

Minute No. 356

Report – Executive Policy Committee – April 20, 2022

Item No. 1 Corporate Advertising Policy

COUNCIL DECISION:

Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

1. That the Corporate Advertising Policy, attached as Appendix A, be approved.
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.

Report – Executive Policy Committee – April 20, 2022

DECISION MAKING HISTORY:

Moved by His Worship Mayor Bowman,

That the recommendation of the Executive Policy Committee be adopted
by consent.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On April 20, 2022, the Executive Policy Committee concurred in the recommendation of the Winnipeg Public Service and submitted the matter to Council.

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.

Report – Executive Policy Committee – April 20, 2022

DECISION MAKING HISTORY (continued):

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;

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:



CITY OF WINNIPEG POLICY NO. XXX-XXX

POLICY TITLE <i>Corporate Advertising Policy</i>	ADOPTED BY <i>City Council</i>	EFFECTIVE DATE XXXXXXXXXX
ORIGIN / AUTHORITY <i>Executive Policy Committee</i>	CITY POLICY NO	MOST RECENT CONSOLIDATION XXX-XXX

1. Purpose:

The Corporate Advertising Policy (Policy) ensures 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; is consistent with and does not compromise or contradict the City of Winnipeg Charter or 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.

2. Definitions:

- 2.1 **“Advertiser”** means an individual, business, or organization, including the City, that displays Advertising on their property, or the property of a third party who they represent, in exchange for monetary or in-kind payment.
- 2.2 **“Advertising”** consists of any paid or in-kind media created to inform, educate, engage, build awareness, promote behaviour change, and/or market or sell a product or service. This can include but is not limited to: broadcast (e.g. television, radio), print (e.g. newspaper, brochure, flyer, magazine), out-of-home (e.g. billboards, message boards, transit), digital (e.g. digital screen networks, online), promotional products/materials, direct mail and any new medium as may be identified by the City of Winnipeg’s Public Service.

- 2.3 **“Advertising Contractor”** means the individual or business that is awarded a contract to supply, install and/or sell interior and exterior advertising on City property.
- 2.4 **“City Event”** means any activity which is operated and/or managed by the City.
- 2.5 **“City Publication”** means any publication produced by the City to inform, educate, engage, build awareness, or promote behaviour change. City publications may or may not offer advertising placements.
- 2.6 **“City Property”** means all City-owned and operated properties and facilities, including but not limited to: indoor and outdoor recreation fields, parks and open space, boulevards, buildings and rooms, furniture, equipment and fixtures, fleet vehicles, buses, bus benches, and bus shelters.
- 2.7 **“Contract Administrator”** means City staff authorized to represent the City in agreements with Advertising Contractors
- 2.8 **“External Agency”** means an individual or business contracted by a City department, including special operating agencies (SOA), to develop Advertising and/or marketing material intended to promote City services and/or programs.

3. Corporate Advertising Policy

3.1 Application

This Policy applies to 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.

This Policy does not apply to Advertising on property owned by the City but operated by a third party 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 those agreements or use.

3.2 Advertising purchased by or provided in-kind to the City

Advertising purchased by, or provided in-kind to, the City and submitted to Advertisers by a City department or SOA, or by an External Agency on behalf of a City department or SOA, will:

- 3.2.a Inform, educate, build awareness, and/or promote behaviour change about its programs and services;

- 3.2.b Increase the visibility of public service activities, including participation in engagement events;
- 3.2.c Be based on an advertising plan which will include, at a minimum, identification and assessment of the target audience and how best to reach the target audience within budget;
- 3.2.d Be placed in a manner that is most efficient and effective for the City;
- 3.2.e Only appear in reputable publications, including third-party websites and mobile applications;
- 3.2.f Be presented in a consistent manner adhering to the City's current brand and design standards including any applicable policies, manuals and/or guidelines;
- 3.2.g Be offered in bilingual format, or with separate French translation equivalent, where required;
- 3.2.h Be purchased or procured in accordance with the Materials Management Policy (City of Winnipeg Policy FI-003) and the associated Administrative Standard or Sponsorship Policy, as applicable;
- 3.2.i Be consistent with all other applicable requirements as set out in Appendices to this Policy and/or as established by the Administrative Standard to this Policy; and
- 3.2.j Be accessible for people with diverse abilities.

3.3 Advertising sold by the City or provided in-kind

- 3.3.a Rates set by the City for advertising intended to generate revenue for the City will be publicly available on departmental websites.
- 3.3.b The City will not accept Advertising that is contrary to its vision, mission, and values or that is not in the best interest of the City, as determined by the City in its sole discretion.
- 3.3.c The display of advertisements on/in City Property, in City Publications, or at City Events is accepted as a means of generating revenue for the City of Winnipeg. The acceptance of Advertising on City Property, in City Publications, or at City Events is not an endorsement of the product or service being advertised.
- 3.3.d The City reserves the right to restrict advertising of certain services, specifically those which compete with the City's service delivery, and to exclude products and industries which are inconsistent with the vision, mission and values of the City.

- 3.3.e In general, the City seeks to promote a healthy lifestyle for all residents and the following will not be considered with regard to Advertising and Advertisers:
 - 3.3.f Companies that promote the use of tobacco and weapons or the sale of alcohol, gambling, drugs including cannabis, or drug paraphernalia to underage youth;
 - 3.3.g Advertising concepts that explicitly or implicitly stereotype or otherwise denigrate individuals or groups; or
 - 3.3.h Parties debarred from doing business with the City.
- 3.4 Any display of advertisements on/in City Property, in City Publications, or at City Events as a means of generating revenue for the City must be procured in compliance with the City of Winnipeg's Materials Management Policy (City of Winnipeg Policy FI-003), and in accordance with fees and charges approved by Council or its delegates.
- 3.5 All new Advertising that requires installations on or within City Property must be reviewed and completed in consultation with the City's Municipal Accommodations Division.
- 3.6 Be consistent with all other applicable requirements as set out in Appendices to this Policy and/or as established by the Administrative Standard to this Policy.

4. Responsibilities

4.1 Director of Customer Service and Communications

The position responsible to administer this policy is the Director of Customer Service and Communications, including ongoing reviews of this policy every five years.

4.2 Manager of Marketing and Branding

The Manager of Marketing and Branding will create an Administrative Standard to govern actions of the Public Service related to this Policy and provide templates and process documents for researching, planning, purchasing, and evaluating Advertising. This position is responsible for providing clarity of policy requirements, receiving and compiling department advertising plans, and reporting back to the departments with corporate advertising activities quarterly.

4.3 Departments and/or Contract Administrators buying Advertising

Responsible for soliciting, negotiating, approving, and administering Advertising purchases and/or agreements in compliance with this Policy and the Materials Management Policy (City of Winnipeg Policy FI-003) and the associated Administrative Standard.

Responsible for submitting advertising plans to the City's Customer Service and Communications department.

Responsible for maintaining a log of all Advertising expenditures.

Responsible for approving Advertising in accordance with the Policy, whether developed internally or by an External Agency, and submitting approved Advertising to the Advertiser for display, publication, or posting.

4.4 Departments and/or Contract Administrators selling Advertising space

Responsible for soliciting, negotiating, approving, and administering Advertising agreements related to City Property, City Publications, and City Events in compliance with this Policy and the Materials Management Policy (City of Winnipeg Policy FI-003) and the associated Administrative Standard, and in accordance with fees and charges approved by Council or its delegates.

Responsible for posting Advertising rates set by the City on their website and reviewing annually.

Responsible for ensuring Advertising Contractors acknowledge and adhere to the Policy when selling and/or installing Advertising on/in City Property, in City Publications, or at City Events on behalf of the City.

Responsible for maintaining a log of all Advertising revenue received and issuing a written acknowledgement of agreements to each Advertiser.

5. Review

This policy will be reviewed, at minimum, every five (5) years.

6. Appendices

- 6.1 [Canadian Code of Advertising Standards](#)
- 6.2 [Canadian Charter of Rights and Freedoms](#)
- 6.3 [The Human Rights Code](#)
- 6.4 [City of Winnipeg Accessibility Design Standard \(2015, Third Edition\)](#)
- 6.5 [City of Winnipeg Brand Manual](#)
- 6.6 [City of Winnipeg By-law No. 8154/2002: Official Languages of Municipal Services](#)
- 6.7 [City of Winnipeg Materials Management Policy](#)
- 6.8 [City of Winnipeg Universal Design Policy](#)
- 6.9 [Winnipeg Zoning By-law](#)