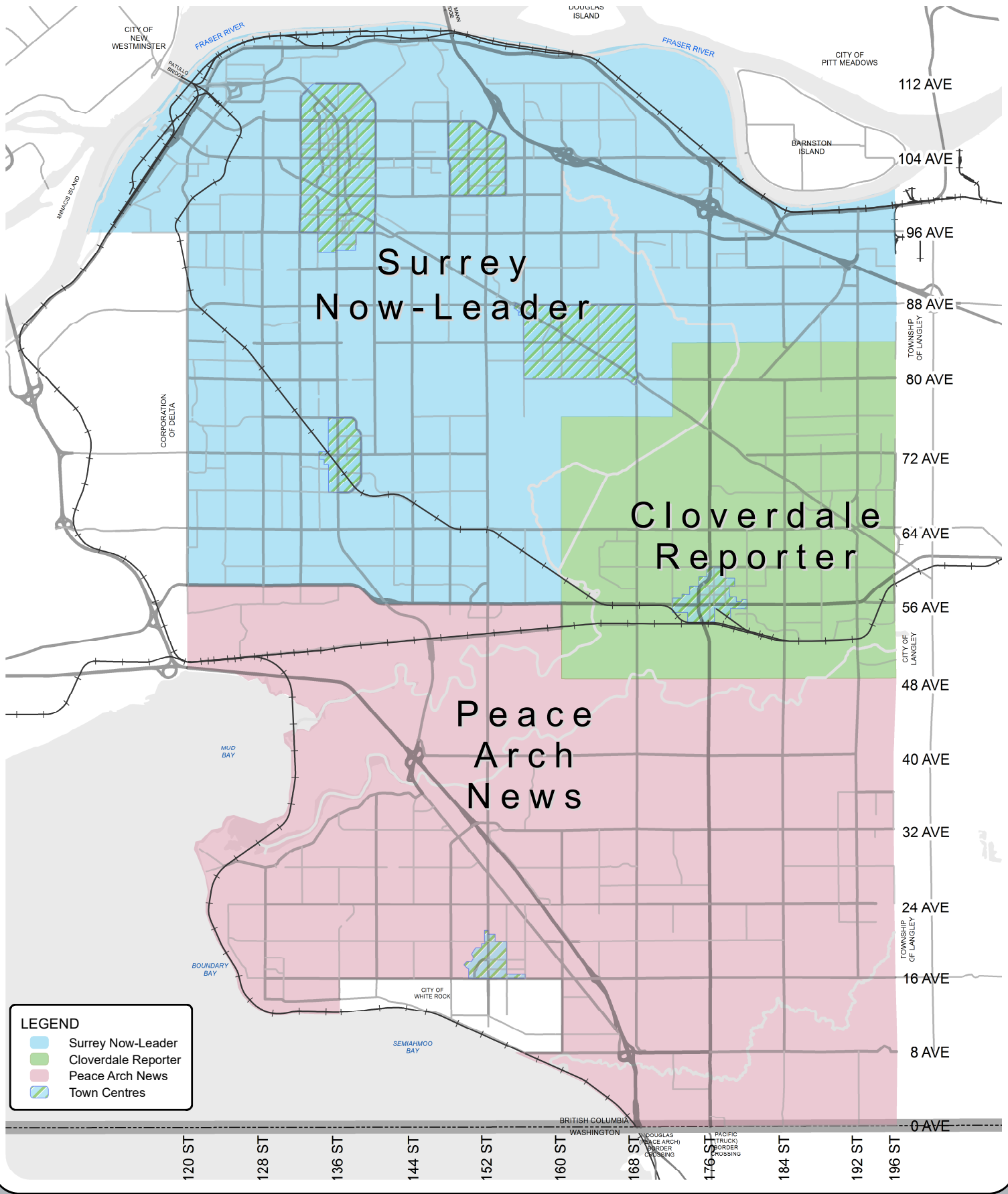
RECONSIDERED, PASSED AND FINALLY ADOPTED, signed by the Mayor and Clerk, and sealed with the Corporate Seal on the 20th day of July, A.D., 1981.

                  "D.A. ROSS"                   MAYOR

                  "W. VOLLRATH"                   CLERK

# Surrey Newspaper Boundary Map

# APPENDIX "VI"



SCALE: 1:110,000



**REGULAR COUNCIL**

**TO: Mayor & Council** **DATE: July 23, 2015**

**FROM: General Manager, Parks, Recreation and Culture** **FILE: 1545-01**  
**General Manager, Finance & Technology**

**SUBJECT: Standing Offer Agreement – Community Newspaper Advertising**

**RECOMMENDATION**

The Parks, Recreation and Culture Department, and the Finance and Technology Department recommend that Council approve entering into an agreement with Black Press Ltd. to enable staff to proceed with advertising in local community newspapers.

**INTENT**

The purpose of this report is to seek Council approval to enter into an agreement with Black Press Ltd. for the purchasing of advertising in community newspapers with the rates that were stipulated in a recent Standing Offer Agreement process.

**BACKGROUND**

The previous Request for Proposal (RFQ) for Community Newspaper Advertising issued in 2010 ended April 30, 2015 after four consecutive years of annual renewal with minor addendums and sustained rates. During this period, the City committed to moderate annual advertising volumes of 27,000 column inches (9,000 statutory and 18,000 non-statutory advertising).

Historical advertising rates and expenditure patterns are summarized below:

	<b>Black Press *</b>	<b>Now Newspaper</b>
Rate per column inch 2010 – 2015 (April)	\$6.30	\$7.50
Rate per column inch 2006 - 2009	\$26.85 - \$28.62	\$7.50
<b>Expenditures</b>		
2014	\$273,650	\$176,370
2013	\$300,100	\$195,780
2012	\$331,510	\$264,630
2011	\$340,360	\$239,050
2010	\$337,710	\$356,070
2009	\$201,660	\$385,800
2008	\$351,160	\$355,740
2007	\$238,010	\$241,730

\* Black Press includes: Surrey News Leader / Peace Arch News/ Cloverdale Reporter

From 2007 to 2014, the annual expenditure for advertising in local papers ranged from \$450,000 to \$700,000. During the period of 2006 to 2009, the agreement structure was based on rates tied to ad volume commitments; the Now Newspaper secured a higher volume of advertising given their ad rate was most competitive (\$7.50 column inch).

## DISCUSSION

An agreement has been drafted offering adjusted ad rates for the Now Newspaper, the Leader Newspaper, the Cloverdale Reporter and the Peace Arch News. A summary of the new rates is attached as **Appendix I**.

The new agreement secures fixed ad rates for the City of Surrey for all papers independently without committing to fixed advertising volumes. While the term of the agreement is one year, the agreement can be extended annually through to 2020.

While the new rates have increased substantially (ranging from 43 to 50% for certain papers), the rate structure remains well below commercial rates and are adjusting to catch up to inflationary pressures in the marketplace after going unchanged for five consecutive years.

### **Rate Structure:**

The following table shows a summary of the current rates in relation to the previous contract period:

	<b>Rates 2010-2015</b>	<b>2015 New Rates</b>
LEADER Rate per column inch	*\$6.26	\$12.60
LEADER Full page rate	*\$613.00	\$1,235.00
NOW Rate per column inch	\$7.50	\$12.60
NOW Full page rate	\$714.00	\$1,235.00
PEACE ARCH NEWS Rate per column inch	*\$6.26	\$11.00
PEACE ARCH NEWS Full page rate	*\$613.00	\$1,078.00

\* Rate includes combined bonus placement in both: Surrey News Leader / Peace Arch News

The above rates exclude analysis for the Cloverdale Reporter as it's considered a secondary and segmented product in the City's overall marketing mix. The figures displayed in the table show that rates have increased by 42% for the NOW Newspaper, 50% for the Leader Newspaper and 43% for Peach Arch News. The percentage increases noted do not reflect that under the previous agreement, bonus ad placement occurred for the Leader and Peace Arch News when staff placed ads in one of the papers and wanted to extend to the sister paper at no additional cost. That arrangement is no longer available in the 2015 rate structure and agreement.

In many areas of the City, service based public awareness advertising is discretionary and can be adjusted to account for increased pricing, however, there are some business areas of the City (recreation services, arts services, heritage services) where program participation is influenced by the extent and success of community advertising. In these areas, advertising will be reduced and reallocated in some cases to digital marketing options and other channels to sustain services and programs. In the Legislative Services Section of the City, statutory advertising is required and ad volumes can only be reduced marginally. Section 94 of the Community Charter requires public notifications to be published in a newspaper that is distributed at least weekly, once each week for two consecutive weeks.

**Options:**

Given the legislation and the City's need for print advertising both for statutory and non-statutory advertising, other options were explored to meet both marketing and legislated requirements.

**Option 1 – Advertise with Regional Newspapers**

Ad rate quotations were received for the regional Sun and Province newspapers that have distribution within Surrey. The resulting quotations revealed that this method was not competitive in relation to the new community newspaper rates. As well, the Province/Sun is a paid subscription therefore not reaching all households.

**Option 2 – City Produced Publication**

A second option evaluated designing a devoted city newsprint publication that could be produced weekly and distributed either through the community newspapers or other means. While this option offers additional exposure for city initiatives and statutory ads, it was also deemed to be a less viable alternative based on production and distribution costs.

**Option 3 – Subscribed E-mail Notification**

The third option evaluated patrons voluntarily subscribe to e-mail notifications for statutory notices. The City is currently actively implementing a comprehensive online e-notification platform that enables the customer to get personalized information customized to their interests and preferences. Currently, the e-mail notifications are considered a complement to the paid advertising notices versus replacing the newspaper notifications.

**Budget Implications:**

Budget shortfalls are expected in 2015 particularly in the Legislative Services area given the Statutory Advertising legislative requirement. An expected budget impact of \$40,000 annually is anticipated beginning in 2016 and an approximate budget impact of \$25,000 for the remainder of 2015.

**SUSTAINABILITY CONSIDERATIONS**

The proposed agreement with Black Press Ltd. will assist in achieving the objectives of the City's Sustainability Charter; more particularly, the scope item #EN5 which states:

“Local governments are major buyers of goods and services. The purchasing habits of governments can set the tone for local businesses and residents, and can create the critical mass of customers required to introduce green products economically into a community.”

The new advertising agreement encourages consolidation of advertising volumes and emphasis on complimentary digital ad methods and sustainable ad strategies.

**CONCLUSION**

Despite the global challenges and marketplace complexities facing the Canadian newspaper industry, the new rates resulting from the recent community newspaper Standing Offer Agreement process enable the City to continue to maintain an active presence in our local



newspapers which is vital to informing the public of key initiatives and providing a high level of service. The City will be required to adapt to the rate increased by adjusting ad strategies and consolidating ads within department business areas. While the new rates have increased substantially (ranging from 43 to 50% for certain papers), the rate structure remains 68% below regular commercial rates and provides rate certainty for the next 5 years.

In addition to the paid advertising, the City will continue to utilize all marketing channels including both free and paid options such as bus shelters, digital advertising, print, online and social media.

Ongoing moderate budget shortfalls are expected in Legislative Services while other departments are expected to adjust advertising and marketing programs to account for the increased rates.

Laurie Cavan  
General Manager  
Parks, Recreation and Culture

Vivienne Wilke, CPA, CGA  
General Manager  
Finance and Technology

## **Appendix I – New Ad Rates for Community Newspaper Advertising**

2015 Ad RATES	Surrey Leader	Peace Arch News	Cloverdale Reporter	The Surrey Now
Quarter page , b&w, 1 <sup>st</sup> run / 2 <sup>nd</sup> run / 3 <sup>rd</sup> run	\$264.60 / \$224.91 / \$211.68	\$231.00 / \$196.35 / \$184.80	\$185.64 / \$157.79 / \$148.51	\$264.60 / \$224.91 / \$211.68
Quarter page, colour (Single Spot, Two Spot or Process - \$49)	\$312.60 / \$272.91 / \$259.68	\$279.00 / \$244.35 / \$232.80	\$233.64 / \$205.79 / \$196.51	\$312.60 / \$272.91 / \$259.68
Half page, b&w, 1 <sup>st</sup> run / 2 <sup>nd</sup> run / 3 <sup>rd</sup> run	\$617.00 / \$524.45 / \$493.60	\$539.00 / \$458.15 / \$431.20	\$433.00 / \$368.05 / \$346.40	\$617.00 / \$524.45 / \$493.60
Half page, colour (Single Spot, Two Spot or Process - \$98)	\$715.00 / \$622.45 / \$591.60	\$637.00 / \$556.15 / \$592.20	\$531.00 / \$466.05 / \$444.40	\$715.00 / \$622.45 / \$591.60
Full-page, b&w, 1 <sup>st</sup> run / 2 <sup>nd</sup> run / 3 <sup>rd</sup> run	\$1,234.80 / \$1,049.58 / \$987.84	\$1,078.00 / \$916.30 / \$862.40	\$866.32 / \$736.37 / \$693.06	\$1,234.80 / \$1,049.58 / \$987.84
Full-page, colour (Single Spot, Two Spot or Process - \$196)	\$1,430.80 / \$1,245.58 / \$1,183.84	\$1,274.00 / \$1,112.30 / \$1,058.40	\$1,062.32 / \$932.37 / \$889.06	\$1,430.80 / \$1,245.58 / \$1,183.84
Flyer Distribution (incl. 8-24 page City Feature inserts and/or Leisure Guide inserts) delivered <i>tandem</i> (on top on the paper)	\$85 per thousand	\$85 per thousand	\$85 per thousand	\$85 per thousand
Flyer Distribution (incl. 8-24 page City Feature inserts and/or Leisure Guide inserts) delivered <i>non-tandem</i> (inside the paper)	\$40 per thousand	\$40 per thousand	\$40 per thousand	\$40 per thousand
Flyer Insert Distribution Delivered <i>tandem</i> (on top of the paper)	\$7,055.00	\$3,188.35	\$656.00	\$7,055.00
Flyer Insert Distribution Delivered <i>non-tandem</i> (inside the paper)	\$3,320.00	\$1,500.40	\$1,386.50	\$3,320.00

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