



MARKETING & COMMUNICATIONS

TO: Council
DATE: May 4, 2021
FILE: N/A
SUBJECT: Calgary Metropolitan Region Board Communications Plan

DIVISION: All
APPLICATION: N/A

POLICY DIRECTION:

Direction from Rocky View County Council.

EXECUTIVE SUMMARY:

Rocky View County Council directed Administration at the April 13, 2021 council meeting to bring back a proposal for a communications campaign that would further increase awareness of the impacts of the Calgary Metropolitan Region Board (CMRB) on County residents, business owners, and landowners, with a call to action on the information.

ADMINISTRATION RECOMMENDATION:

Administration recommends approval in accordance with Option #1.

BACKGROUND:

The CMRB came into force on January 1, 2018, (Section 708 of the *Municipal Government Act*) and is intended to provide for integrated and strategic growth in the Calgary region. Member municipalities include Airdrie, Calgary, Chestermere, Cochrane, Foothills County, High River, Okotoks, Rocky View County, Strathmore, and Wheatland County.

The CMRB is required, by legislation, to create a Regional Growth and Servicing Plan that will guide growth and development in the Region. The CMRB Growth and Servicing Plan must address certain requirements, as outlined in the *Calgary Metropolitan Region Board Regulation*. The member municipalities are required to comply with the Regional Growth Plan. All statutory planning documents, including Municipal Development Plans and Area Structure Plans, must comply and be approved by the CMRB.

Rocky View County has participated in the development of the regional Growth and Servicing Plans in good faith, but has significant concerns with several aspects of these plans. Urban members of the CMRB refuse to amend these policies to address County concerns, which forces the County to advocate for its interests outside of the channels provided by the CMRB process.

DISCUSSION:

A draft Communication Plan is included as Attachment A for Council's consideration.

Administration Resources

Bart Goemans, Marketing & Communications



BUDGET IMPLICATIONS:

As outlined in the proposed plan, the budget for this proposal is \$3,800.00. The funding would be split evenly between the existing Marketing & Communications department budget, and the Council Initiatives budget.

COMMUNICATIONS PLAN:

See the attached Communications Plan (Attachment 'A').

STRATEGIC OBJECTIVES:

This initiative is supported by Council's Strategic Plan themes of Financial Health and Responsible Growth, and strategic objective of Enhanced Transparency, Financial Resiliency, and Guided Growth.

OPTIONS:

- Option #1: THAT the CMRB Communications Plan/Campaign be implemented as presented.
- Option #2: THAT the CMRB Communications Plan/Campaign be implemented with revisions.
- Option #3: THAT the CMRB Communications Plan/Campaign is rejected.

Respectfully submitted,

Concurrence,

"Grant Kaiser"

"Kent Robinson"

Executive Director
Community and Business Connections

Acting Chief Administrative Officer

BG/GK

ATTACHMENTS:

ATTACHMENT 'A': CMRB Communications Plan