Agenda – Executive Policy Committee – April 20, 2022

REPORTS

Item No. 2 Corporate Advertising Policy

WINNIPEG PUBLIC SERVICE RECOMMENDATION:

1. That Council approve the Corporate Advertising Policy, attached as Appendix A.

2. That the Public Service report back with a review on the effectiveness of the Corporate Advertising Policy no later than March 2027.

3. That the Proper Officers at the City of Winnipeg be authorized to do all things necessary to implement the intent of the foregoing.

DECISION MAKING HISTORY:

COUNCIL DECISION:

On February 24, 2022, Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

1. That an extension of time of up to 60 days be granted for the Winnipeg Public Service to report back with an advertising policy for Council's consideration.

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On February 16, 2022, the Executive Policy Committee submitted to Council that an extension of time of up to 60 days be granted for the Winnipeg Public Service to report back with an advertising policy for Council's consideration.

COUNCIL DECISION:

On July 22, 2021, Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

1. That the Winnipeg Public Service be directed to report back in 180 days with an advertising policy for Council's consideration.

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On July 14, 2021, the Executive Policy Committee considered the Council Motion of June 24, 2021, and submitted the matter to Council.

COUNCIL DECISION:

On June 24, 2021, Council ruled automatic referral of the following motion to the Executive Policy Committee:

Moved by Councillor Nason,
Seconded by Councillor Klein,

WHEREAS the City of Winnipeg Charter, By-laws and Council Policies require the City of Winnipeg to advertise through media outlets for a variety of matters;

DECISION MAKING HISTORY (continued):

COUNCIL DECISION (continued):

AND WHEREAS the City of Winnipeg additionally regularly chooses to undertake advertising that supports the delivery of services to the public;

AND WHEREAS Cities such as Toronto and Ottawa have policies regarding advertising;

AND WHEREAS having a Council adopted policy would be beneficial to ensure that advertising is undertaken to assist in the provision of City services and projects and should be consistent with the City's vision, mission, and values and not compromise or contradict the City of Winnipeg Charter, any by-law or policy of the City, or reflect negatively on the City's public image;

THEREFORE BE IT RESOLVED that the Winnipeg Public Service be directed to report back in 180 days with an advertising policy for Council's consideration.

ADMINISTRATIVE REPORT

Title: Corporate Advertising Policy

Critical Path: Executive Policy Committee – Council

AUTHORIZATION

Author	Department Head	CFO	CAO
K. McLure	F. Wiltshire	N/A	M. Jack

EXECUTIVE SUMMARY

The City of Winnipeg (City)'s vision is to be a vibrant, healthy, and inclusive city for all Winnipeg residents and visitors. Its mission is to achieve effective and efficient service delivery through a collaborative, engaged, and value-driven organizational culture guided by the values of accountability, diversity, respect, trust, and transparency.

The Corporate Advertising Policy (Policy) was created to ensure all advertising:

a. Purchased or sold by the City or provided in-kind; and/or
b. Displayed on/in City Property, in City Publications, or at City Events;

is consistent with the City's vision, mission and values, the Canadian Charter of Rights and Freedoms, the Human Rights Code, and the Canadian Code of Advertising Standards; does not compromise or contradict the City of Winnipeg Charter or any by-law or policy of the City; does not reflect negatively on the City's public image; and is accessible to people with diverse abilities.

RECOMMENDATIONS

1. That Council approve the Corporate Advertising Policy, attached as Appendix A.

2. That the Public Service report back with a review on the effectiveness of the Corporate Advertising Policy no later than March 2027.

3. That the proper officers at the City of Winnipeg be authorized to do all things necessary to implement the intent of the foregoing.

REASON FOR THE REPORT

On July 22, 2021, Council directed the Public Service to report back in 180 days with an advertising policy for Council's consideration.

At its February 24, 2022, meeting, Council granted a 60-day extension for the Public Service to report back.

Council approval is required for the adoption of a City Policy.

IMPLICATIONS OF THE RECOMMENDATIONS

If adopted by Council, the Public Service will implement the Corporate Advertising Policy (Policy) across all City departments, and their special operating agencies, and will review the Policy at a minimum of every five years.

HISTORY/DISCUSSION

The City of Winnipeg is a large organization that offers a wide variety of programs and services for its residents, visitors, and businesses. As the City continues to grow in diverse populations, traditional advertising plans are being amended to include social media tools, mobile applications, and niche publications and media.

City departments and their special operating agencies buy advertising to support the delivery of their unique programs and services to the public. A fulsome media mix is needed to inform, educate, engage, build awareness, and promote behaviour change to all residents. Advertising is also required to meet regulatory/legislative requirements, including public notice of elections, insect control, and property development applications.

Previously, the City of Winnipeg did not have an advertising policy that applied to all City departments and their special operating agencies, and advertising was researched, planned, purchased, and sold by individual departments in isolation.

Although individual departments will continue to research, plan, purchase, and sell advertising, the Policy will require department advertising plans be submitted through the Customer Service and Communications Department which will provide better awareness and tracking of City-wide advertising activities to ensure advertising is consistent with the Policy.

The purpose of the Policy is to ensure all advertising (as defined by the Policy) is consistent with the City's vision, mission and values, the Canadian Charter of Rights and Freedoms, the Human Rights Code, and the Canadian Code of Advertising Standards; does not compromise or contradict the City of Winnipeg Charter or any by-law or policy of the City; does not reflect negatively on the City's public image; and is accessible to people with diverse abilities.

The Policy includes the following key elements:

- An outline of requirements for Advertising purchased or sold by a department or special operating agency or provided in-kind to the City;
- An outline of requirements and restrictions for Advertising on/in City Property, in City Publications, or at City Events: and
- Responsibilities for City staff, including: the creation of templates and process documents for researching, planning, purchasing, and evaluating Advertising; the submission of advertising plans by departments and special operating agencies to the Customer Service & Communications Department; and reporting back to the departments with corporate advertising activities quarterly.

The Policy applies to advertising by the City (whether purchased or provided in-kind) and advertising with the City on/in City Property, in City Publications, or at City Events (whether revenue-generating or provided by the City in-kind).

This Policy does not apply to advertising on property owned by the City but operated by parties other than the City pursuant to a lease or other agreement; or advertising on property (including online platforms) owned and operated by a third party and leased or licensed to the City for its use, unless adopted as part of the terms governing that agreement or use.

The Policy will be a companion to the Sponsorship Policy adopted on November 21, 2007, when Council recommended that the Winnipeg Public Service be directed to prepare a City-wide corporate policy on advertising as a companion to the Sponsorship Policy.

FINANCIAL IMPACT

Financial Impact Statement Date: March 10, 2022

Project Name:
Corporate Advertising Policy

COMMENTS:

There are no financial implications associated with the recommendations in this report.

"electronically approved by J. Peters"
Jocelyn Peters, CPA, CGA
Manager of Finance & Administration (Campus)
Corporate Finance Department

CONSULTATION

This Report has been prepared in consultation with:

- Assets & Project Management
- Community Services
- Legal Services (as to legal issues)
- Corporate Finance, Materials Management
- Planning, Property & Development
- Public Works
- Water and Waste
- Winnipeg Transit

OURWINNIPEG POLICY ALIGNMENT

1.4 Integrated Knowledge and Resources
Coordinate inter-departmental systems, projects and resources, making the best use of internal and external expertise to better understand service needs, find the most appropriate solutions, optimize resources, and maximize community outcomes.

WINNIPEG CLIMATE ACTION PLAN ALIGNMENT

Not applicable

WINNIPEG POVERTY REDUCTION STRATEGY ALIGNMENT

Not applicable

SUBMITTED BY

Department: Customer Service & Communications
Division: Marketing & Branding
Prepared by: Kristen McLure
Date: March 22, 2022
File No: N/A

Attachments: